

Industry Veteran

Angelo Ellerbee challenges artists to clean up their acts!

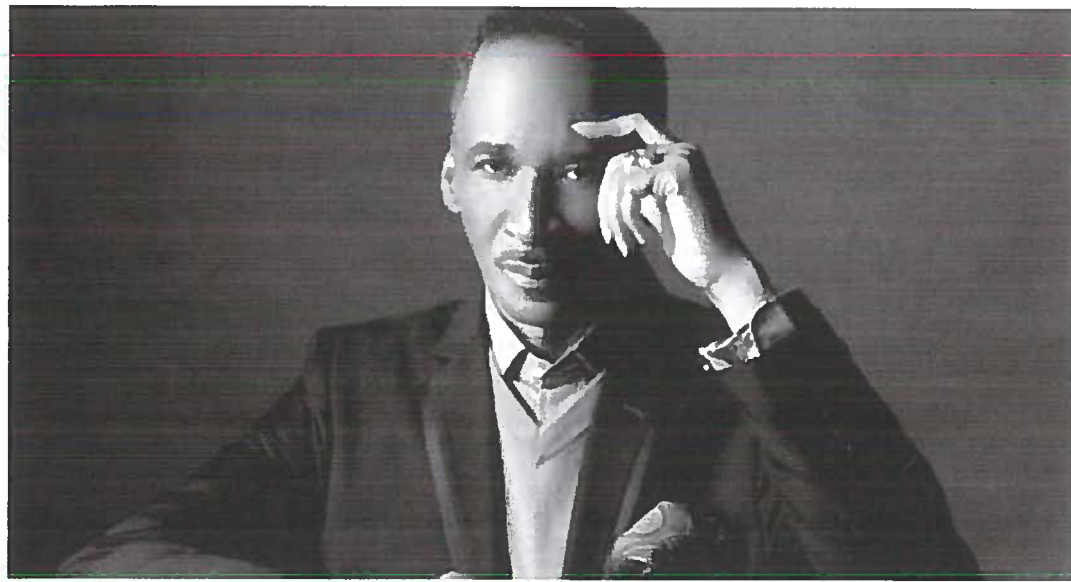
Compiled by Don Thomas

Angelo Antonio Ellerbee has prided himself on being the etiquette coach to the stars and being an advocate for the true development of the artist for the last 36 years. He has seen and heard it all, from artists who can't read or write to artists with rude manners and to the simply put, uneducated people that are running rampant nowadays in the music industry.

In the recent months with all of the upheaval caused by Chris Brown, Ellerbee feels it is time once again to take on the music industry and challenge its artists to act like artists. He was very public about the big commotion that was caused 2 years ago when Kanye West ran up on stage during Taylor Swift's acceptance of her MTV VMA to express his dismay at her winning.

Ellerbee was appalled and said that the industry had been taken back 40 years before greats like Berry Gordy invested time in developing an artist, not just to sell records, but to conduct themselves as professionals. Angelo was featured in Out Magazine and said this when asked about teaching celebrities manners as opposed to non-celebrities: "There is absolutely no difference. It is manners. It is respect.

"It's just an extension of what their mothers and fathers should have taught them — the difference between right and wrong and how to sit at a table." **Fast forward:** 2 years later and it seems we are back to artists who don't know how to behave. Chris Brown recently let his anger get the best of him at Good Morning America when he got angry about questions regarding his abuse of



Angelo Ellerbee, Founder/CEO Double Xposure

ex-girlfriend Rihanna.

In a fit of rage he trashed his green room and threw a chair through a high-rise glass window potentially endangering the lives of people walking on the street below. Something as simple as how to act in an interview seems to have been lost in artist development and this is a prime example of that. These are things that have to be the foundation of all artists according to Ellerbee. He leaves you with these thoughts on artist development and the lack there of. "Life is not a cup of instant coffee. It's brewed over time. That's called the development of an artist.

You can't just grab an artist and have them record.

"This isn't a part-time job — this is a full-time job! You have to raise the bar across the board. And that's what we get so afraid of. And then we get afraid of, 'Is my check going to get cut?'" Ellerbee is here to set the facts straight about the lack of artist development today and where artist development needs to go in the future.

Angelo Ellerbee is a dynamic motivational speaker. He tells it like it is, period. His 36 years of experience working with many high profile artists such as Mary

J. Blige, Dionne Warwick, Ginuwine and DMX have only strengthened his knowledge of the music industry. He was recently chosen to appear at the prestigious Berklee College of Music in Boston to impart his knowledge and wisdom on the up and comers in the music industry, our youth.

He was received with open

minds and ears from the students who, to his surprise, were extremely unfamiliar with the idea of artist development the way it was done in the past. It was this realization that encouraged Angelo Ellerbee to re-educate the public on the importance of not only artist development, but also being committed to your talent, loving yourself and being an upstanding model citizen.

Bookin' It

20 lessons on building success from failure

(from page 32)

tas as the host of a hit, nationally-syndicated, TV talk show, one might not suspect that he'd suffered any setbacks over the course of his meteoric rise. But contrary to appearances, the accomplished broadcaster/entrepreneur/publisher/philanthropist/author has definitely taken his share of missteps on his way to the top.

And now he's decided to mark his 20th anniversary in the business by writing a how-to, or should I say a how not-to book recounting 20 of the biggest blunders he's made in life. The point of the revealing exercise is ostensibly to give hope to the downtrodden and discouraged by illustrating how much more we can potentially learn from our mistakes than from our successes.

In this warts-and-all memoir, Tavis owns up to a number of embarrassing doozies, ranging from getting arrested for writing bad checks to padding his timesheets at a job to graduating 15 years late from college because he flunked a course the second semester of his senior year. He also admits to mooching off former NFL great Jim Brown when he first arrived in Los Angeles and to almost moving back home to Indiana dead broke when, as Gladys Knight sings it, "L.A. proved too much for the man."

What I found most fascinating, nevertheless, is hearing Tavis expound on some of his more public falls from grace, such as being fired by BET Chairman Bob Johnson, being called a "House [N-word]" by hip-hop mogul Russell Simmons and, perhaps most painfully, being rejected by much of the Black community for his failure to embrace Barack Obama during the 2008

presidential race. He addresses the Obama controversy in heartfelt fashion in a chapter entitled, "When Everybody Turns against You." There he reflects upon the tears spilt after being thrown under the campaign bus by fans and colleagues alike, including radio DJ Tom Joyner, a longtime friend and colleague who all but predicted his professional demise.

But to his credit, Tavis has not only survived but flourished mightily. In fact, the brother proves himself here to be humble enough to air his most-humiliating faux pas so they might serve as cautionary tales for anyone contemplating following in his footsteps. To order a copy of "Fail Up," visit: <http://www.amazon.com/exec/obidos/ASIN/1401933904/ref=noim/thslfofire-20>

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