

# SHINE & BUZZIN



asia kyree

MARCH 2020

ISSUE 3

# TABLE OF CONTENTS

## WORDS FROM THE EDITOR

## SONGS TO HEAR

### THE LEGENDARY MISSY ELLIOTT RETURNS

### SHE BEEN BUZZIN: JOCELYN A RIVERA

### CATCHING UP WITH BAD GUY AK- ASIA KYREE

## BUZZIN ON THE MIX PLAYLIST

### SHE BEEN BUZZIN: MARIE THEODORE

### MEET SINGER SONGWRITER JAWAN

### MEET SINGER JASMINE KIARA

## PROJECTS TO HEAR

# WORDS FROM THE EDITOR



Photo by Rodrigo L. Instagram: @peruvianrodrigo

Welcome to the third issue of She Buzzin Magazine. It's been one hell of a journey and I am so happy to finally deliver this issue to you all. As many of you know, March is Women's History month and has become She Buzzin's anniversary, since the release of the first issue in 2019. I appreciate all the love and support this platform has received thus far. I'd like to thank all the contributors who were involved in the production of this issue. Special shout out to Co-Editor Jasmine Rush and Creative Director Kashiem Brown, you all are nothing short of amazing.

Since outside is cancelled for the time being and we're doing our best to practice social distancing, I hope the songs and artists featured in this copy give you a reason to connect with those around you. In the age of instant releases, listeners don't have the luxury to sit and digest music like before. I challenge you to step out of the realm of mainstream plays and tap into the underground sector. Familiarize yourself with music made by emerging musicians. We'll be back sooner than you think with more features, more music, more celebration highlights, more everything.

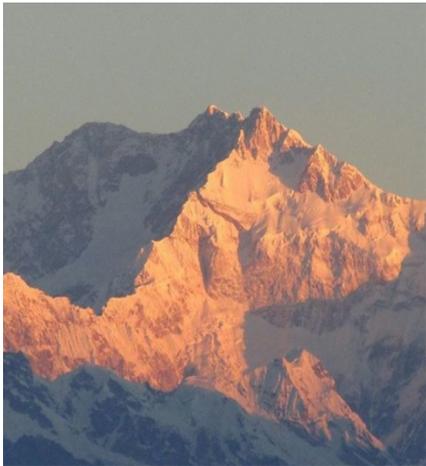
Shenelle Ramsay  
Instagram/Twitter: @shebytheway

Jasmine Rush  
Instagram/Twitter: @jasminemrush

Kashiem Brown  
Instagram/Twitter: @bigmaninthecity



# **SONGS TO HEAR**



**"LOVING YOU IS A MOUNTAIN"**  
ISAIA HURON



**"GENEROUS"**  
AMBER MARK



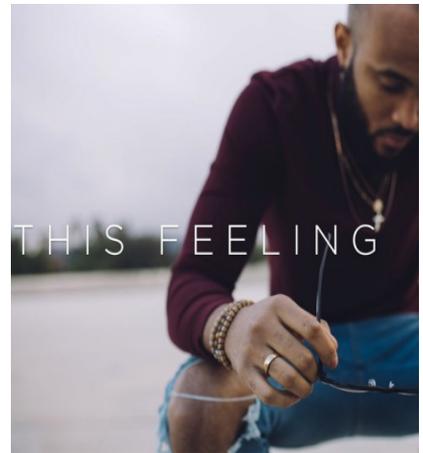
**"BLACK HISTORY MONTH"**  
DAVE STATE OF MIND



**"SPARRING IV"**  
JAVION BISHOP



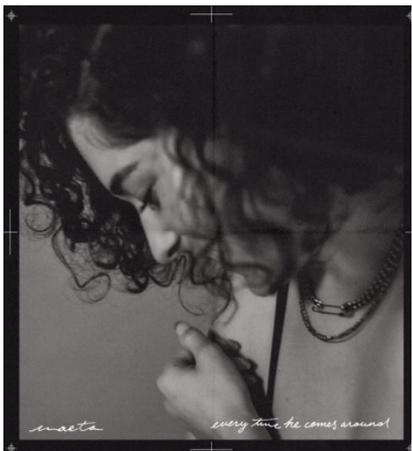
**"DON'T PANIC"**  
LYFE HARRIS



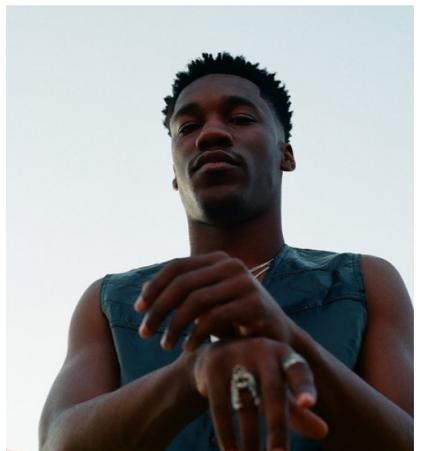
**"FEELINGS"**  
WILL GITTENS



**"NEW LEVELS"**  
ELI SOSTRE



**"EVERY TIME HE COMES AROUND"**  
MAETA



**"FAVORITE MISTAKE"**  
GIVEON

# THE LEGENDARY MISSY ELLIOTT RETURNS



Photo By: Derek Blanks

It's been years since we've received innovative and unusually appealing sounds from hip-hop icon and pioneer, Missy Elliott. Fortunately, the *Iconology* quenches the thirst of classically distinctive sounds, visuals, and artistry that come from Elliott, fans have longed for. Premiering only five tracks on the new project, each song provides a nostalgic feel and sets an experimental tone she can explore with vulnerable lyrics. The cover art for the EP displays the rapper with an exaggerated hairstyle that extends out from her head and into the

air to spell her name. The cover art proves that the Virginia native hasn't lost her creative appeal that has contributed to her iconic status. *Iconology* is Elliott's first body of work since her sixth studio album released in 2005, *The Cookbook*.

"Throw It Back" is the first single off the EP and is an automatic club banger that can't be denied. The song opens with an up-tempo Timbaland produced beat that makes it hard for anyone to resist the urge to dance or perhaps actually throw it back. It comes as no surprise as the dynamic duo of Timbal-

and Elliott join forces for this project, as the two have had a musical partnership that dates back to the early 90s. Elliott is sending a clear message on this track that she has earned her "Rap Queen" title and is in a lane of her own. The rapper proudly boasts about her accomplishments and rightfully reminds the world of her efforts over the years to reach this chapter in her life.

The video for the album opener features a cameo from Teyana Taylor, tons of special effects, jump-roping with hair braids, and an authenticity that can't be duplicated. A visual this bright, energetic, and yet unusual at times could only be traced to an artist such as Missy Elliott. These components have and always will be essential to her visual-creating craft.

The second track, "Cool Off", opens energetically with Elliott repeating and demanding the listener to 'Get It!' The track is

**"MISSY MAKE UP HER OWN RULES, NOT  
MANY CAN DO WHAT I DO. SO MANY VMA'S,  
THAT I COULD LIVE ON THE MOON. MAN, I  
JUMP AND YOU LEAP.**

**BETTER WAKE UP IF YOU SLEEP.**

**I DID RECORDS FOR TWEET, BEFORE Y'ALL  
COULD EVEN TWEET"**

**- MISSY ELLIOTT "THROW IT BACK"**

reminiscent of the “Wu-Tang” style of music and dance that’s been popular in the South during the latter half of the 2000’s decade-- not to be mistaken with the classic hip hop group Wu-Tang Clan. The hard-hitting repetitive beat within the song strongly resembles Elliott’s 2015 single, “WTF(Where They From).” “Dripdemeanor” featuring Sum 1 reminds listeners of Elliott’s sexually charged persona she’s portrayed previously before on songs such as, “Work It” and “One Minute Man.”

However, this time, she chooses to express her provocative manner over an R&B beat while reminding her lover of her skill and worth. The best descriptions for the sound of “Dripdemeanor” can be described as an “elastic bounce of romantic-sexual themes”.

“Why I Still Love You” is a rhythm and blues-inspired track that sounds like it was derived from the era of The Temptations. The track highlights raw and vulnerable emotion in the most aggressive way possible. Elliott is flooded with thoughts of trying to accept her lover regardless of the disloyalty within the relationship. As the song progresses, Elliott tries to convince herself that she can move on and becomes frustrated as her emotions begin to reflect in her actions.

The next and final track is an acapella version of “Why I Still Love You” and emphasizes the lyrics even more without the showcased instrumental. The song follows in the direction of her previous love-confessional, “Teary Eyed.” The superstar is indeed expanding her artistry outside the up-tempo chart-toppers she has become notable for. Elliott is slowly but surely creating more versatility within her sounds, with hints of R&B and vulnerable love songs that people can relate to off the dance floor.

Missy Elliott has hinted at her big comeback for years. Following her Super Bowl cameo, she has released individual singles and videos over recent

years and performed a medley of hits at this year’s MTV Music Video Awards. Elliott humbly accepted the Michael Jackson Video Vanguard Award where she thanked the dance community around the world stating “When ya get on stage with these artists, ya are not just props. Y’all are the icing on the cake and the beat to the heart.” Fans can only expect more from the superstar rapper who seems to have an endless blueprint of creative visuals and music that can be felt sonically.

*Written by: Andres Escobar*  
*Instagram: @\_dreyonce*

Photo By: Micaiah Carter  
 Marie Claire™ July 2019



# she been buzzin

## JOCELYN A RIVERA

Interview by: Shenelle Ramsay

Founder of Press Play Agency, Jocelyn A. Rivera is the mastermind behind this successful digital publicity firm, gearing its focus to provide clients with personalized creative strategies in the entertainment sector. From launching popular artist showcases like "For The Low" and "Pass the Aux," to securing press hits and brand partnerships for her clients, Jocelyn joins today's powerhouse of women leading the charge in music management.



Photos by: Ashley Bubbico

# JOCELYN A RIVERA

What inspired you to start the Press Play Agency?

"I saw an empty space in the industry, a need for not only press and marketing but for someone to really share knowledge. To build a community in the creative space and really help."

What do you love most about your work?

"When I speak to an artist or business owner and I'm able to really help them grow their brand. I love when they see results and we build a real relationship moving forward."

What was something you found challenging when you first started your business?

"There wasn't much challenge when I started. There was more of a challenge when I began my transition to a creative marketing and branding company. The challenge was explaining the changes and getting artists to understand the need, but once they did things have been great."

What is something you look forward to accomplishing this year?

"Managing more artists, throwing more events & building bigger partnerships."

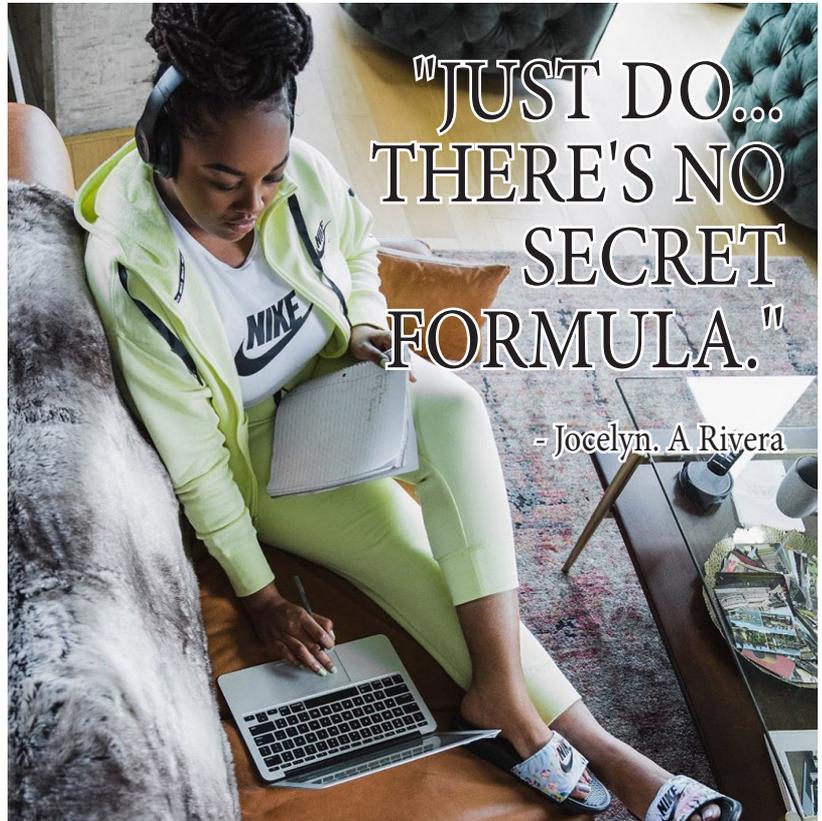
What is one song you listen to for motivation?  
Rexx Life Raj : "Where I Belong"

What type of music helped shape your life?  
"Soca and reggae"

What new albums have you fallen in love with lately?

"Nothing really stands out but I really like the new Uzi project .Jhene's is good too."

What woman artist have you been obsessed with?



"Koffee, Tiarra whack, Sonyae"

Which artist are you excited to see and hear from this year?

"Gangtivity, Don Q."

What advice would you provide to like-minded women who would like to do what you do?

"Just try, just do...there's no secret formula, you just need a proven track record."

Connect with Jocelyn

Instagram: @Jocelynrivera

@pressplayaagency

www.thepressplayagency.com



Photo By: Raven Letcher  
Instagram: @kodakrayyy

# Q AND A WITH ASIA KYREE

WRITTEN BY SHENELLE RAMSAY

**K**ansas City native and newly Dallas resident Asia Kyree is on her way to becoming your favorite 'bad guy'. Asia morphs fun and introspective ideas into her music, pushing the envelope with her seductive and suspenseful drops. Determined to put one on for her team, Asia unapologetically arrives in her full power. We connected with Asia Kyree in pursuit to discover more about this budding talent.

## Who would you say influences your style in music?

I would say that my style of music comes from what I feel, not necessarily a "who." I like sounds from different artists like Rihanna, 070 Shake, PND, and The Weeknd. My style of music is alternative R&B so I guess you can say I like a darker sound. I pull from darker places. One day I hope to change that.

## Where do you draw inspiration to make music?

Life experiences and sounds. Basically, I listen to music with amazing sonics

and just overall pleasing to the ear. That inspires me to create something others can feel. Just how I "felt" when I listened to another artists song. I hope it makes since. Engineering and production is really key to a good track. And I've been through a lot and I plan to relay that message with my music so there's no bigger inspiration than life itself.

## How would you say your music has evolved from some of your earlier songs like "Distractions" to "Evil Money?"

Honestly, I was just talking shit before because a lot of people tried to humble or



silence me. It wasn't right and I never understood why. I think it was intimidation really, but when I made those tracks I was angry. I'm not mad anymore and I think everything happened for a reason. I'm more chill now. Can't let anyone else validate my character or art. I've gotten more confident in my work and I've set myself apart with little to know effort. All these niggas sound the same or have the same concepts... not me, fuck that.

## You're originally from Kansas City, how would you describe and compare the music scene there to where you are now?

Mmm, KC is my birth place, my forever love. We take a lot to the Bay Area sounds honestly. That vibe shit is what we like. Mac Dre is big in KC. Rest his soul. But the scene is nice, everyone is quite fond of each other there. I didn't really start my career there though. It's true that you have to leave home to get shit poppin really. I'm currently in Dallas, Texas. It's lit here and it's easier to come up. It's harder for R&B artists in my opinion because rap is a big thing here and that's ok. It's a nice culture really.

## You mentioned in your previous interview with *Mogul Media* that you didn't want your "Monogamy" video to be a regular, you wanted a cinematic feel. What videos or artists inspired you to add a cinematic touch to your video?

"BBHMM" Rihanna was such an Inso. That visual was hard as fuck and so were her looks. Just raw and bad ass. I wanted shit to be unapologetic. I wanted a story like lifetime films. Other

than that I really came up with a treatment with help from my friend Flex. We just were thinking of ways to make my vision come alive. I knew I wanted a plot twist and that's what I got. I knew I wanted to take things back to my roots which is the beauty supply store...you know that's a hood chick's favorite spot.

**Your song "Monogamy" addresses a lifestyle many are not comfortable with, may even consider taboo, how important is it for you to share thought-provoking music?**

It's very important because it's 2020 and people need to be open minded honestly. Everything isn't for everyone. I feel a person has multiple soul mates. Not saying they have to be together but there are different people who cater to different parts of you. Even friends can be soulmates. I just think being one-sided is trash. And even if some people don't believe in what I say, at least the music is good and they will sing it. Beyonce can sing about anything but just because it's her people will listen.

**What advice would you give to other women who want to enter the music game but are hesitant?**

Do it. If you try to wait on the green light then you will be waiting forever. Also, do let men get in your head. Most of the time they want something from you. It's not hard to weed out the snakes in this business but it is very necessary. I wasted so much time, energy, and money on people I thought were gatekeepers. And lastly just be authentic. If you sound or even look different it's ok bro, just do you. Music is never gonna have enough women just come on because we need you.

**What's one thing you want people to take away from your music when they listen to you?**

I want people to hear my rawness. It's all un-

cut and pure when I touch a mic or a pen. It's like I won't hold back no matter whose feelings I hurt type shit because I'm gonna tell my story. I need people to feel what I feel.

**Is there any particular collaboration you would like to make happen in the future?**

R-I-H-A-N-N-A. DAS IT. Ok, and PND, Drake, The Weekend, and 6lack.

**What's one of your favorite songs from yourself? The one song you want people to hear today.**

I think as of now my favorite song is called "Used To" it has a cool feature on it from my friend Moonchild. I also have another one I'm working on called "Pride." It's still in the works but I have faith in it.

**What do you look forward to in 2020?**

This corona shit to blow over. I'm ready to be in the streets. But other than that just my project and more visuals.

**When can we expect your next project?**

I was pushing for May before the virus killed the vibe so around then or little after.

**We love finding new musical acts like yourself, is there anyone you think we should hear?**

Just me AND my many different egos. bad guy AK, AK DA BULLY, AK DA BOSS. ASIA KYREÉ, BIG AK.. ALL THEM

First quarter may be over but Asia plans to keep tackling 2020 at full force. Be on the look out of Asia's next move.



**BUZZIN ON THE MIX**



**LISTEN TO THE PLAYLIST**

she  
been  
buzzin

MARIE  
"DRIVEN"  
THEODORE

Co-Founder of  
Playbook Media Group

Celebrity publicist and co-founder of Pressbook Media Group, Marie Theodore adds island flavor to mainstream markets. As Marie works with Caribbean stars Kranium, Spice, Ricky Blaze, and others, this publicist is dedicated to transforming Caribbean talents into household names.



Photo By: Kings Photography  
Instagram: @kpshtit  
#KPHSHOTTENTERTAINMENT

she  
been  
buzzin

# MARIE "DRIVEN" THEODORE



Photo of Marie Theodore and the staff of Playbook Media Group

Established in 2014 by Marie “Driven” Theodore and Jean Jones, Playbook Media Group continues to establish itself as a leader in branding in for various platforms and genres. Playbook Media Group's clients and work have been featured in publications such as Vogue, RESPECT, E! News, Fader, and New York Times.

**What inspired you to start the Playbook Media Group?**

Teaming up with partner Jean Jones. My original company name was Team Execution. My mindset was to execute anyone in the way to get the job done. But as I thought about it maybe that was my Gemini talking. Jean came in and said let's figure out the Playbook to make our public relations boutique work. Boom Playbook Media Group was born.

**What do you love most about your work?**

I love people. Helping them get closer to their dreams makes me happy.

**What was something you found challenging when you first started your business?**

Creating the best payment system. As an entrepreneur that's one of the biggest challenges, especially when you're dealing with people and not a company.

**What advice would you provide to like-minded women who would like to do what you do?**

Be strong, stay focused, and know your craft. Don't let noone push you in the wrong direction. This will be a hard task.

**What is something you look forward to accomplishing this year?**

I look forward to expanding the company internationally. I hope that the government fixes this crisis.

***"BE STRONG, STAY FOCUSED, AND KNOW YOUR CRAFT."***

**- MARIE THEODORE**

What is one song you listen to for motivation?

Rick Ross - Push it

**What new albums have you fallen in love with lately?**

Midnight Spark by Kranium & Suga Megan Thee Stallion

**What woman artist have you been obsessed with?**

Jennaske because I can personally see the growth.

**Which artist are you excited to see and hear from this year?**

Don Toliver, he has something!

***Connect with Marie***

Instagram: @mariedriven / @playbookmg

www.theplaybookmg.com

# MEET SINGER SONGWRITER JAWAN

Written by: Shenelle Ramsay



Album cover photo credit: Asher  
Instagram: @ashervisual

Music is a form of therapy and Singer-songwriter Jawan uses music as his driving force to dive deep within. This talented artist shares his take on love and loss in his *BROKEN EP*, released in 2019. This introspective body of work strips self-love like an onion, revealing its most raw and intimidating surfaces. Jawan's deep dive into concepts of truth, intention, trauma, and healing are unlike mediocre songs played in rotation of today's top 100. Read the Q&A of Jawan as he embarks on his journey to understand some of life's most complex feelings.

**“Look out for and bet on yourself again...”**

Photo by: Ramiah  
Instagram: @ramiahfoto



# Q&A

## **Where are you from?**

“I was born and raised in Columbus, Mississippi but relocated to New York City to pursue music. Although I’m in love with the Big Apple now, I’m still a country boy at heart.”

## **Your sound has a level of control that’s nice to hear, how long have you been doing music?**

“I’ve been singing for as long as I can remember. Some of my earliest memories are from being in church, in music class, and school plays. I don’t think I started taking it seriously, though, until high school when I left home to go to a performing arts boarding school. That’s where I really started honing the craft with musical training. But over time, I found my way back to my first love, R&B. Now we’re here.”

## **Who would you say you’re inspired or influenced by?**

“There are a number of artists I’ve looked up to over the years, many who I feel carried great artistic integrity and embodied Black excellence. The greats, you know? Michael and Janet, Stevie and Whitney, Usher and Beyonce. I’ve been inspired by so many.”

## **Who would you say inspires and or influences your sound?**

“So, so many people to cite here, but off top, I’d say Brandy, Frank Ocean, Solange, James Fauntleroy, Amel Larrieux, Stevie Wonder and Brian McKnight. I could really go on, but I feel that group sums it up nicely.”

## **I think 'Broken' is such a magical body of work, there are so many raw emotions in the music I have to ask...what was it like putting that project together?**

“First off, thank you. There was so much work and intention that went into every second of that project, so I’m sure I speak for everyone involved

when I say we appreciate the love. As for what it was like, I found it be a very cathartic experience. These weren’t just concepts I pulled from thin air. This is my real life and my real thought processes. I’m a really sensitive person, so I felt this loss of love pretty intensely. And the only way I could really get through it was by doing the work--the introspective work--which includes acknowledging my part in it all. You know, what role did my baggage play? What did I allow to transpire in the relationship that should have been corrected? What does healing really look like? Is it possible to recall good times without reliving the pain? So much to say in 26 minutes, and it was only really a fraction of what I felt. That’s why I’m excited about my upcoming projects. I can’t wait to dive even deeper into who I am and what I’ve always wanted to say.”

## **The switch up towards the end of "Free" literally sent chills down my spine. What inspired you to add that bit to the end?**

My friend, Jack Bandarenko, who played guitar on the project, was riffing in between takes, and I told him we had to include that somewhere. We recorded the line, and I realized it was the perfect place to introduce the resolve. I spent the whole EP talking about loss and pain, but the real healing was in that one minute switch up. After you lose, it's like, "Now what?" You decide to look out for and bet on yourself again--that's what.

## **"Click" is one of my favorite songs, why didn't it make the album?**

Thank you! But I felt like it didn't really fit the narrative of the project. Plus, it came after we finished, so trying to fit it in would have delayed us even more. A lot of people love it, though, so I plan to release it officially.

## **Anything your fans should look forward to for 2020?**

More music, way more music. I’m working on a full length project that I hope to have finished very soon.

## **Any upcoming shows?**

In the age of The Rona, I'm going to have to get creative about performances this year - but I like the challenged. Stay tuned for sure!



Jasmine Kiara

# MEET SINGER JASMINE KIARA

Interview by: Shenelle Ramsay

## **Where are you from?**

I'm from Mississauga, Ontario and I currently reside in Toronto.

## **What inspired "Turn You Good"?**

"Turn You Good" was actually a song I wrote in high school about 4 or 5 years before it's release, about a friend who I don't speak to anymore. The theme was meant to be very nostalgic and reminiscent, of better times even though the relationship had an unfortunate end.

## **In the song you say, "Every love story is a tragedy if you wait long enough" how difficult would you say it is to love again after a breakup?**

That line was actually inspired by Romeo and Juliet, as even the best relationships end in some sort of tragedy, like death. I think it's more difficult to love yourself after a breakup because you have to relearn what you thought was previously true about the world. Breakups can be detrimental to your self image and esteem, because it's easy to internalize a rejection or dissatisfaction from another person towards you, even though the relationship was unhealthy anyways.

## **What do you think about the current music scene in Canada, more specifically Toronto?**

The music scene in Toronto is bursting with talented and creative people right now. I am so grateful to be making music at the time that I am here. I feel that there are so many opportunities here for artists to perform, collaborate and grow.

## **What about being an independent artist do you like most?**

I love being an independent artist at this point in my career because I love having the executive decision in all of my artistic endeavours. It's liberating and empowering, to have the final say about everything from my lyrics, to artwork, performances and collaborations. While at times it can be a lot to manage, it also forces me to become knowledgeable in all aspects of my work which ultimately allows me to fully assert my agency in every interaction, and that is very important to me as a young black woman.

## **We love finding new musical acts like yourself, are there any people you'd refer us to check out?**

Some amazing female artists in Toronto are: Courtney Taylor, Denver Haylee, Emily Rose and Chloe Jene.

## **How can people find you?**

People can find me on instagram & twitter @itsjasminekiara , or on Facebook under Jasmine Kiara. My favourite song from myself so far would be Heaven Sent, off of my latest EP 'Just Friends'

# PROJECTS TO HEAR

Brooklyn native **Asoh Black** drops an incredible powerhouse project titled *Black Ocean Season 1*. Each track features depth, story, witt, and a brush stroke of his artistic craftsmanship that makes *Black Ocean* an experimental listening adventure.

**Favorite Tracks:**

"Foolie", "Tell Me Lies",  
"Boarding Flights"



Detroit hip-hop emcee **Junii** conjoins her intricate wordplay, rich symphonies, and colorful delivery on her latest release *Don't Stand Too Close. Vol 1*. The project shares a multi-dimensional side to her artistry that refreshes the ears. Be warned, listening to Junii may offset an eargasm.

**Favorite Tracks:**

"Let Me Know", "Offering",  
"I Wanna", "All Real"

# PROJECTS TO HEAR

Sultry-soul singer and songwriter **Justin Garner** releases his self-titled EP *Garner*. Filled with profound melodic arrangements, Garner delivers a variety pack of passion-driven songs that blanket the emotions of his listeners.

**Favorite Tracks:** "Thrill Me", "Rush" and "Tell All"



Garner



Canada based artist **Jeff Sanon** shares his dynamic trap&b project *Heartbreak Season*. Written and self-produced, Jeff layers this project with catchy songs and memorable instrumentals that can light up a room.

**Favorite Tracks:** "Tainted" and "13"

**FOR FEATURES, INTERVIEWS, AD PLACEMENTS AND MORE, CONTACT  
SHE@SHEBUZZINMAG.COM**

## **FOLLOW ON SOCIAL MEDIA**

**FACEBOOK: /SHEBUZZIN**

**INSTAGRAM: @SHEBUZZIN**

**TWITTER: @SHE\_BUZZIN**