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**SHELLY SHELL WILLIAMS**

Billboard Award Winning  
Executive Producer of Urban X-pressions,  
NewsMag Publisher and Coach







# THE STORY BEHIND THE BRAND HONORS TODDY BRANCH



Nicole L. Streets' Strategy Agency hosted "The Story Behind the Brand," a significant event celebrating Toddy Branch, the visionary founder of the Cross-Town Streets Legends Basketball Youth Program. This gathering acknowledged Branch's profound impact on youth through sports and mentorship, highlighting the collective efforts to foster a

positive environment for young individuals. Key Highlights:

- Tribute to Toddy Branch: The event honored Toddy Branch and his friends for their dedication to youth development and their leadership in the Cross-Town Streets Legends, emphasizing their role in guiding young athletes to-

wards success and personal growth.

- Community Support: A strong turnout from supporters, speakers, donors, and volunteers such as Tiffany Harris, Shelly Shell Williams, Taniah Delina, Day 2 Day Talk, Jon McKay, Nathaniel Lee, Party Rentals, and Won-

der Butter underscored the community's commitment to the program's mission. Special appreciation was extended to Lavon Howard for his significant contributions to the vision board workshop.

- Engaging Activities: Attendees enjoyed workshops, youth activities, music, food, and opportunities for networking. These elements combined to create a dynamic atmosphere for community leaders and participants to connect and share insights.

mitment to continue the vital work of empowering youth. By honoring Toddy Branch and engaging the community, the event showcased the essential role of leadership, support, and collaboration in nurturing the potential of young people. It served as a powerful reminder of the impact that dedicated individuals and communities can have on shaping a brighter future for the next generation.

Conclusion: "The Story Behind the Brand" event was more than a celebration; it was a com-



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# TRACEY PARSON #DIRECTORBAE: SHATTERED REFLECTIONS AWARD WINNING FILM A CINEMATIC JOURNEY OF RESILIENCE AND FAITH



by Shelly Shell Williams

As we celebrate Women’s History Month, it’s my pleasure to present Tracey Parson, referred to as Director Bae. I’m proud to call her a friend and my birthday twin (January 20th). Follow @traparproductionstudios

I’ve been able to witness her journey into filmmaking and watch her change the lives of many by providing a platform for their art.

We are eagerly anticipating the release of Shattered Reflections, a faith-based movie. “Thank you to the cast and crew for all your hard

work, commitment, and dedication to bringing this MASTERPIECE TO FRUITION. TraPar Production Studios, aka Tracey Parson, presents SHATTERED REFLECTIONS, a gripping, faith-based thriller that takes a journey of reflection and transformation with six individuals walking in purpose and destined for greatness! Starring: @realkarenabercrombie @co-coabrownonefunnymomma @bishophez @bonnieaarons1 @cait\_mcavoy @iambobbyrand @tamikapattonmusic @kalivision-productions @kn7\_entertainment @therealshon @kharon\_\_

@icanreadsoicanleadllc @therealtaj1 @onemamataj @l3gacydance @rell\_angelo @\_shatteredreflections” said Tracey Parson

Did I mention I have a part in the movie? I’m so excited, and when Bishop Hezekiah Walker sang, It Shall Come to Pass, it truly did. My experience was life-changing. Thank you, Tracey, for the opportunity.

**Shelly Shell: Path to Storytelling: Your journey from authorship to filmmaking is both inspiring and unique. Can you**

**share more about the moment you realized that your storytelling needed to transcend the written word and find its place in film and television?**

Tracey Parson: The realization that my storytelling needed to transcend the written word and find its place in film and television was a gradual one, born out of a deep desire to reach wider audiences and evoke more immersive experiences. As an author, I cherished the power of words to paint vivid pictures in readers' minds, but I began to feel constrained by the limitations of the written medium

in fully capturing the depth and breadth of my stories.

This realization sparked a newfound passion for filmmaking, prompting me to delve deeper into the craft. I immersed myself in studying the art of cinema, learning about screenplay structure, visual storytelling techniques, and the collaborative nature of filmmaking. With each project, I found myself growing as a storyteller, embracing the unique challenges and opportunities that filmmaking presented.

**Shelly Shell: Personal Narratives in Film: Both “Broken Trust” and**





**“Shattered Reflections” draw heavily from personal experiences, making them profoundly relatable and authentic. How do you navigate the delicate balance between maintaining personal privacy and authenticity in your storytelling? Are there any stories you are hesitant to tell, or do you view your platform as an opportunity to explore all facets of your life?**

Tracey Parson: Navigating the balance between personal privacy and authenticity in storytelling is indeed a delicate dance, one that I approach with careful consideration and introspection. Drawing from personal experiences imbues my narratives with a sense of authenticity and emotional depth, allowing me to connect with audiences on a profound level. However, I'm also mindful of respecting my own boundaries and those of the people whose lives intersect with mine.

For me, the key lies in finding the universal truths within my personal stories while also protecting the privacy of myself and others involved. This often involves a process of introspection and reflection, considering how much of my own experiences I'm comfortable sharing and how they can be presented in a way that respects the feelings and privacy of others.

There are certainly stories that I approach with more caution, especially those involving sensitive or deeply personal topics that may impact not only myself but also my loved ones. In such cases, I weigh the importance of telling the story against the potential consequences and strive to find a balance that honors both my creative vision and the well-being of those involved.

At the same time, I view my platform as an opportunity to explore and share all facets of my life, including the challenges, triumphs, and moments of vulnerability. By embracing authenticity and honesty in my storytelling, I aim to create narratives that resonate with audiences on a visceral level while also fostering empathy and understanding.

Ultimately, navigating the balance between personal privacy and authenticity is an ongoing journey. I strive to create work that is both deeply personal and universally resonant.

**Shelly Shell: Challenges of Multifaceted Roles: As someone who adeptly manages the roles of director, producer, and writer, what strategies do you employ to ensure that your creative vision is not compromised by the logistical and operational challenges of filmmaking? Can you share a specific instance where you had to make a**

**tough decision to preserve the integrity of your project?**

Tracey Parson: Balancing multiple roles in the filmmaking process indeed presents its challenges, but over the years, I've developed strategies to ensure that my creative vision remains intact amidst the logistical and operational demands of production.

One key strategy is effective communication and collaboration with my team. By clearly articulating my creative vision from the outset and fostering open dialogue throughout the filmmaking process, I ensure that everyone involved is aligned and working towards the same goals. This helps minimize misunderstandings and allows for a more cohesive execution of the project.

However, there are inevitably instances where tough decisions must be made to preserve the integrity of the project. One such instance occurred during the filming of a pivotal scene in which inclement weather threatened to derail our carefully laid plans. As both the director and producer, I had to weigh the risks and make a difficult decision: either proceed with filming despite the adverse conditions or postpone the shoot, risking budget overruns and scheduling conflicts.

Ultimately, I chose to post-

pone the shoot, despite the logistical hurdles it presented. While it was a challenging decision to make, I knew that compromising the quality of the scene would undermine the overall impact of the film. By prioritizing the creative vision above logistical concerns, we were able to reschedule the shoot and ultimately capture the scene in a way that exceeded our expectations.

This experience taught me the importance of staying true to my artistic vision, even in the face of adversity. While balancing multiple roles in filmmaking can be demanding, it's essential to remain steadfast in upholding the integrity of the project and making decisions that serve the narrative above all else.

**Shelly Shell: Future Projects and Aspirations: With exciting projects like “Unexposed” on the horizon, what themes or messages do you aim to explore in your upcoming work?**

Tracey Parson: In our upcoming project, "Unexposed," we aim to delve into the theme of perception versus reality, exploring the intricate layers of human experience and the complexities of identity. Through this endeavor, we seek to challenge conventional notions of truth and

falsehood, inviting audiences to question their assumptions and confront the ambiguity inherent in the human condition.

Thematically, we're drawn to exploring the interplay between perception and reality, particularly in the digital age where the lines between authenticity and artifice are increasingly blurred. Our aspiration is to provoke thought and introspection, prompting viewers to reconsider their understanding of truth and to contemplate the nature of authenticity in an era dominated by curated personas and filtered narratives.

**Shelly Shell: Advice for Aspiring Filmmakers?**

Tracey Parson: Aspiring filmmakers focus on mastering their craft, creating opportunities for themselves, networking and collaborating with others, seeking mentorship, staying true to their vision, being persistent and resilient, educating themselves on the business side, and embracing collaboration. By following these practical steps and staying true to their artistic vision, aspiring filmmakers can build a rewarding career in the industry.







# CITY OF DREAMS COALITION FOR THE LOVE OF MY CITY: A NIGHT TO REMEMBER



and 2x Grammy Award-Winning Artist, Treway, were recognized for their significant contributions to the music industry and the community. Their awards were a highlight of the evening, symbolizing the impact of their tireless efforts and dedication. The night also honored Lamar Manson, Sr, known as Black Ice, with the Lyrical Wordsmith Extraordinaire Award. Black Ice, a Tony, Peabody, and Emmy Award-winning poet, was celebrated for his pioneering contributions to spoken word as a mainstream art form and his commitment to community upliftment through innovative programs like "Roland's Heart".

As the City of Dreams Coalition and City of Spittaz look forward to the next showcase, the spirit of community, creativity, and celebration continues to thrive. The "FOR THE LOVE OF MY CITY" event was not just a showcase but a beacon of hope and inspiration, proving once again that dreams do indeed come true in the City of Love.

On behalf of the City of Dreams Coalition & City of Spittaz we would like to thank @councilman\_jimharrity and @phlcouncilpresident for supporting the arts & entertainment culture by recognizing those who have inspired us along the way @its\_treway x @thelegendaryblackice x @wyise\_2100 x @shellyshellwilliams x @rocstarp x @chef\_deek x @gabatini\_5

Media @ceoroexperience x @pauliebaby x @flyboyfridayradio x @loudmouth\_podcast x @chicwitdajuce2

I am always humbled and honored to be amongst those being honored. Thank you, Sister Taleah and City of Dreams Coalition, Councilman Jim Harrity, and the Philadelphia City Council President, Kenyatta Johnson.

In an evening that transcended mere celebration, the "FOR THE LOVE OF MY CITY" showcase emerged as a testament to the power of dreams, unity, and artistic expression. Hosted by the City of Dreams Coalition (CODC) and City of Spittaz, this

event was not just a showcase but a family reunion of the CODC community, where the air buzzed with anticipation and heartfelt connections. A heartfelt appreciation goes out to everyone who played a part in turning this vision into a splendid reality, especially to Sister Taleah Taylor and the team, for their unwavering support and dedication. Their efforts in showcasing the love for the community were unparalleled, warmly welcoming new members into the CODC family.

The event was graced by the support of Councilman Jim Harrity and the Philadelphia City Council President, Kenyatta Johnson who acknowledged the vibrant arts and entertainment culture of the city. Special tributes were paid to Philly's rising stars and legends, including a memorable homage to the next legend, Bengy Jones, with a special tribute at City Hall.

The showcase was a hub of talent with two stages hosting a myriad of artists and celebrity guests, promising an unforgettable night of

music, art, and appreciation. The Top View Lounge on Island Ave was the chosen venue for awards presentations, ensuring an inclusive experience for all attendees. For the love of my City" Artist Appreciation Showcase hosted by @therealhollywoodhim x @image\_davoice x @sistertaleah with special guest appearances by @son\_of\_the\_215 x @iamvellcrow x @st8\_barz and surprise celebrity guests.

Among the honorees, Urban X-pressions own Rocstarp







# INDIE GO INSPIRE'S REP YOUR SECTION LAUNCH EVENT



culture.

Amidst the festivities, influencers were treated to an exclusive preview of Indie Go Inspire's upcoming 2024 streetwear line, "REP YOUR SECTION" (RYS), scheduled to launch on March 19th. True to their commitment, a portion of the proceeds from this collection will support Indie Go Inspire's noble initiatives, including the impactful Well Drilling project in Africa, providing clean drinking water to underserved communities.

Snag your swag at [www.shopindiego.com](http://www.shopindiego.com).

In the midst of the soirée, Indie Go Inspire lifted the curtain on its partnership with the altruistic powerhouse, The Fatherless Generation Foundation (TFGF), helmed by the indomitable Dr. Torri Barton, dedicated to reuniting fathers with their offspring. For more info on TFGF's impactful work, log onto [www.tfgf.org](http://www.tfgf.org).

Connect with us on social media! Facebook: Supreme Gospel Ent. and Sherri Y. Johnson | TikTok/Instagram: @sherrisupremegospel - until the next column, remain encouraged!

By Sherri Y. Johnson - Supreme Gospel Entertainment

Top: Patrice DeLisser (CEO, Indie Go Inspire) and Sherri Johnson (Supreme Gospel Ent./Merge Music Group); Bottom L-R: Tonya Ginyard (Esther Productions), Fred Blain (Gospel Highway); Vernita Hightower (Supreme Gospel Ent.); Dezzie (Reach Gospel): Top Right: Kyle Glover (Reach Gospel; Middle Right: Dezzie hosting and recording artist Corinthia Nicole.

In a dazzling showcase of music and innovation, Indie Go Inspire set the stage on fire on February 29th at the exclusive RYS "MEET UP!" held at the chic Small House Creative HQ on 3525 I Street in Philadelphia, PA. This event marked the official entry of the brand into Philadelphia, following its resounding success in Atlanta, Georgia, just this past December.

The gathering was graced by industry executives and music enthusiasts alike, including Kyle Glove from

Reach Gospel, Fred Blain of Gospel Highway 11, Tonya Ginyard representing Esther Productions, and the esteemed Sherri Johnson from Supreme Gospel Ent. and Merge Music Group.

The night unfolded with elegance under the guidance of the charismatic Dezzie from Reach Gospel, who showcased talented artists Corinthia Nicole and Gab' Amour during an electrifying open mic session. Dezzie added a personal touch by inviting each attendee to introduce themselves and share their social media handles, foster-

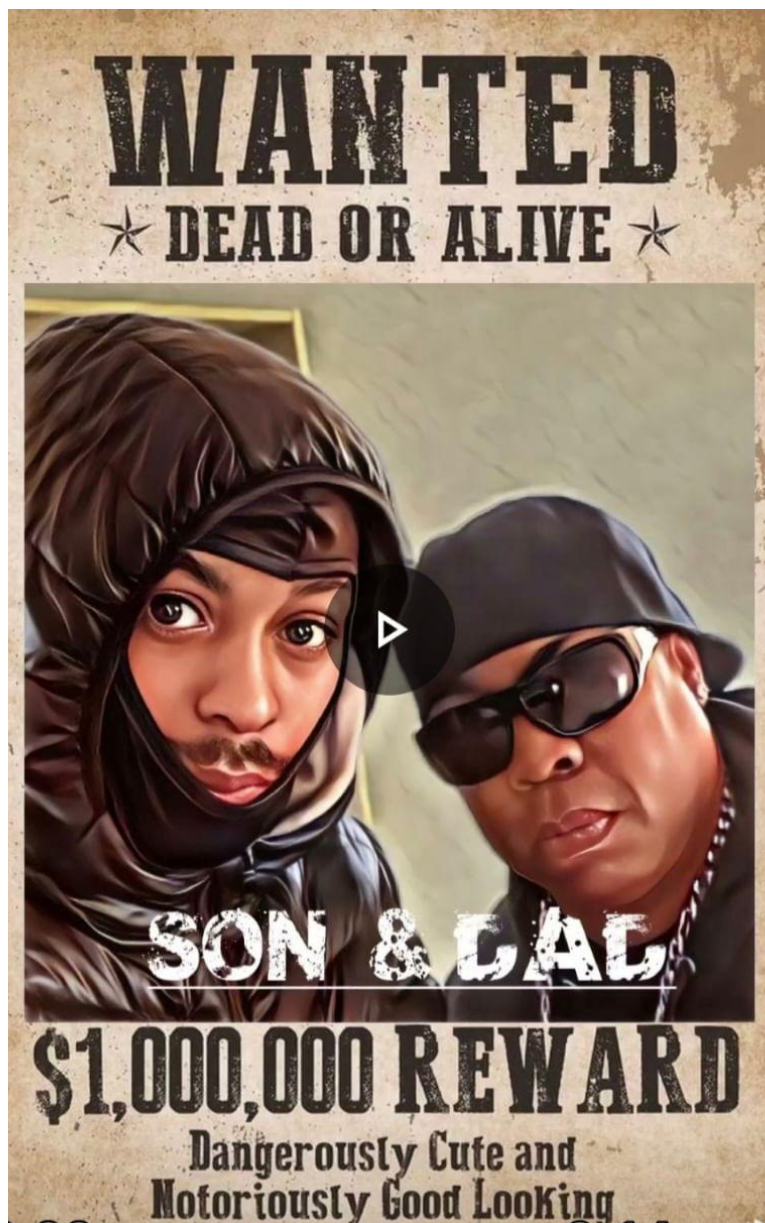
ing meaningful connections among guests.

The ambiance was further heightened by pulsating beats, delectable bites courtesy of Signatures by Angell Catering, valuable networking opportunities, and stylish professional headshots captured by the talented lens maestro, Ed Ward of Ward Legacy Studios. Patrice DeLisser, the visionary mind behind Indie Go Inspire, took center stage to resonate with the brand's core values - uniting music enthusiasts worldwide in a harmonious celebration of





# FATHER & SON RONNIE RON AND YOUNG HITTA STORY



breakdancing from SWP Played saxophone in Bartram HS Marching Band started my own radio station went on tour with my brother Dj Cash Money and Marvelous dance all over the world .. started my rap career with Grandwizard Rasheen sign on with Magazine Showcase with Superstar Jackson hosted show with Evette Money signed a contract with WW JT channel 7, the birth of Franchise Live since 2003.

I signed a deal with Lee in Texas TVstartup.com. They put some serious money into my craft in 2018, and Air 247 is available on ROKU on all platforms.

Shelly Shell: The Evolution of Air 247: Air 247 has become a significant platform for showcasing a diverse range of music genres and independent films. How do you stay ahead in identifying trends and talents in such a dynamic industry?  
 Ronnie Ron: My president, Trizzy the Mouth aka Riciwitdacam, and Boss Soi VP Helps me out tremendously with their input on certain situations, and of course, Young Hitta's advice is very notable along with Vixen Gang University helps me stay on my toes.

Young Hitta (Aka Ron Jr.) Shelly Shell: Growing Up in the Spotlight: Growing up in the entertainment industry has unique experiences. Can you share how these experiences have influenced your passion for music and your approach as an artist and producer?

Young Hitta: My dad used to rap, my mom used to rap it's all in my blood. Used to go to the studio and watch them lay down the bars with GWR and watch my uncle DJ Cash Money on the 1 and Two's.

From my studio, I produce

hits every day which are being played in heavy rotation on 15 radio stations on the East Coast and West I signed my first record, Deal, at 14, with Concore Entertainment.

With Charve the Don, my passion really took off, like Jet, the record label, which really boosted my music career. My first single release, Take My Name, was huge for me. It was a hit from the very start for a kid who grew up in South West Philly. My video was shown all over Vevo, MTV, BET, VH1, and of course Franchise Live and Air 247 Jams. I got all the experience in the world by learning from my Dad, the General of Air 247 Jamz.

Shelly Shell: Artistic Inspirations: Who are some of your musical influences, and how have they shaped your sound and production style? Are you currently exploring any particular genres or artists?

Young Hitta: I met Meek Mill when my dad interviewed him. He really inspired me. I was like, wow. Merk from Hidden Beats started me off with hot tracks he produced. I made my first song at the age of nine, and that early knowledge really helped to shape my music career. After that, Concore Entertainment signed me at the age of 14.

I love all Genres of music; hip hop is my favorite which I love so much.

Shelly Shell: Vision for the Future: As you carve out your own path in the music industry, what are your aspirations as an artist and producer? How do you plan to contribute to or change the industry, and in what ways do you see yourself collaborating with your father moving forward?

Young Hitta: I had a

chance to explore all aspects of my craft. I never ever try to do the same rap style over and over I explore different ways to produce and rap on my songs I'm always challenging myself to make hot songs by using a different style I would like to change the industry with my unique style of Rapping and Producing.

Being with my dad on interviews with some of the biggest artists in the world. Most notable Mrs Lorreta Wallace Biggie's mom changed the way I have seen things R I P biggie, My Mom Sweet E R I P passing was very emotional for me, my Drive my Grandmother Tina was my biggest supporter R I P.

Do your job, man love him so much the best dad ever, I say to him all the time he laughs and nods his head. We would like to thank Shelly Shell Williams, Philly's Oprah and U X Magazine for your support Do your job man ☐

Father & Son Ronnie Ron and Young Hitta Story" While producing Urban X-pressions, I've witnessed Ronnie Ron and Franchise Live's journey. Whenever he was out interviewing or producing his show, his son was always by his side. It's been a unique experience watching his son grow up in the entertainment industry. Urban X-pressions News-Mag (UXNM) has been privileged to highlight the father-son duo's evolution from Franchise Live TV Show to the digital stages of a TV Station Air 247 on Roku.

Ronnie Ron, known as The General of Air 247, has been a pioneering force in the industry, his career trajectory marked by innovation, from breakdancing with the Franchise Dancers to launching Franchise Live TV. Alongside him, almost

as if predestined, his son grew up absorbing the rhythms and realities of the music business. This column delves into the heart of their partnership, exploring how they navigate the complexities of the music business while forging a legacy that transcends generations.

Ronnie Ron: The General of Air 247

Shelly Shell: Reflecting on Your Journey: From your early days in Philadelphia to becoming a pioneer in the entertainment industry with Franchise Live TV and Air 247 on Roku, what were some of the pivotal moments that shaped your career?

Ronnie Ron: Started off as a dancer with the Franchise Dancers soul stepping and





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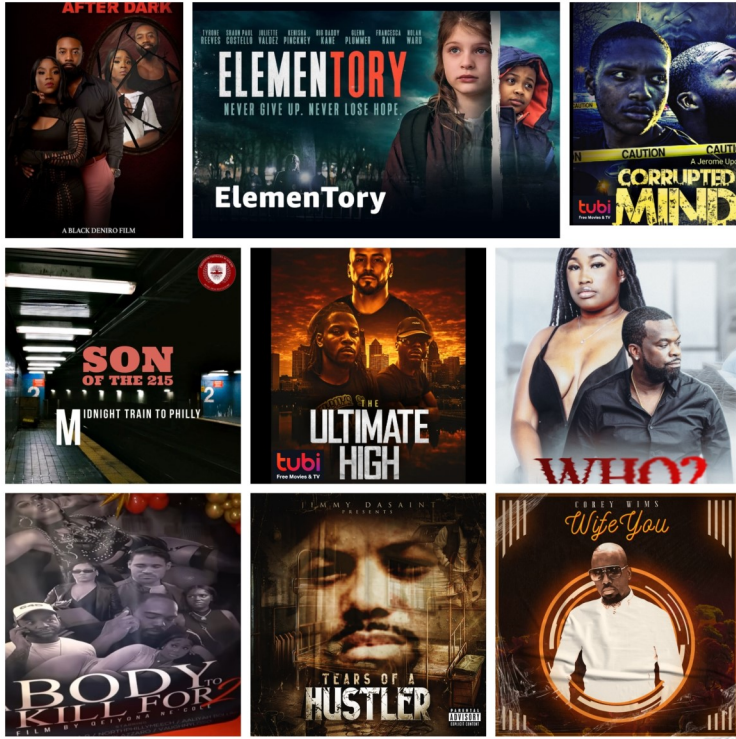
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# THE VIBE OF PHILLY BY JIMMY DASAIN



Philly is definitely the place to be if you're an artist. We are a city filled with culture, good restaurants, and great music. Our city has produced some of the biggest and best artists to ever come out, from Patti La-belle, Jill Scott, and Teddy Pendergrass to newer artists like Lil Uzi and Meek Mill. This month, it's all about showcasing the next generation of talented new artists and dope new films from up-and-coming filmmakers.

One of the hottest new songs and videos out is "WIFE YOU" by the talented Corey Wims.

It's a melodic track filled with meaningful lyrics. As far as new films check out the new Jimmy Dasaint film THE ULTIMATE HIGH, featuring an all Philly cast and soundtrack. Coming this winter, Tiona's highly anticipated film "WHO?" will be coming out on Tubi. Plus, the sequel A BODY TO KILL FOR 2 by Qeiyona Necole and Black Deniro's WHAT'S DONE AFTER DARK.

Two of the dopest albums out now are Son of the 215 "MIDNIGHT TRAIN TO PHILLY" and Jimmy Dasaint's TEARS OF A HUSTLER.

Both are 5-star bangers!!!

Other dope artists to look out for are: DELL-P, KUR, RA CERTIFIED, IMAGE DAVOICE, NAWZ, LADY SPARKZ, UPTOWN GEO, RAW BUCKZ and VAUGHN- NY LOSO, FITCH MEANS.

Also check out the films THE KINGFISH, BEDSIDE, CURRUPTED MIND, and ELEMENTARY by all local filmmakers.

Let's keep supporting all the talented artists and filmmakers from our city. WE ALL WE GOT!

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## Mindful Meditation Moments w/ Monie

*Mindful Meditation Moments w/Monie*  
*If you understand the growth mindset ,*  
*you'll uncover the strength of sustained*  
*learning. It motivates you to work harder.*  
*(Only those who dare to fail greatly ever*  
*can achieve greatly.*  
*Robert F. Kennedy)*





# EMPOWERING VOICES WITH SRC: THE CODE RED EVENT'S RALLY FOR CIVIC ENGAGEMENT AND CHANGE VOTE, VOTE, VOTE



The event also shone a spotlight on Keir Bradford Grey, a candidate for Attorney General, whose presence underscored the significance of having leaders who are truly representative of the community's aspirations and challenges. Alongside Bradford Grey, other trailblazers like Assata Thomas, Dr. Penny Nixon, Carolyn Shores, and Rev. Dr. J. Henry Buck were honored, each embodying the spirit of change and the relentless pursuit of justice and equity.

SRC's commitment to systemic reformative change was palpable, turning the event into a rallying point for all who believe in the transformative power of civic engagement. The message was clear: the time to act is now, and every vote counts. The event was not just a celebration but a clarion call to the community to stand together, informed, and ready to make a difference.



Next opportunity to vote - April 23, 2024

Primary Election. Polls are open from 7 a.m. to 8 p.m.;

SRC put the call out for getting active and celebrating thought leaders and change-makers with the Free Community Event Code Red. The focus was on having NECESSARY CONVERSATIONS, honoring change makers, engaging the community, and celebrating the DELTAs.

Did I mention that the event was FREE. All dressed in RED, beautifully decorated @mandadecor28, with delicious food provided by Southern Flames BBQ, fun photo's by @magazinephotobooth28. CEO Brittany Miller put the call out for the leaders to attend, like myself, Roxi Fab, my prayer family, Day 2 Day Talk's Taniah Delina, Pretty Boy Day and Pop, and Robert J. More Ent., all united by a common purpose: to ampli-

fy the message of the importance of voting.

Held at the Grand Luxe Vue, hosted by The Passion Strategist, this gathering was not just an event; it was a movement, a call to action for every attendee to stand up, be counted, and exercise their right to vote. The event, organized by the passionate team at SRC (Systemic Reformative Change), turned a regular

evening into an extraordinary celebration of democracy and community involvement.

The atmosphere was electric, charged with laughter, music, and an undeniable sense of purpose. Commissioner Omar Sabir, one of the evening's honorees, stood out as a beacon of hope and determination. His initiative to encourage voting resonated deeply with everyone present, reminding us all of the power vested in our ballots.

As laughter filled the air and conversations about change and accountability flowed, it was evident that the Code Red Event was more than just a gathering. It was a declaration of the community's resilience, its unwavering commitment to social change, and the collective belief in the power of unity. In the words of the organizers and attendees alike, "Civic engagement awareness has never been so fun!" This event was a reminder that when we come together, informed and engaged, there's no limit to the change we can enact.



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# THE KINGFISH

**IMDb** ★ 8.5

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