

TRIBES

ENTERTAINMENT

ON THE FRONTLINE OF URBAN
MUSIC, ARTS & CULTURE



FLY GYPSY
D.C. Hip Hop Artists / Musicians



2011-12
MEDIA
GUIDE

On a mission
to support **urban
expression**
everywhere,
TRIBES
Entertainment
travels the
uncharted corners
of **indie artistry**,
spotlighting
trendsetters in urban
music, visual arts
and the **printed
word.**

In the
Streets
and
Online
Since
2004

TRIBES

MAGAZINE | TV | RADIO

SED MILES
PHOTOGRAPHER

KIM ARRINGTON
Vocalist/Poet



Exclusive Photos!

CRAZY Beautiful

La Sonya Gunter

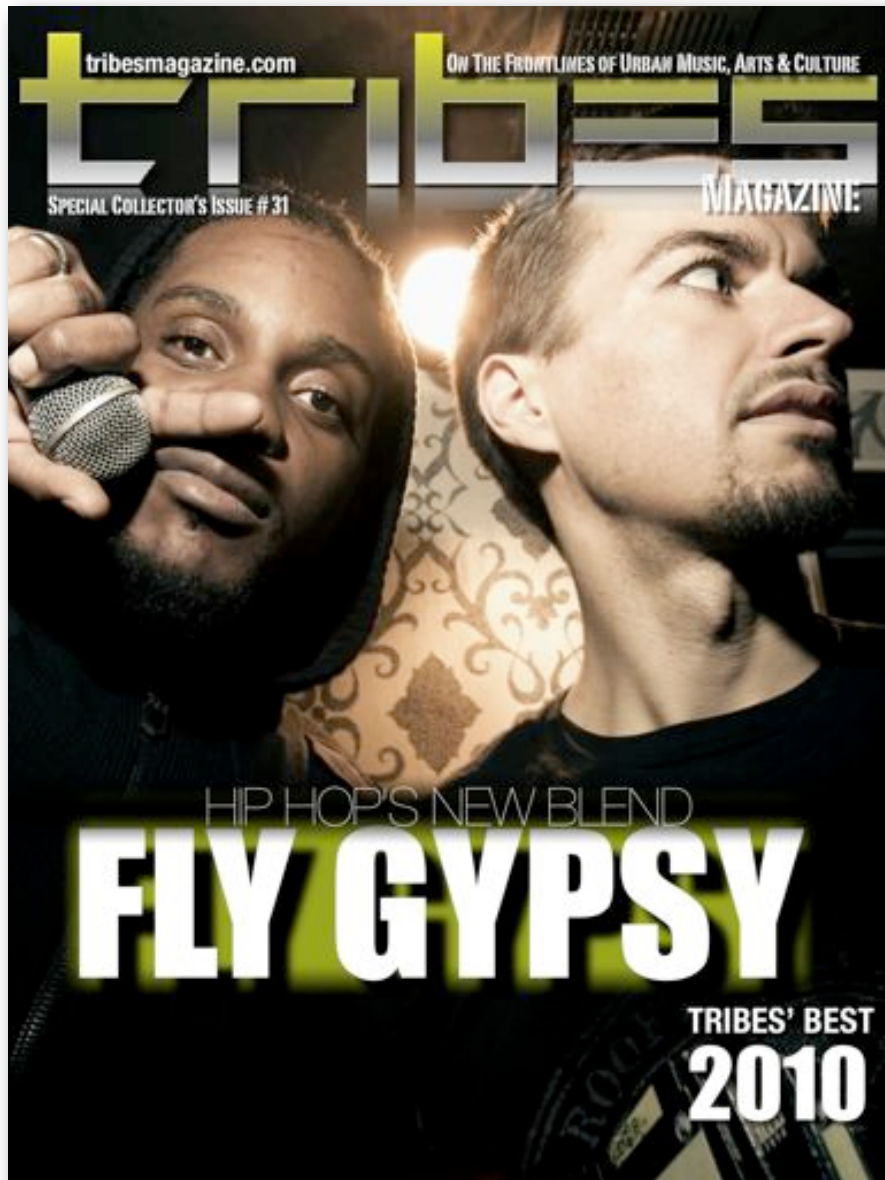
Interview by Gabriel Rich

La Sonya Gunter is a chameleon of sorts. The Detroit native is a study in versatility, giving you different looks in her music, style, and fashion. To say La Sonya is a multi-tasker is a gross understatement. A true artist at heart, in every sense of the word, there's so much more to this New York based songstress than meets the eye.

La Sonya burst onto the music scene in 2001 with her debut "Blak'Gerl". With its poignant and... both black society and... Marvin Gaye...



ON THE
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TRIBES MAGAZINE

For more than six years, *TRIBES Magazine* has stood on the frontline with rising musicians, artists and writers who are breaking ground and making noise. *TRIBES Magazine* has been called “a tool in the journey” by indie artists who rely on *TRIBES Magazine* as a vehicle for showcasing their talents while our large and loyal readership depend on *TRIBES Magazine* for freshest trends and storylines about the many pioneers who are shaping the future of urban entertainment and culture.

Best known for entertaining and empowering interviews and features on independent artists, *TRIBES Magazine* has also showcased mainstream entertainers such as Reggae’s famous Marley Brothers, Soul Diva India.Arie, filmmaker and playwright Tyler Perry, and Hip Hop artists KRS One, Dead Prez, Ludacris, Chingy and Christopher “Play” Martin.

Every issue of *TRIBES Magazine* features politics, provocative poetry, arresting visual art and photography, and empowering articles, music and film reviews and short stories by writers in urban communities.



DC'S HOTTEST NEW HIP HOP DUO

Photographs courtesy of Fly Gypsy/Words by Walker Stone, TRIBES Staff Writer

There's a new cocktail on the Hip Hop menu that's stimulating audiences and getting them smashed off of utterly refreshing lyrics and head spinning beats.

Flash back 10 years, when stages were crammed with gangs of rappers shouting second-rate rhymes over a DJ's turn. Today, some artists are taking their emceeing skills to the next level, musically with more refined lyrics and less improvisation. To be sure, a new age of Hip Hop is on the horizon, and Washington, DC's hottest Hip Hop duo, **Fly Gypsy** is at the forefront of that attitude.

Jamaican-born emcee Kowday (Kow) and Russian-born producer/rapper Jendry bring sleazeball to Fly Gypsy that also, quipily, "our music is about people, dancing and having fun."

Kowday is a recent interviewee with *TRIBES*, 06.3.10. Following their song, Hip Hop "Head Basher," the DC's emcees, Kowday rocks the acoustic guitar while front man Kowday beats rhymes with a mature dexterity.

Gypsy's first mixtape, the acerbic *Vodka & Rum*, showcased the diverse musical talents of the duo while paying homage to some of Hip Hop's great legends (see our *Hyppopop.com* "2 Stars," Fly Gypsy's first single "Crash" on *Delir*, their debut album released in December 2009, has already reached no. 1 on college radio and

28 TRIBES BEST 2010



TRIBES MAGAZINE

CIRCULATION & DISTRIBUTION:

TRIBES Magazine is currently available 4 times a year. TRIBES Magazine is distributed in print via online orders and at U.S. music festivals and large community events.

In a short time, TRIBES Magazine has reached more than a 1 million readers in print and millions online. TRIBES Magazine major U.S. distribution regions include:

- Atlanta Metro Area
- Raleigh/Durham/Chapel Hill
- Los Angeles/ So. Cal
- Washington DC Area
- New Jersey/ New York
- Chicago

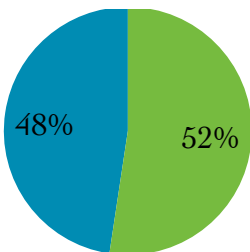
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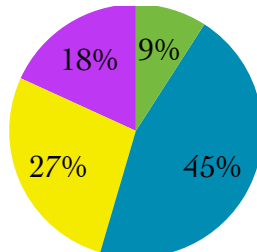
AUDIENCE PROFILE

GENDER



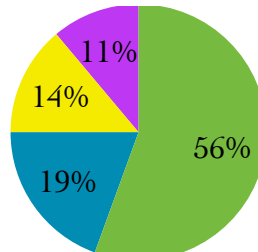
- Female
- Male

AGE



- Under 18
- 18-35
- 36-50
- 50+

RACE



- Black
- White
- Latino
- Other

Source: TRIBES Magazine Reader Profile Survey, 2007



TRIBESMAGAZINE.COM

The online source for urban expression, TRIBES' website is visited daily by lovers of the indie arts, musicians, artists, DJs, producers, writers and poets worldwide.

Site Features:

- Digital Magazine
- Internet Radio
- Videos
- Photos

Site Statistics

- Avg monthly Views: 10,748
- Avg monthly page visits: 191,865
- Average TOS: 5:01

Cities That Recently Visited:

- Atlanta
- New York
- Raleigh
- Washington, DC
- Los Angeles
- Charlotte
- Brooklyn
- Chicago

Countries That Recently Visited:

- US
- UK
- Canada
- India
- France
- Italy
- Ireland
- Trinidad/Tobago

Source: Google Analytics & Go Daddy Website Statistics, 2010

In 2007, **TRIBES Magazine** introduced a user friendly digital version available free at **tribesmagazine.com**.

TRIBES Social Media Marketing Platforms:



tribes

RADIO ONLINE

100%

INDIE ARTISTS ALL THE TIME!

AVG MONTHLY STREAMS: 1,100+

Cities that recently listened:

- Atlanta
- New York
- Raleigh
- Dallas
- San Diego

Countries that recently listened:

- US
- UK
- Canada
- Australia
- China

THOUSANDS OF LISTENERS MONTHLY!!!

Since 2004, **TRIBES Radio Online (TRO)** has showcased the music of indie artists from coast to coast. TRO features spoken word poetry, R&B, Soul, underground Hip Hop, Rock, Reggae and much more.

GET YOUR TRACKS ON TRO!

To learn more, contact TRO
TRO@tribesentertainment.com.

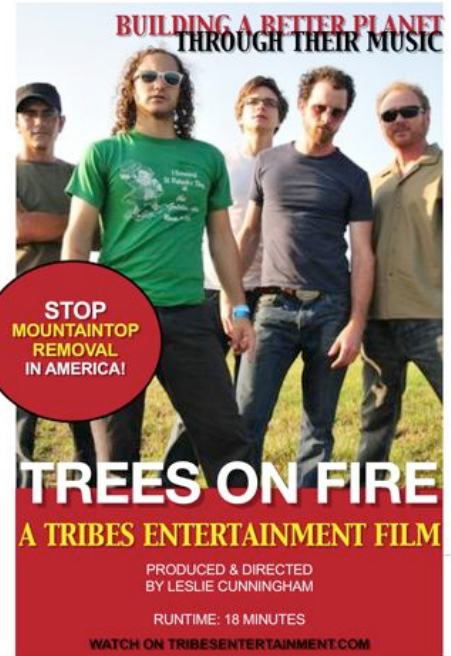
LISTEN AT TRIBESENTERTAINMENT.COM



MUSIC + ART + COMMUNITY



Mr. Rozzi, Hip Hop Poet/Emcee
QT-MC BIKE RALLY, Raleigh, NC



STOP MOUNTAINTOP REMOVAL IN AMERICA!

TREES ON FIRE
A TRIBES ENTERTAINMENT FILM

PRODUCED & DIRECTED BY LESLIE CUNNINGHAM

RUNTIME: 18 MINUTES

WATCH ON TRIBESENTERTAINMENT.COM

AIRS ON CABLE TV & ONLINE!

2011 CABLE TV SCHEDULE:

Watch TRIBES TV every Friday at 6:00pm in the Durham/Chapel Hill, North Carolina area. Through public access cable television, TRIBES TV reaches more than **80,000 households weekly!**

- CHAPEL HILL: Channel 8
- DURHAM: Channel 18

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MUSIC + ART + COMMUNITY

WATCH

LATEST EPISODE "TRIANGLE BLACK PRIDE"

TRIBES Entertainment Films does it again with a new documentary film about the Triangle NC's first ever pride celebration for LGBT people of color and their allies. Features longtime civil rights leader and activist, Mandy Carter, TRIBES Magazine Editor, Alana Jones and a host of hot performances by female performer, Jacqum Toms; male rapper (ML), Nation Tye; Gemini Starr Walker, and many more. Runtime: 74:00 minutes.

DOMESTIC VIOLENCE

Healing Through Spoken Words

THOSE WHO SURVIVE CARRY IT IN THEIR SPIRITS FOREVER.

CABLE TV SCHEDULE

North Carolina Only:

TRIBES TV AIRS LIVE ON CABLE TV IN NORTH CAROLINA, USA.

CHAPEL HILL: Fridays at 6:00pm - Channel 8 Cable TV.

DURHAM: Fridays at 6:00pm - Channel 18 Cable TV.

MUSIC SPOTLIGHT:

Artist: FLY GYSPY
City: WDC
Track: "Want & All Remix"
WEBSITE:

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TRIANGLE BLACK LGBTQ PRIDE The Film

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