

THE NEWSMAG

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AUG '24

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EAR 2 THE STREET:
WHAT'S UP WITH
PENNY CUPCAKE?

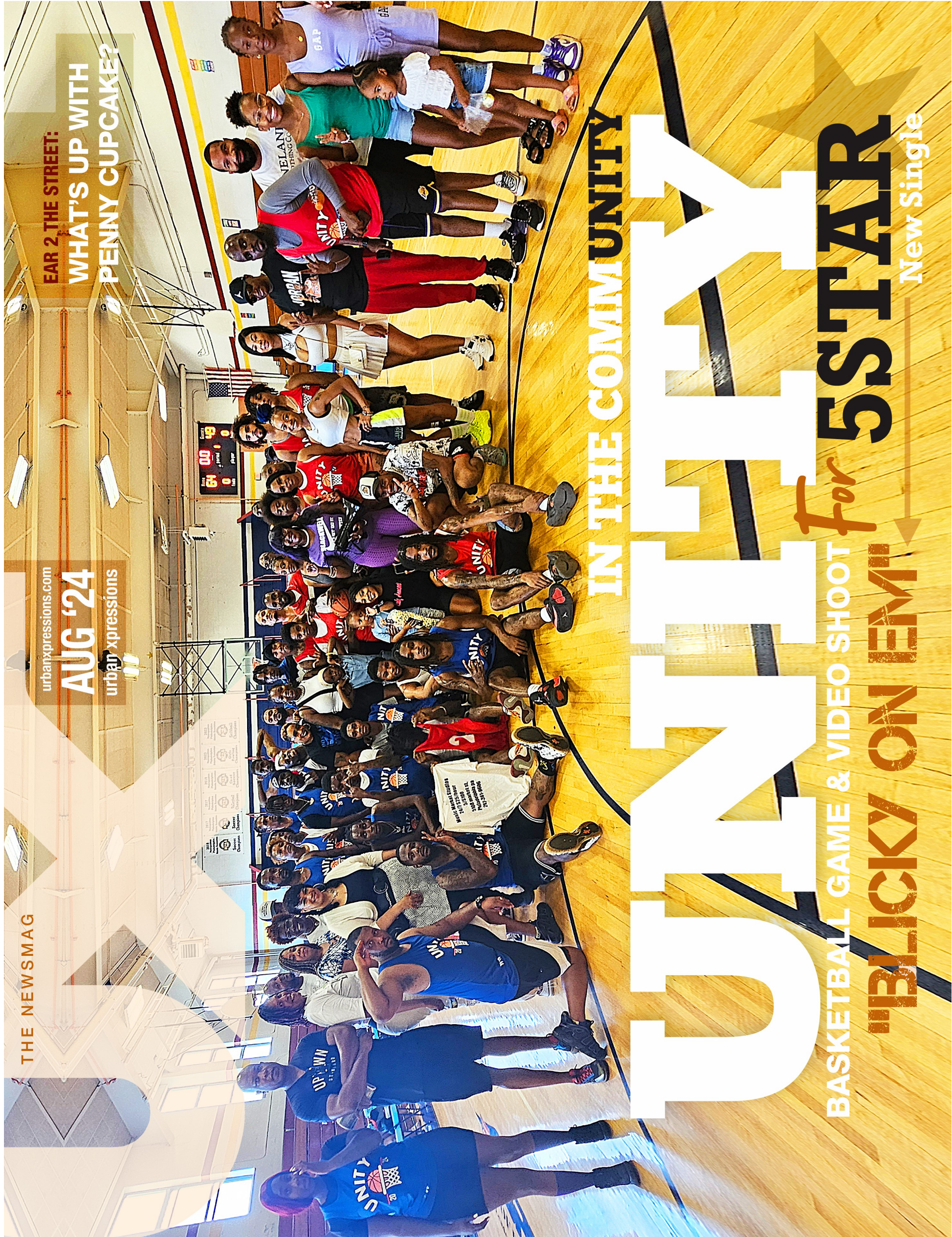


IN THE COMMUNITY

UP NEXT

BASKETBALL GAME & VIDEO SHOOT *for* **5STAR**
 "BLICKY ON EM"

New Single





each day or week to write. Consistency is key—whether you write a few hundred words daily or a couple of chapters weekly, the important thing is to keep the momentum going.

Focus on Your Audience: Write with your reader in mind. Think about what they want to learn, the problems they need to solve, and how your book can provide value. Engaging with your audience's needs will make your book more compelling.

Edit Ruthlessly: Your first draft is just that—a draft. Once you've completed it, go back and revise. Cut out any unnecessary content, clarify your ideas, and polish your language. Consider hiring a professional editor to help refine your work.

mark? I can help you become a bestselling author. I've guided dozens of aspiring authors from the spark of an idea to published bestsellers, dominating the Amazon bestseller charts and unlocking new monetization opportunities. With my training, you'll learn how to go from idea to published bestseller in record time. Plus, you'll discover how to leverage this newfound authority to catapult your success. This program is a one-of-a-kind opportunity, and I may never host it again. Availability is limited, and it's on a first-come, first-served basis. Don't miss your chance to turn a new page in your book of life. For more information, contact me at shellyshellwilliams@gmail.com or Instagram [@shellyshellwilliams](https://www.instagram.com/shellyshellwilliams)

Imagine what it would mean to top the bestseller charts with a book that not only changes your life but also builds your brand authority. Brand authority is powerful—it transforms you from an unknown into a respected thought leader, someone who people turn to for advice and guidance. Are you ready to make your



"Dr. Shelly Shell Williams' 5 Keys to Writing a Best-selling Book"

What's up, my Urban People? Allow me to reintroduce myself—I am officially Dr. Shelly Shell Williams. On August 24th, The Good Life Christian University held its inaugural commencement ceremony, where I proudly received my Doctorate Degree in Christian Leadership in Business. When I was younger, I dreamed of this day, but I never truly believed it was possible. I let doubt and limiting beliefs hold me back. I thought I needed to be rich or have special connections to achieve this milestone. But the truth is, the only limits that exist are the ones we place on ourselves. So, what's that thing you've been wanting to do? Do you want to start a business, or maybe you already have one? Are you a coach? Have you ever considered writing a

book—they start but never finish, held back by limiting beliefs like, "I'm not a writer" or "Who would read my book?"

But here's the truth: A book can do wonders for your personal brand. It can establish you as an expert in your field, expand your reach, create multiple streams of income, and build your credibility and authority.

Here are 5 Keys to Writing a Bestselling Book:

Start with a Clear Purpose: Understand why you're writing the book. Are you sharing your expertise, telling your story, or building your brand? Knowing your purpose will guide your writing process and keep you focused.

Create a Detailed Outline: Break down your book into chapters and sections before you start writing. A detailed outline serves as a roadmap, helping you

stay organized and ensuring you cover all key points.

Write Consistently: Set aside dedicated time

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SHELLY SHELL WILLIAMS

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

UNITY IN THE COMMUNITY BASKETBALL GAME & VIDEO SHOOT FOR 5STAR NEW SINGLE "BLICKY ON EM"



The blue team won the Unity in the Community Celebrity Basketball Game, thanks to coaches James Williams from Uptown Standard and Shelly Shell Williams from Urban X-pressions. Held at Eugenio Maria de Hostos Charter School in Philly, this event was all about good vibes and bringing people together for some fun on the court. The moment everyone was waiting for was the halftime video shoot for the 5 Star Twins' new single, "Blicky on Em," featuring SY Bree, Heem Will, and Reco Havoc. It added a little extra flair to the day. Of course, no game is complete without a little drama—Qeiyona Ne'cole and Sajda Blackwell were quick to call out the refs for missing some fouls, but hey, it's all part of the game.

Big shoutout to EA, #figgagangfamily and #phillyuncutstudiollc for making it all happen. This wasn't just about basketball—it was about community, connection, and having a blast. Can't wait to see what they come up with next!



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BEATS PRESENTS

Harrah's SHOW STARTS 7 PM

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LIVE PERFORMANCE

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PORUSE KURABU
HUSTLE SOCIETY CLOTHING & MORE!

PRE-CONCERT SUMMER SESSION FASHION SHOW

FIREWORKS STARTS 9PM

TICKETS ARE VAILD FOR FASHION SHOW , FIREWORKS SHOW & CONCERT WITH DJ KOOL & Son Of The 215

SEPTEMBER 14

LET ME CLEAR MY THROAT.
I GOT THAT FEELING.
20 MIN WORKOUT.

TERA ALFORD: FROM SURVIVOR TO STAR – HOW SURVIVING ABUSE PREPARED HER FOR THE ROLE OF A LIFETIME IN THE JIMMY DASAINT MOVIE “BREAKDOWN”



by Shelly Shell Williams

When I first heard Tera Alford's story, I was struck by her resilience and determination. Born and raised in Camden, NJ, Tera's journey is a testament to the power of perseverance. After spending years in business management and overcoming unimaginable personal struggles, including surviving an abusive relationship, she found her calling in acting. In just over a year, Tera has become a breakout star, booking multiple film roles and captivating audiences with her raw and authentic performances. Her story is one of survival, transformation, and the unwavering belief that it's never too late to pursue your dreams.

Early Life and Dreams:

Shelly Shell: Can you tell us about your childhood? What did you want to be when you grew up? Did you ever imagine yourself becoming an actress when you?

Tera: I was born and raised in Camden, NJ, with one brother and one sister on my mother's side and several siblings on my father's side. Becoming an actress was never on my radar; I've been in management since I was 28. I spent the last ten years working as a store manager for Family Dollar Corporation at 27th & Hunting Park

in North Philly.

I left home at a very young age, and by 18, I found out I was pregnant with my first daughter. Just a year later, I was pregnant with my second daughter, so by 19, I had two daughters. My daughter Shakema's father was very physically abusive. A year later, I got pregnant with my youngest daughter, Tyera. For several years, I was in a very dark place, and it got so bad that I didn't want to live anymore. I had a failed suicide attempt where I overdosed on sleeping pills, but thankfully, my friend was on her way to my house, found me, and I was admitted to the hospital for a few days. As soon as I was released, the abuse started again, and I slipped back into that dark place.

While I was with my children's father, I never had a voice. I went to work, and came home, and he didn't want me talking to any of my family. Slowly, I regained my voice after my children's father was killed a few years ago. Coming from one of the largest families in Camden and being involved with a well-known dealer in the city meant our lives played out in front of everyone, which was a terrible experience.

Journey into Acting

Shelly Shell: You are now a breakout star with over nine films booked in just a year. What was your initial career plan before acting came into the picture? What steps did you take to prepare for your acting career once you decided to pursue it?

Tera: My initial career goal was always to be a business manager. I attended Rowan University and Camden County College, where I earned my business degree. I've always loved

management—I love being the boss! But honestly, my journey into acting happened by accident. A friend of my uncle's lost one of his supporting actresses at the last minute, and he happened to see a picture of me on social media. He thought I looked similar to the actress he lost, so he reached out and asked if I could fill in for a few scenes. My initial reaction was, "Who are you, I don't act—what are you talking about?" But after some convincing, I agreed to do the role.

Talk about being nervous—I was like a deer in headlights! My entire life, I'd kept my light dimmed while being in an abusive relationship with my kids' father. He was always the one in the spotlight, and I stayed in the background to avoid upsetting him. That first role in May 2023 changed everything. I instantly fell in love with the craft, even though I never expected to pursue it further. However, the director was so impressed with my performance that he posted my picture in a directors' group he had created. Suddenly, I started receiving DMs from several directors asking me to send in self-tapes for different roles, and I began booking them almost immediately.

The roles started coming so fast that I didn't have time for full-time training, so I taught myself. I would go to YouTube and watch all kinds of acting videos. I did take a few classes with actor/director Reggie Gaines, and I recently enrolled in Tasha Smith's acting class, but otherwise, I'm a self-taught actress, learning as I go. To date, I've starred in eight movies and three plays, and I'm just getting started.

Transition and Challenges

Shelly Shell: You left your job to pursue your acting dreams. Can you share some of the struggles you faced during this transition? What was your experience like working retail in Philadelphia, dealing with fights and theft?

Tera: I left my store manager position in June 2023 to pursue acting full-time. Surprisingly, the decision to leave my 9-to-5 wasn't difficult. I had been working at a store in North Philly at 27th and Hunting Park, one of the toughest locations to manage. The theft there was unbelievable—I'd have customers filling up shopping carts and trying to walk straight out the front door. It was, without a doubt, the hardest store I've ever run. Given my personality and the effort I put into turning that store around, I wasn't about to let anyone walk out with merchandise. I found myself in physical altercations nearly every week. One incident got so bad that, after trying to stop a shoplifter, I ended up in a confrontation with her and two other girls, which resulted in me breaking my arm. I couldn't even tell my district manager the truth because the policy was to let customers leave with the merchandise rather than risk confrontation—but that wasn't how I operated.

The final straw came when my store was robbed at gunpoint while I was off. Ironically, I was supposed to be working that day, but I had an audition, and I ended up booking the lead role. To me, that was a sign from God, saying, "Either you sit down, or I'm going to sit you down." So, without hesitation and no plan B, I quit on the spot—no two weeks' notice, nothing. I turned in my keys and work phone and never looked back.

Personal Connections to 'Breakdown' The Movie by Jimmy DaSaint

Shelly Shell: The film 'Breakdown' tackles many emotional topics like domestic abuse, molestation, and having a loved one in prison. How do these issues mirror your own life experiences? How did your personal experiences influence your portrayal of your character in the film?

Tera: I was given the role in *Breakdown* a year ago. Initially, the script was about a single Black mother living in poverty in North Philly, dealing with the everyday struggles that come with that life. But when I received the revised script and saw the issues my character, Vanessa, was facing, I broke down in tears. I cried because I had never told Jimmy about being touched by my uncle—he



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

only knew about the domestic violence I had endured. So, reading the script and seeing the scene where my character's child experiences the same trauma I went through in real life was overwhelming.

I immediately called Jimmy and asked him what inspired him to add that to the movie, and then I shared my story with him. It was unbelievable to me that he had included that storyline without even knowing it had happened to me. Every issue Vanessa faced in *Breakdown* mirrored my real life, but I never had the time to grieve. I had three small children who needed me, so I suppressed all my feelings to raise them. I never received therapy; I just kept moving forward, even though I was in a dark place for many years.

When I played Vanessa, I drew on all those buried emotions. When I told my mom about my uncle's abuse, she assured me she would handle it and that he would never babysit me again. But two days later, she needed a sitter, and I was back in his care. In *Breakdown*, when my movie daughter, Ciani, finally breaks down and tells me her dad has been abusing her, I reacted the way I had needed my mother to react for me in real life. Vanessa went off when she found out; my mom did the opposite. She didn't protect me, and that broke me, leading me to rebel and act out.

Collaboration and Mentorship

Shelly Shell: What was it like working with Jimmy DaSaint and the team at DaSaint Entertainment? How did Jimmy DaSaint influence your approach to acting and your career?

Working with Jimmy DaSaint and his team has been an honor. I was given this role a year ago because I physically fit his vision for Vanessa. Jimmy said he wanted to cast someone who was physically beautiful on the outside because Vanessa was so dark on the inside. I waited a long time for Jimmy to perfect his storyline, and I used to bug

him all the time, asking, "When are we filming, Jimmy?" But when I finally received the script, it was worth the wait.

As a person, I've never allowed myself to be soft or vulnerable—I always saw that as a sign of weakness. I've always been the strong one, needing to appear untouchable and unbothered, with everything perfectly in place. But Jimmy and his team made me feel comfortable from day one. I felt safe with them, which allowed me to be vulnerable. That made it so much easier to deliver a great performance.

Jimmy has been such an important and powerful influence on my acting journey. He's always positive, and he tells me what I need to hear, not just what I want to hear. I love that about him and his team. He believed in me

when no one else did. Before *Breakdown*, I had filmed seven other projects, and they were all great experiences, but Jimmy and his team made me feel comfortable and like I was part of the family. It's been my best experience so far. *Breakdown* touches on so many issues that we go through every day. I had to become Vanessa, and in the beginning, it was hard because Tera and Vanessa were completely different. Tera is strong, while Vanessa is so broken. But as I delved deeper into the movie, I began to realize that Tera and Vanessa aren't so different after all. Tera just learned how to hide her brokenness very well.

Future Projects

Shelly Shell: Can you tell us about any upcoming projects you're excited

about? How do you plan to continue growing and evolving as an actress?

Tera: I'm doing another lead role with Jimmy DaSaint, and I'm super excited because this role is a lot like me, which gives me the opportunity to really showcase my versatility. I've also landed three more roles that are currently in preproduction. I plan to continue taking acting classes with Tasha Smith to keep perfecting my craft and growing as an actress.

Reflection and Advice

Shelly Shell: Looking back, what advice would you give to someone who is in a similar position to where you were before your acting career took off? What are some key lessons you've learned throughout your journey that you'd like to share with aspiring actors?

Tera: The best advice I can

give is to keep pushing and never give up. You might hear 100 "no's," but that one "yes" is all that matters. It's going to be tough, and there will be times when you doubt yourself, but keep going. You'll encounter a lot of negative energy, even from people who were once on your side, but use that as fuel to keep moving forward. It doesn't matter if you get zero likes—keep pushing because, trust me, people are watching. As long as you believe in yourself, God will do the rest. Always stay consistent! Shelly Shell: How can they follow you and support your career?

Tera: Anyone can follow me on [tera_alford1012](#) on Instagram and [tera Alford](#) on Facebook.

Monie Meditation Moment

“ We are Royalty! We need to walk in it!

Take second to breathe & say these things to yourself in the Mirror.

You are valued
You matter
You are beautiful
You are loved
You are important
You are strong
You are wonderful
You brighten rooms
You are powerful
You are enough
You will succeed
You are God fearing
You are a Warrior for God

Love yourself it means everything to you.



In 1 Peter it says, “You are a chosen people, a royal priesthood, a holy nation, God's own people.” (1 Peter 2:9)

RE-UP AND RISE: THE TRANSFORMATIVE POWER OF FESTA DELLA DONNA SOIREE 2024



When I first heard the name *Festa Della Donna*, I wasn't entirely sure what to expect. The name sounded elegant, almost exotic, and I wondered what kind of experience this event would deliver.

As soon as I stepped into the space, though, it became clear that this wasn't just another event. It was a celebration, a movement, and a powerful reminder of what women can achieve when they come together with a shared purpose. The theme "**It's Time to Re-Up**" captured the essence of the day—an invitation to renew, rediscover, and rise to new heights. This year's soiree brought together some of the most inspiring voices in personal transformation, leadership, and empowerment. The energy in the room was palpable, the stories shared were raw and real, and the connections formed were nothing short of life-changing. The Soiree ended with a Western Theme dinner and party, with Dr. Tracy Timberlake as the keynote speaker on the topic of Money Goals.

For me, this event held even more significance because it was my first time meeting Dr. Tracy Timberlake in person. I've known Dr. Tracy virtually since 2017, having participated in her challenges, training, and coaching sessions over the years. Her teachings have had a profound impact on my

personal and professional journey. So, when I saw her video announcing that Festa Della Donna would be held in Wilmington—just a short trip from PA—I knew I had to be there. This was my chance to finally meet her face-to-face after years of virtual connection.

I decided to take it a step further and applied to be a vendor at the event. Let me tell you, it turned out to be one of the best decisions I've ever made. Not only did I get to meet Dr. Tracy, but I also had the opportunity to share my work with an incredible audience that was eager to learn and grow. The day was filled with blessings—books sold, courses sold—wow, God really showed up! The entire experience was a testament to the power of following your intuition, stepping out of your comfort zone, and seizing opportunities when they arise.

But the highlight wasn't just about sales or networking; it was about the deeper connections and the shared moments of transformation. I had the incredible honor of sitting down with four of the key speakers at this event—**Esther Graham, Dr. Tracy Timberlake, Alycia Huston, and Matt Gill**—each of whom brought their unique perspective to the table, leaving a lasting impact on everyone present. These conversations were filled with insights, breakthroughs, and the kind of wisdom that makes you want to take action immediately. Let's dive into these transformative interviews and relive some of the most powerful moments from Festa Della Donna Soiree 2024.

A NIGHT TO REMEMBER

After a day filled with powerful speakers and transformative sessions, the night ended on a high note with a fun and lively Western-themed dinner. Guests donned their best cowboy hats and boots, and the energy in the room was electric. The laughter, dancing, and camaraderie created a sense of community that was the perfect culmination of the day's events.



Esther Graham: Re-Up with Purpose

Shelly Shell Williams: “Esther, I’ve been dying to ask this all day—what does ‘Festa Della Donna’ actually mean, and where did it come from?”

Esther Graham: “That’s a great question! Festa Della Donna really means International Women’s Day. I came up with the name because I lived in Italy for several years, and every March 8th, they celebrated Festa Della Donna. Women would come together to celebrate themselves, and men would give them flowers in restaurants and everywhere they went. It was such a beautiful day of celebration and advocacy, and I noticed we didn’t have anything like it here in the States. So I decided to bring that tradition here, and that’s how my company, Fadel, got its name.”

Shelly Shell Williams: “That’s such an inspiring story! And this year, the theme for the event is ‘Re-Up.’ What inspired that theme?”

Esther Graham: “Re-Up came from a place of deep personal reflection. 2023 was a challenging year for me, and going into 2024, I felt the need to redesign, rebirth, and reinvent some things in my life. As I prayed and talked to God, I realized that if I needed this, other women would too. So, the ‘up’ part is all about taking whatever you’re redoing to the next level—whether it’s getting up, standing up, or staying prayed up. It’s about leveling up in every aspect of your life.”

Esther’s journey resonated with so many of us in the room. Her message was a reminder that challenges can be the catalyst for growth, and that renewal often requires deep introspection and a commitment to move forward, no matter how tough the road might seem.

Dr. Tracy Timberlake: Mindset Matters

Shelly Shell Williams: “Dr. Tracy, you’ve built more than one multi-million-dollar business, and that’s no small feat. Can you share with us how mindset plays a role in reaching that level of success?”

Dr. Tracy Timberlake: “Mindset is everything, Shelly. Your strategy will only take you as far as your mindset

allows. If you don’t believe it’s possible, no strategy in the world can help you achieve your goals. It’s really about breaking down those limiting beliefs and shifting from a scarcity mentality to one of abundance.”

Shelly Shell Williams: “That’s powerful. And for those who are just starting out, who maybe don’t see the possibilities yet, how do you help them believe that they can reach that million-dollar status?”

Dr. Tracy Timberlake: “It’s about starting with small wins and building confidence step by step. I encourage entrepreneurs to surround themselves with people who believe in their vision. It’s not just about the strategy; it’s about the belief that you can make it happen. Once your mindset shifts, the execution of the strategy becomes much more effective.”

Dr. Tracy’s insights hit home for many of us. Her emphasis on mindset as the foundation for success is a powerful reminder that the biggest barriers we face are often the ones we create in our own minds. Her journey from virtual coach to in-person mentor for me was a testament to the power of perseverance and belief.

Alycia Huston: The Science of Transformation

Shelly Shell Williams: “Alycia, you’ve been incredible as one of the hosts of Festa Della Donna, and I’ve got to say, your energy is amazing! Can you introduce yourself and share a bit about the powerful work you do?”

Alycia Huston: “Thank you so much, Shelly! My name is Alycia Huston, and I’m here all the way from San Diego. I’m honored to be co-hosting this event with Dr. Esther Graham. Together, we work in the realm of women’s leadership, personal development, and transformation. My passion is transforming souls—helping people experience real, lasting change.”

Shelly Shell Williams: “I have to tell you, I had a complete breakthrough during one of your sessions today. The exercise where we had to look into each other’s eyes and speak our intentions really changed my perspective. It was like something just clicked for me.”

Alycia Huston: “That’s exactly what transformation is about—those moments where the needle actually

moves, where you leave different than you arrived. It’s not just about taking notes or gathering information; it’s about experiencing a real shift in your mindset and actions. And that’s why I create exercises that resonate deeply because they’re based on what I needed in my own journey.”

Alycia’s approach to transformation is both scientific and deeply personal. She reminded us that true change isn’t just about gathering knowledge; it’s about experiencing a shift that alters the way we think, act, and show up in the world. Her exercises pushed us to confront our truths and move beyond our comfort zones.

Matt Gill: Owning Your Truth

Shelly Shell Williams: “Matt, you’ve been one of the driving forces behind the scenes here at Festa Della Donna, making sure everything runs smoothly. Can you introduce yourself and share a bit about your mission?”

Matt Gill: “Absolutely! My name is Matt Gill, and I’m on a mission to wake people up—those who have spiritually fallen asleep or are in the process of falling asleep. My purpose is to bring light into their darkness so they can find their own light and share it with the world.”

Shelly Shell Williams: “You took us on such an emotional journey today with your transparent storytelling. Where does that drive to help others share their stories come from?”

Matt Gill: “It really comes from my own journey of owning my truth. For 44 years, I hid parts of myself out of fear of judgment, especially about being gay. It wasn’t until a coach asked me, ‘How many people know your story?’ that I realized I needed to share it to be free. Now, through the Story Agency, I help others do the same—own their stories and use them to heal and make an impact.”

Matt’s story was a powerful reminder of the importance of authenticity. His journey from hiding his truth to embracing it fully was both inspiring and liberating. He showed us that the path to healing often begins with owning our stories and sharing them unapologetically.



Felicia Williams

Honoree



Dyana Williams

Honoree



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Host

Roxy Romeo

**SEPT
25
2024**



One year ago, Philly's promising new teen singing group, **PENNY CUPCAKE**, released their first recording on the soundtrack of the film *The Kingfish 2*. The song gained instant popularity, as did its members—Ayana Ferguson, Jordan Webber, and Noelle Smith—who also star in the film. The trio, who emerged out of the blue, piqued the curiosity of moviegoers and fans of the song, who wondered, “Who are they?” and “When will they release a new song?” When no new music was forthcoming, the questions changed to “Where is Jordan?” and ...

What Happened to

Well, for starters, they released a new single and music video on the Kixx Records label titled “I Just Wanna Be Like Me.”

As for the uber-talented actor and singer Jordan Webber, she's doing just fine; she was just unavailable for the production of this project. And where have they been over the past year, and why haven't they recorded any new music until now? Remember, the trio was still in high school, and between college visits for some of them and other school-related activities, it was nearly impossible to get them all together at the same time, so the record label put them on pause. But the good news is that **they are coming back!** And their return single is a brilliant one.

PENNY CUPCAKE

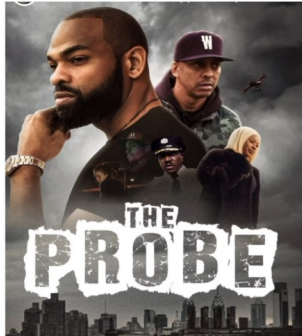
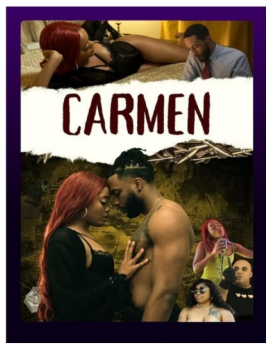


The song, which is about individuality and being your authentic self, is one of the first recorded in the *Philly Progressive Soul* style, which fuses '60s R&B, '70s soul, '90s Hip-Hop, and orchestral music into a buttery-smooth sound reminiscent of a more accessible and varied form of Philly Neo-Soul.

The young ladies should be returning to the studio in the near future to continue recording their first EP, so stay tuned. The single “I Just Wanna Be Like Me” is available everywhere, and the music video is available on YouTube. Or, to gain access to everything—including connecting with members of the group—visit the website www.PennyCupcake.com.



JIMMY DASAIN'T'S PHILLY SUMMER SPOTLIGHT: UNVEILING THE HOTTEST FILMS, MUSIC, AND RISING STARS OF 2024



4. Rocky (Mc)
5. Tiona Brown (Author-Director)
6. Red Snapperrr (Comedian)
7. Black Deniro (Writer-Director)
8. Taj (Actor)
9. Ra Certified and Karen Shaw (actors)
10. Lady Sparkz (Mc)
11. Rome and Wilde Tuna (Artist)
12. Kourtney Webster (Actress)
13. Jerome Upchurch (film Director)
14. Alxandria (Actress)
15. Mally Cobain (Comedian)

Right now, we are in the middle of a very hot Philly summer. It was a summer filled with lots of great films, concerts, and music. Coming soon, author-turned-filmmaker Tiona Brown will be releasing part two of her award-winning film WHO?

Also coming soon, Jimmy Dasaint will be releasing two feature films (A TARGET ON MY OPPTS), which

will star the SON of The 215, and newcomers, RAWBUCKZ and Kourtney Webster.

Plus, the highly anticipated film (BREAKDOWN), Starring Camden, NJ own Tera Alford. One of the hottest independent films in the country, WHAT'S DONE AFTER DARK by Philly's own Black Deniro, is also one of the top films on Tubi. Legendary Philly Mc Freeway had a very success-

ful event with the first annual FREEFEST.

The Queens of Philly was a super success! Hosted by Red Snapperrr, featuring ROCKY, Asia Sparks, BAD Betty, Hot Chok, Big China, and so many more dope female artists! Rob Schwartz brought out all the local celebrities for the Grammys Philly block party. Suzann Christine, Dyana Williams, and many more were all in the building.

Shout out to artist Wilde Tuna for linking a new deal for his clothing line Drippyfish. And be sure to cop one of the popular "God or Guns" t-shirts from Tyree Lewis.

Our top 15 Philly artists to look out for (Music & Films)

1. Tera Alford (Actress)
2. Son of the 215 (Mc- Actor)
3. Rawbuckz (Mc - Actor)

TOP 10 PHILLY FILMS on Tubi

1. WHO?
2. WHAT'S DONE AFTER DARK
3. A BODY TO KILL FOR 2
4. The Probe
5. The Ganja
6. THE ULTIMATE HIGH
7. Corrupted Mind
8. Carmen
9. HERION
10. Nobody's Son

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HIGHLIGHTS FROM TLFC'S "BE THE INFLUENCER" YOUTH CONFERENCE



Bethel Deliverance International Church, Beloved St. John Evangelistic Church, Bethel Deliverance Church Northeast, Pastor Tim Baldwin (Bethel Northeast); Sherri Johnson (Supreme Gospel Ent.); Praise Dancers Yolanda Wilson, Kiela Brewer; Pastor Pinnock and TLFC Youth, AJ Davy, Teira Jeffcoat, Ashley Murray (NAMI), DeMya Roye, Brandon Fisher, Dean Humphries, Det. Tyrone Green; Scenario

On July 26th and 27th, True Light Fellowship Church's Youth Ministry hosted its "Be the Influencer" Youth Conference under the guidance of Sr. Pastor Dr. Wesley Pinnock. With an impressive turnout, this conference featured a well-rounded program that educated and empowered participants.

It kicked off with a welcoming reception at 5:30 p.m. on Friday, followed by an inspiring worship service

led by guest pastor Tim Baldwin of Bethel Deliverance Church Northeast. Bethel's vibrant praise and worship team set the atmosphere with their versions of beloved songs by Maverick City ("I Thank God") and Elevation Worship's ("I Trust in God.") Youth leaders from TLFC, including AJ Davy (12th grader), DeMya Roye (10th grader), Chase White (10th grader), Tatiana Davis (college sophomore), and recent high school graduate Tyra Baker as emcee, contributed by offering welcome addresses, prayers, and scripture readings. The evening's highlight was Pastor Tim's compelling sermon, which addressed the real struggles faced by today's teens. Using a powerful demonstration, Pastor Tim illustrated the challenges of maintaining Christian values in a culture that often pulls in the opposite direction.

Pastor Tim's message was brutally direct, highlighting

social issues such as premarital sex, substance abuse, and pornography among Christian teens. He urged parents to monitor their children's digital activities and emphasized the importance of staying true to one's faith amidst these pressures. The evening concluded with an intense prayer for each young person.

The following day was dedicated to education and empowerment, featuring seminars and a panel discussion designed for all age groups, from as young as five to adults. Seminars led by TLFC members, including Dr. Sherri Webb Humphries and Dr. Akili DeBrady and wife Kia focused on teen girls and boys while covering topics such as positive influence, avoiding peer pressure, and surrounding oneself with wise company. A notable panel discussion tackled pressing issues like gun violence, social media impacts on mental health, and more. Panelists includ-

ed Detective Tyrone Green from the Philadelphia Police Department, NAMI's Ashley Murray, Teira Jeffcoat (social walker) and several youth representatives. The discussion, moderated by Sherri Johnson of Supreme Gospel Entertainment, emphasized the importance of authenticity and mutual respect between youth and law enforcement, with a poignant reminder about the systemic disparities affecting youth.

The conference culminated in a vibrant concert featuring performances by Bethel Deliverance International Church's The Jesus Movement, Beloved St. John Evangelistic Church's Generation Uprising, and various local talents, including TLFC's youth praise team (led by Pastor Morris Scott), David Scott, and rapper Scenario. The evening's performances ranged from energetic praise songs to powerful solo acts, culminating in Scenario's motivational piece "Choose Life," which resonated deeply with the audience.

True Light Fellowship Church's youth ministry orchestrated an event full of inspiration and learning, setting a high standard for future conferences. For more information about TLFC, visit truelightfellowship.org or join their Sunday service at 9:30 a.m. at 6400 Ardleigh Street, Philadelphia, PA 19119. Connect with them on social media: Facebook at Supreme Gospel Ent. and Sherri Y. Johnson, and Instagram/TikTok @sherrisupremegospel. Until the next update, stay encouraged!




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