



Double XXposure Media Relations

Artist Development Program

There is a Mystery to Making History—Angelo Ellerbe

Double XXposure Media Relations
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My Declaration of Self-Esteem

by Virginia Satir

I AM ME

In all the world, there is no one else exactly like ME.

Everything that comes out of ME is authentically ME.

Because I alone chose it - I own everything about ME.

My body, my feelings, my mouth, my voice, all my actions;
whether they be to others or to myself.

I own my fantasies, my dreams, my hopes, my fears.

I own all my triumphs and successes, all my failures and mistakes.

Because I own all of ME, I can become intimately acquainted with ME.

By so doing I can love ME and be friendly with ME in all my parts I know.

There are aspects about myself that puzzle ME, and other aspects that I do not know;
but as long as I am friendly and loving to myself,

I can courageously and hopefully look for solutions to the puzzles
and for ways to find out more about ME.

However I look and sound, whatever I say and do and whatever

I think and feel at a given moment in time is authentically ME.

If later some parts of how I looked, sounded, thought
and felt turn out to be unfitting, I can discard that which is
unfitting, keep the rest, and invent something new for that which I discarded.

I can see, hear, feel, think, say, and do.

I have the tools to survive, to be close to others, to be productive to make sense
and order out of the world of people and things outside of ME.

I own ME, and therefore I can engineer ME

I am ME and I AM OKAY



Artist Development Program - Overview

The Double XXposure Artist Development Program offers a comprehensive syllabus that covers the gamut of services guaranteed to prepare an artist for the many aspects in his or her life as an entertainer. The program has been developed to fill the “artist development” void that exists in today’s entertainment industry. The focus and mission is to assist artists, their management and record company in the long-term development of the artist’s career.

During the Motown era, the careers of recording artist were well planned and images were created and enhanced by professionals who developed every aspect of the artist’s musical and public personas. Motown’s professional commitment gave birth to some of the biggest superstars of our time... and Double XXposure is in the business of creating superstars.

The following is a list of classes offered by Double XXposure’s Artist Development Program. These classes are divided into 9 categories:

An Introduction of the Music Business: Basic knowledge is provided, as well as a functional comprehension of the music industry. It familiarizes the artists with terminology and related legal jargon and lays the foundation of education and information. The goal is to develop the artist’s acute business awareness which will ultimately translate into sound and sensible business decisions.

Image Control: This section focuses on styling and personal grooming. It is important to understand the impact of image. The class will explore the process of establishing a look in the context of mass appeal in the marketplace. There is a choice – look either like the audience or set the trend for what the audience will wear.

Fitness: Based on the premise that “well being” starts from within and “feeling good is looking good,” this section targets healthy eating and nutrition; and seeks to create a customized fitness regimen for the artist to enhance their sense of well being.

Media Training: The training prepares the artist for the inevitable in a successful career – interviews. Here the artist learns how to present their story to the media. The three “A’s” are discussed – Agenda, Appearance and Attitude.

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Public Speaking: People in many different capacities have a fear of speaking in public. Public speaking is a required skill; from performing live in concert to conducting live television interviews. Presentation, preparedness and being versed on a variety of topics and current events will aid an artist for their “moments” in the public’s eye.

Etiquette: Whether it is dinner with a label executive or lunch with Oprah Winfrey, basic etiquette and manners are what will ultimately provide the basis for character judgment. You never have a second chance to make a first impression. Polish and shine are provided for the artist and we equip them with social interaction skills. It is what makes the difference between a rock and a diamond.

Vocal Care / Technique: Observe the pristine care a professional musician gives to his or her instrument, be it a saxophone, a conga drum or a guitar. The quality and care for the instrument is directly related to the quality and efficiency of the performance. Talent is the medium. We instruct and encourage the artist to treat the voice as an instrument and practice the proper techniques of vocal use and vocal care.

Travel / Touring: Every artist hopes to go on tour and have direct consumer contact in a variety of markets. The artist is provided with helpful hints. Advice is given on packing, touring and travel to provide an artist with basic knowledge to facilitate both national and international touring and avoid major mishaps, confusion and cultural faux pas.

Photo Shoots / EPK: In today’s market, one cannot overestimate the importance of creating exciting visuals for the artist. In an era of audiovisual explosion, capturing the right image is of the utmost importance. Double XXposure will develop and execute the entire photo shoot. We will recruit the services of creative professionals (fashion stylists, hair stylists, groomers, photographers, etc.) to produce a variety of looks for the artist that will serve their publicity, marketing and promotional needs as well as album covers.

In response to the age of technical advancement, the EPK (Electronic Press kit) is an effective publicity and marketing tool in introducing a new artist to the press community and the marketplace. The video footage varies from 5-10 minutes and captures the true essence of the artist in several facets of their personal and professional lives. A professional voice over provides narration and the visuals vary to encompass the artist in multiple settings.

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Charm School

By Sophia Mendes

Part I

Angelo Ellerbee has been coaching artists like Mary J. Blige, Michael Jackson, Alicia Keys, and Fabolous since the early 1990s. He works with them on their personal skills. One of the most important of these skills is reading.

To begin with, most of his clients do not read their own contracts. As a result, anyone from managers to studios can take advantage of them. Learning to read is key to Ellerbee's clients' survival. Ellerbee teaches them to read the "fine print" and to grasp its meaning.

Ellerbee's goals go even deeper than that. To be truly successful, rap artists must understand how the world works. That is why they sign up for "Charm School." According to Ellerbee, real-world success begins deep inside a person. The first step is to learn who you are. The next step is to accept who you are, instead of looking to others for acceptance. The final step is to experience other cultures and to accept other people.

Ellerbee says, "I tell my clients, you have got to come out of your own backyard and go into someone else's backyard—learn how they cut their weeds. If you have any kind of success, you are not going to stay in your own backyard forever."

Books play an important role in all three steps. Reading feeds your inner life. It helps you hear your own thoughts and feel your own emotions. Besides the Bible, most of the books Ellerbee assigns are biographies and books by Maya Angelou.

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Part II

One of Angelo Ellerbee's most famous clients is Mary J. Blige, a singer known as the "Queen of Hip Hop." Blige came to Ellerbee's firm, Double XXposure, in the mid-1990s. She won an award for her first record, "What's The 411?" The media spotlight found Mary J. Blige, and it was very hard for her to handle. She would drink before concerts and magazine shoots, or she would cancel them, show up hours late, or never show up at all. Exhibiting more of this kind of behavior would ruin her career.



Blige grew up in housing projects outside of New York City. Every day of her childhood she had to fight to survive. Later, she said, "Growing up in the projects is like living in a barrel of crabs. If you try to get out, one of the other crabs tries to pull you back in. "The voices of these "crabs" had dictated much of that life to her. They were why she dropped out of high school.

The instant fame she won at the age of 22 took her lower than she had ever gone before. The pressure was on, and all she had to guide her were the negative voices in her head—the voices of all those "crabs". Drugs and alcohol could not wash them away.

Thus, Blige signed up for Ellerbee's "Charm School", and it changed her life. He sparked her interest in reading and other developmental tools which helped her to find her true self. Blige had never really read much before. One of the books Ellerbee gave her was "Their Eyes Were Watching God" by Zora Neale Hurston. There is a deep and loving meaning to this African American love story. It helped awaken the beauty inside of Blige. She began to listen to her inner voice and began to perform her own songs instead of others. Blige quit using drugs and then became more confident. She fired her manager and began reading her own contracts. She broke it off with a man who treated her badly and found one who treated her well.

Charm School

Part II (continued)

She learned how to care for herself, and began showing great care for others, among many other “good works.” Blige has toured urban schools telling kids to stay put and get an education.

All this personal growth has not chilled Blige’s singing career. Instead, it has “charmed” it. In early 2007, she won three Grammy awards, and the hits keep on coming. To date, Blige has won nine [Grammy Awards](#) and sold over 65 million records worldwide. Mary J. Blige is the winner of the World Music Legends Award for combining Hip-Hop and Soul like no other in the early 90's. Mary is known to the world as "The Queen of Hip-Hop Soul," a title credited by critics, society, and other artist for creating the genre "Hip-Hop Soul."

Blige is a spokesperson and investor for [Carol's Daughter](#) beauty products and a [Citibank](#) spokesperson with [Nickelback](#) during the 2008 holiday season. Blige has also had endorsement contracts with [Reebok](#), [Air Jordan](#), [Pepsi](#), [Coca-Cola](#), [Gap](#), [Target](#), American Express, [AT&T](#), [M·A·C](#), [Apple Inc.](#) and [Chevrolet](#). Blige was a spokesperson for the M·A·C AIDS Fund.

On May 9, 2008, Mary J. Blige launched the Foundation for the Advancement of Women Now, Inc. ([FFAWN](#)). FFAWN is an organization founded by Mary J. Blige to inspire women from all walks of life to reach their individual potential. Through scholarships, grants, and programs that foster strong self-esteem, career development, and personal growth; FFAWN is intended to help women gain the confidence and skills they need to achieve success.

FFAWN will initially focus its efforts in Yonkers and surrounding communities in Westchester and then expand its scope to include the greater New York area and, eventually, the entire country.

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Charm School

Part III

1. Are there aspects of your personal and/or professional life you do not like to discuss? If YES, explain what and why?

2. What is the most exciting aspect of being an artist to you?

3. What is the most frustrating aspect of being an artist to you?

4. What aspects of your career do you think you need to improve?

5. What aspects of your career do you think are the strongest elements?



Charm School

The Business of Show Business

Give your understanding of the following industry related terms:

1. Royalties _____
2. Publishing Rights _____
3. Soundscan _____
4. BDS Charts _____
5. Airplay _____
6. Video Rotation _____
7. ASCAP _____
8. BMI _____
9. Distribution _____
10. A&R _____
11. P.O.P _____
12. Radio & Retail _____
13. Press & Promotion _____
14. Per Diem _____
15. In Store _____

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Etiquette: Business Meetings, Social Gatherings and Being Appropriate

“Politeness and consideration for others is like investing pennies and getting dollars back.”

You never get a second chance to make a great first impression. Your attire is a statement and will speak to your seriousness and respect for those you are meeting and the event you are attending. Please provide two photo examples of appropriate Day and evening casual attire (2) and day and evening formal (2). (You can download the photos)

Should you inform your business associate or host, when running approximately 10 minutes late for a business appointment? If so is it acceptable to text or call to inform the contact of your lateness?

In what time frame is it appropriate to cancel a business meeting?

What are the elements of how to properly and fully introduce yourself when meeting a potential business associate for the first time

Upon entering a restaurant for a dinner meeting with a female colleague and being shown to your table by the host/hostess, what is the first thing a gentleman would do?

1. Have a seat
2. Assist his female associate by pulling out and holding the chair for her
3. Order a drink for her

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What is the first thing you would do in a restaurant after being seated at a table?

1. Have a sip of water
2. Take your napkin of the table and place it in your lap.
3. Blow your nose

Do you know the correct usage of dinner utensils? Is the correct order of use; outside to inward or inside outward?



Do you know the difference between a water glass, a champagne glass and a wine glass? Please label the glasses below.



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Do you know the difference between your waiter and your busboy? Please explain.

Give (3) three examples of appropriate topics to be casually discussed at a dinner meeting

- 1.
- 2.
- 3

***It is highly recommended to never discuss controversial issues at dinner meetings, social gatherings and high profile public events. Especially political and socially charged issues where your viewpoint might be outside the norm.

You have been invited to dinner to discuss the details of a possible business arrangement. At the end of the dinner meeting;

1. Do you offer to pay the check at the end of the meal?
2. Do you offer to pay the gratuities?
3. Just say thank you after your host pays the bill?

Is it appropriate to accept a cell phone call when at a lunch or dinner meeting? If so, for what reasons and how do you excuse yourself from the table in a way that you will not offend your host or guests?

When invited to a dinner or social event, is it appropriate to bring someone with you and not inform the host?



Attitudes and Dispositions

Public figures must always remember that the masses are always watching and listening. Even if you don't consider yourself to be a role model, you are still responsible for professional and personal reputation. Lately, various entertainers, and political figures have found themselves in negative situations which they basically created themselves. Listed are three contentious figures, how would you have suggested they handled things differently?

1. Kanye West
2. Chris Brown

Make your Detractors Your Benefactors

I have no Comment

Everyone has a right to their opinion

I'm not familiar with that person

I hope that one day I will have the opportunity to privately discuss that with him/her.

My current project is so much more interesting than that subject.

I appreciate your interest in that subject, but I am not at liberty to publicly discuss it.



Rap on the Knuckles: Angelo's Tips for New Stars

As featured on TimesOnline.com

1. Stay as humble as blueberry pie out of your mama's kitchen. Be a pleasure to be around.
2. Defer to God no matter what.
3. Have commitment. Put in the work to promote yourself in the best light possible. Invest in yourself. Remember that it's your career, not your record label's career.
4. Remember that reading is fundamental and educate yourself. A class in accounting is a good idea too.
5. When traveling do not bring nine people along for the ride – remember that ultimately you are paying their expenses, not the record company. Leave the entourage at home.
6. Understand timing and punctuality.
7. Do not arrive at a photo shoot or interview high.
8. When meeting people for the first time remember that first impressions create a lasting impression.
9. Wash – you may think you know how to wash yourself, but do you? Pay attention to hygiene.
10. No cursing. Learn to articulate. Try to talk about your life experiences without using the word "motherf*****" in every (or in any) sentence.

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Class Notes
