

CLOUT CULTURE ISSUE #3 FEATURING

LSG PRADA



MISSION STATEMENT

“Clout” is an abused and cringe worthy word among cliché souls. Over time it has lost its meaning, and the community / industry is turning into a chaotic dog eat dog world. People will do anything for “Clout” and get none in return. Because “Clout” is a political term that means influence or power. It doesn’t mean famous.

Clout Culture Magazine aims to maintain dignity and quality control by exclusively covering genuine artists with strong work ethic and positive respectful influence over their community.

And this is our way of putting a dent in the good fight against toxicity in the industry, and conflict in the community. Only artists that demonstrate good character will be featured in our publication. With no way around it.

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A Song About
Nothing

SINGLE REVIEW

— By: Antony Potts

For a Song about Nothing; rising Arizona Artist Brett Deadly had a lot to say in his latest Titular single “A Song About Nothing” produced by Ontario beatsmith Lethal needle. Brett Wastes no time as his hooks repeat the mantra “Wake me up from this nightmare; they say He’ll ain’t a place but it’s Right here”. This bleak outlook he has on the world as of now compliments the gritty griselda styled production from lethal Needle.

While the hook seems to suggest Brett is living in a nightmare he can not wake from; the content of his only verse makes it clear that he’s truly top

dog amongst his peers with lines like “I got bosses in my pocket cause they know they owe me, for all that knowledge that I drop and all the bank I’m holding”. Carrying this show of earned bravado throughout the song; his viewpoints on the human race are unenthused due to their lack of originality and ability to sound different.

Brett bites his tongue for no one, for better or for worse stands on his convictions and beliefs. Just a preview of things to come. Listen to Brett Deadly’s “A Song About Nothing” out now on Soundcloud!

T R I P P A





New Age Politics Presents

THE COLLECTIVE

NEW AGE POLITICS THE COLLECTIVE

— By: C LEACH

The collective known as New Age Politics, (see what I did there), is back at the neck of the soundscape with their newest project release, *The Collective*.

1 year after giving us the lead single in *I Might* featuring Price of Audio Push, a semi-spacey, beat driven anthem that could be slapping in damn near any new Netflix Original, Xavier Shaw, Crazie, and Santos bring us the full effort with their summer drop of *The Collective* which contains 7 tracks and is a smooth 24 and a half minutes. Long enough to be heard but not drawn out or overdone.

ALBUM REVIEW CONTINUED

THE COLLECTIVE BY: NEW AGE POLITICS



From the intro 6 Days to the Bloom Lotus finish, the trio keep a cohesive and consistent theme all the way through the project. No song feels out of place or forced and the beat selection lines up rather nicely for us to have a seamless listening experience. I've never put these 2 words together in my life but I would have to describe the overall vibe as "aggressively laid-back", if that makes sense. Like, "Yes, I will snap your neck but I will be completely silent and calm as I do so."

Shaw and Crazie trade some heavy bars back and forth on nearly every song, not only with each other but also with their selected cohorts of this venture. The aforementioned Price, of course, but also hometown hero DELA PREME, who features on the second to last track Blaje. New Age picked their features well in Price and Preme. Both deliver but neither of them were clearly depended on or needed to hold the songs up. They fit perfectly into their roles and played a clear part in.....well, in the collective of the project! Boasting production credits from Niko PWRZ, Charlie Mumbles, Koach, Crazie, and of course Santos, The Collective does not disappoint. Our beloved demigods take us for another ride into both their and our own souls. Reaching into the chest of the listener and tapping on their inner warrior, it's a bit of a blood-pumping

ride to be honest. Versatility is flexed, pens are stretched, we get bass, bounce and bars all in a tightly-wrapped and well presented offering. Every track caught me off guard and I don't mean that in an "I expected this to be dog water" way. The moment each new song started, I didn't know what to expect. Although there is a clear theme and the beat selection is relatively similar, none were the same and every one had it's own feel.

An easy and enjoyable listen from start to finish but the standout tracks for me are Pardon Me, Soundcheck, and Blaje. A solid offering from New Age Politics that carries some end of the night, ride home, or even pre-game energy.

"New Age Politics presents The Collective"

Collectively and respectfully a 7 out of 10. We will definitely have our eyes and ears open for more from these gents in the future.

For the Culture, not the Clout.

Journalist

C LEACH

Artist / Group

NEW AGE POLITICS

CADILLAC RHONE PRESENTS
LAC IN THIS



CADILLAC RHONE PRESENTS
LAC IN THIS
PRODUCED BY G1 TO THE RESCUE
OUT NOW ON ALL PLATFORMS





SINGLE REVIEW

— By: Brett Deadly

Joseph Bills is back with a vengeance! The local Phoenix Arizona legend just dropped an energetic single titled EVERYTHING featuring Vee The Rula on all platforms last week. As a cross-over artist who started in metal and then came over to hip-hop after the fact, I have to say. This track had me moshing and head banging violently at my desk.

Initially the track had me hyped because of a controversial audio clip of podcaster Tone of THEH8TRIX “Talking That shit” as we like to say in the industry. It’s unclear what happened between the two influencers other than the fact Bills asked to get paid for his performance and Tone had a big problem with it.

One of the reasons the incident stuck in our minds is because after the altercation, Tone ripped down the Joseph Bills poster he had set up as the backdrop in his garage / podcast headquarters, and then continued to step and spit on it. At the time I was big mad, but it also means I was properly stoked to hear the clip open this new single.

Well played Bills! This isn’t a pointless track. It’s some real Local Phoenix Arizona Culture for the local music community!

I added this new single to the top of our Death Drip, and Clout Culture playlists.



AN INTERVIEW w/ **PERTINENCE**



Pertinence, Perty, Suburban Icon, how you living? Describe your style of music for those just learning about you and how you got here?!

The suburban icon!!! I love how that's began to stick. Honestly, the first time you asked me to describe myself I had less than nothing prepared to answer. Had me looking silly, Viv. However, having the time to look back on it and bathe in my foolishness, I think I may be able to give a little more insight. On the surface, the kid is thorough bread hip-hop. Nestle in just a "skosh" more and I think there's a lot of vulnerability which in turn helps people relate to it all. In the same breath, the songs don't take themselves too seriously. After all, I'm the suburban icon. Life is blessed, the rhymes is tight, there's really not many complaints to be had from this side. All of that combined, I think makes for some really great energy and replay value within the music which in turn allows people to really form that connection with me as the artist and feel like they actually know me, because they do!

Are you still releasing music consistently?

Well, earlier this year I was actually releasing bi-weekly. I did that for a little over a year but ended up switching approaches. Point is, there's so much damn music. On Spotify alone there's over 50 joints currently to bless y'all lil craniums and a couple dozen more on top of that scattered through YouTube and Soundcloud etc.

Was the Tempe HipHop Festival your first show? Really didn't look like it. Since the stage presence was 10 out of 10!!!

– WELL CONNECTED



etc.. To finally answer your question though, auntie Viv, in what is probably the longest explanation in Clout Culture history, yes I am, Very very soon. Since the release of my last project, "Mercurial" I really wanted to take a step back and re-evaluate my approach to the game as a whole. I wanted to work smarter and that being said I've taken the past 3 or 4 months making chune, studying the game, and just really trying to digest the who, what, when, where, and how of this thing we call the "Rap Game".

Was the Tempe HipHop Festival your first show? Really didn't look like it since the stage presence was 10/10!

THE F****N TEMPE HIP HOP FEST. What a night! Hell yea, that was the first show! Glad we did it right. The supporters I've garnered over these past couple of years are nothing short of family. We really feel like we know one another off the strength of lyrics alone. Like attracts like. Its just so insane to me to be able to get up that morning and say that's what I had planned for the day. Super blessed for sure.

What were you excepting from you first show, nervous? Ready to do more?

I've always had this problem with performances, especially in the underground scene, with people lacking stage presence and energy but nonetheless I knew I was there to PERFORM. There was definitely some bumps along the way don't get me wrong. All in all it was my supporters that showed up and showed out and really made that impact on the show. I can run around on stage screaming my lungs out all day but if there's nobody there to receive it and enjoy it, it would be less than pointless. So thank yall, for real....ALSO, we must never forget the on stage water bottle blessing from THE VIV AGUILAR. I am forever in your debt!

Who are you a fan of in AZ and any collabs you would love to do out here?

I really been messing with this Vavrix dude lately to be completely 100. Been fiending for a Jalopy verse a minute now, Preme of course!

Would you rather work with one producer on an entire project or every single from a different producer?

Thats a real juicy question Viv, I'm proud of you for that one girl. Thinking about it in the moment there's real merit to either way you'd want to take it I think. Personally I'd probably want to keep the same producer around. I'm real big on trying to keep all the same people that cared when there wasn't anything to care about around. Obviously sometimes you'll have your differences or just need to let someone go, but if they want to stay and at the same time maintain a consistent quality output, I'm a huge advocate to let them. Not to mention building that chemistry with another creative in your space has never proved to do anyone dirty.

What are you working on and what are your goals for the rest of the year?

Like I was saying I'm really focusing on adding as many songs, music videos, business plans, connections, and anything else remotely helpful into the vault. I want 2022 to be a tidal wave of content. As long as I can get to the point where I feel secure with content by December 31st, I'll feel pretty accomplished. Definitely trying to sell out the marquee by the end of next year though. So that'll be cool.

Where can we find you and any new releases to look forward to?

Just type in Pertinence on any platform you use the internet for. You'll find the kid. 'Top Down' out September 16th, thank y'all for allowing me to live this dream. Thank y'all for giving a shit.



JOURNALIST
Viviana Aguilar
ARTIST
Pertinence

LOCAL ARTISTS ON THE RISE

Artists on the rise is a spread we do every month where we put on the loudest and hardest working artists that either pop up on my radar or have affiliations with the artist featured on the cover. Links and more information on all featured artists from this segment are available on our website. www.cloutculture.com



Vonte Mays



LSG ESCO



Kill Stacy



OGPICASSO



Joe Boii



Mialma



Yung Keez

AN INTERVIEW W/ LSG PRADA

Full disclosure this Interview along with this entire issue is a few months late. Clout Culture Magazine got put on hiatus, while I worked out some issues in my personal life. Im telling you this because I'd like to take note of how chill and professional my experience with LSG Prada has been, even with such a hefty delay.

Reminds me of the day I met him. It was at 51 West, in Tempe. I actually featured the wrong artist on the flyer because he went by Lil Prada at the time and there was another artist named Lil Prada. LSG Prada was super chill about the screw up and that just stuck with me. Especially when the norm would be me dealing with an upset artist over big egos and misunderstandings.

His chill good character is something that stayed with me. And that's pretty much why I listen to his music daily now. Not a lot of real ones out here like that.

I guess that's also why I selected him for the cover feature of this issue. It's crazy that this artist has only been making music for about 2 or 3 years. He's already impressing seasoned mfs like me. And he pulls in huge crowds at his shows that rival local talent that have been in this game for decades. That's a testament to this mans career and future.

Im a fan. - Brett Deadly aka Lil Seltrah

EDITOR IN CHIEF
BRETT DEADLY
ARTIST
LSG PRADA

AN INTERVIEW W/ LSG PRADA

By: Brett Deadly

Thanks for taking some time to be interviewed for Clout Culture Magazine. Can you please introduce yourself and tell us what you do? For those new readers who don't already know.

Whats good? I'm Lsg Prada. I make clothes and music out of Phoenix Arizona!

How long have you been making music? Who gets bragging rights for helping you get to where you are now?

I've been making music for 2 years now. And my bro Stacy really pushed me to do music and take it more serious.

What is the name of your clothing brand? And what is it about?

I don't really have a name yet I made it for people in my city to gain more pride to go hard all together. No joke and I think it worked!

What happened to Kill Stacy? From what I can tell he moved to Texas. Can you shine any light on the situation for the fans?

My dawg Stacy just moved to Texas a couple months ago! Happy for him and his opportunities and shit he is doing his thing. Miss bro hell, we started a lot of this shit together.

True af. And AZ is going to miss him. I hope he comes back. What can we expect from you as we dive deeper into 2021? New music? New visuals? New merch?

New music I have a tape coming soon that I'm working on! I have a big collab brand wise coming soon that's going to change a lot of shit also really wish I can tell YALL who!!! But just know it's going to be HUGE for the city! and I'm going to film video for planes next weekend.

Do you do your own music videos?

No I go to my brother Vibegood or Veza.

Your videos always come out hell, clean! Can't wait for the new visuals to drop. If you could go on tour with anyone in the world, who would be on the bill with you? What is LSG Prada's dream tour?

Appreciate you my dawg and my dream tour would be Kodak Splurge and me and gang! Those my fav artist type shit that would go crazy.

What are some of the pros and cons of your local music scene and where do you see room for improvement?

I'm going to start with the cons. Cons in my scene is everybody is trying to be the rapper or singer. Nobody wants to shoot videos, make the beats, be a manager or do all the little things a real artist needs. Everyone wants attention to themselves, that's what I've learned and seen. The pros is that the support in az is unmatched bro. I feel the love fasho and I

try my best to show the most light to the real ones in my city because it's definitely a lot out here alot of raw talent.

I completely agree with this 100% that's why I started this magazine. To shine light on real artists like yourself. Mad amounts of talent in AZ but we focus on the wrong people and topics sometimes. What other artists should be on our radar? Who do you really think deserves some love that we may not already be aware of?

Honestly the most talented out right now is B Da Villain and Vonte mays my dawgs gong stupid. Lsg Esco and my young bulls are going hard, I think Xari is cold too. Can't forget bout Bebe, free the gang out of the cages man.

I hate to get political but I feel like we should talk about this. What are your thoughts on police brutality and abuse of power? You got caught up at the protest standing up for what is right. So I wanted to get your thoughts so we can spread awareness to our readers.

Man I hate that shit bro. It gets so many people pushed back because cops want to be racist or abuse their power for petty reasons. It makes people feel lower than what they are and I have family who have been affected and still feeling the effects cuz of shit like that.

Gotta stay aware at all times because the police are clearly not here to protect us or any kind of peace. I got my own issues with the law but that's a different story.

On a more positive note. What advice do you have for passionate artists struggling to break out and make a name for themselves in this industry?

My advice to artists is to be yourself. This shit a long road so stay true to you and keep a solid team around you and you can't lose.

Where do you see yourself in 5 years? What about 10 years? What's the future looking like for you?

Damn I'm 5 years, I see myself owning a couple stores to be honest. I don't even know about 10

I see myself always helping people bro especially the younger ones I want to lead people the right way because sometimes that's all it takes in whatever you tryna do.

I don't want to even be like a role model but like you know. a blueprint lmao

You are a big role model for a lot of youth already. As we wrap this up, is there anything else you want our readers to know? And where is the best place for them to check out your music?

The best place to check out my music is on Apple and Soundcloud. I'm on YouTube and Spotify too! LSG PRADA everywhere and just want to let everyone know all that shit possible with a lot of hustle!

Battle Of THE BRANDS

Battle Of The brands Is a new segment for the magazine I wanted to create in order to shine some light on the local brands I see putting in work for the music community. There are a lot of sus people who start brands / businesses / promotion agencies for all the wrong reasons, culture vultures, and opportunists. I won't be mentioning them at all. The move is to focus on the good and ignore the bad.

THE 411 SHOW PODCAST

The 1st brand I want to talk about its The 411 Show. A podcast hosted by Loud, Sativa, and Riddy. What I like the most about the 411 show, and the reason why they stand out among the other brands from the local podcast syndicate. Is the fact they are engaged in the music community. They take to social media forums to expand their reach and view of fresh talent. And they speak on underground acts that get slept on by the usual podcast crowd, because the underground is a whole world of its own, and these cats have genuine respect for it. So when it comes to good character and content, I rate the 411 Show 10 out of 10.

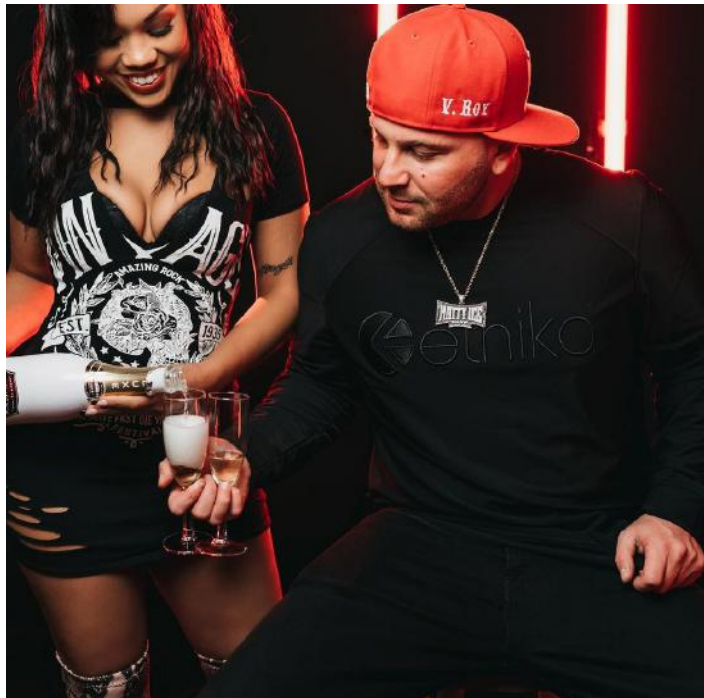




THE MATTY ICE SHOW

PODCAST / PROMOTION PLATFORM

Matty Ice really sets the bar for HipHop Media with his podcast show / promotion platform "The Matty Ice Show" currently trending on Instagram. The selling factor for the show is the caliber of artistry Matty is pulling in for Arizona HipHop Culture. Other podcasts may get the opportunity to have a big artist on their show as the artists is passing through on tour, but Matty executes quality control and goes out of his way to secure and cover heavy hitters for the culture. His podcast also operates as a promotional platform. Matty has created an opportunity for Arizona Artists to truly get put on to a higher tier HipHop Audience by providing a package for them to be featured and promoted on the podcast along side huge industry names.



EDITOR IN CHIEF
Brett Deadly



ARIZONA TRENDING

AWARD / FASHION SHOW

I didn't know much about Arizona Trending until recently but I am incredibly impressed. This fashion show highlights Arizona's most trending and upcoming Designers & Influencers. And they do so in true royal fashion. This brand is quickly becoming one of the most coveted awards in not just Arizona HipHop Culture but in several areas like fashion, businesses, and art. Their clear vision and work ethic is a testament to how valuable the culture here in Arizona truly is. We have a large reserve of untapped talent here, and its time the mainstream took notice!

VALLEY CLUB

Platform / Private Label

Valley Club is one of the most real and culturally correct music collectives to represent underground hip hop culture that I've ever seen in my life. They contribute to the local culture in a huge legitimate way by creating a safe space for new artists to break out into the scene via their recording studio, music video platform, and an all ages warehouse venue. They also operate like a factory for audio, perpetually putting amazing hip hop music into the ether. The gears always seem to be turning at the Valley Club HQ. And new artists can be discovered here on a regular basis.

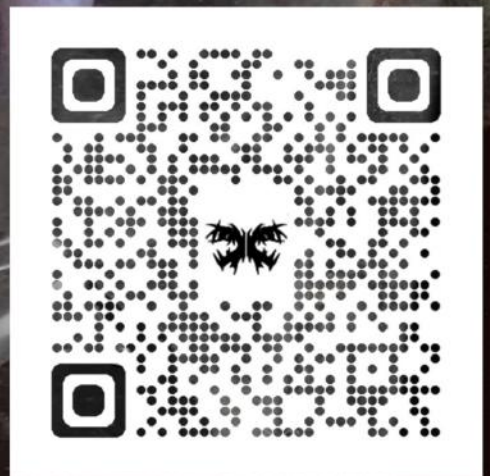


EDITOR IN CHIEF
Brett Deadly



THE VOYAGE

J C U P





An Interview With Talika

Normally when you are reading these articles, it's important to keep in mind, our interviews are generally conducted via email or messenger. But for Talika's interview we had him come into HQ we're we conducted it live and in person, as a new format to include on Youtube. We won't be doing this for everyone, only when the stars line up.

After taking some free shots from Jagermiester I started the interview with...

Please introduce yourself and tell us a little bit about what you do.

"My name is Talika. I am a Native American HipHop artist based out of Arizona. Originally born in Glendale. Moved up to Flagstaff. Was raised in Flag then moved back to Chandler. And it feels good to be back man!"

**If you don't got good drums in your music bro,
your're not going to make it in this industry.
So appreciate your producers man.**

AN INTERVIEW WITH TALIKA

CONTINUED

Who influenced you growing up?

"Growing up I had a heavy metal father, man. My dad was like. Metal show after Metal show after Metal show. And he worked a lot. But what influenced me? Probably Jonathan Davis from Korn. I love Jonathan Davis. I was a huge drummer growing up so I would say Vinnie Paul, Ray Luzier from Korn, Lars Ulrich from Metallica were my biggest influencers. So I'm going to say that I'm not a rapper. I'm an artist altogether."

What's it like having a metal head for a dad?

"I love my father, man. Hardest working robotic alcoholic that I've ever known in my life. He could party all night and go to work like an hour later. My dad did a lot of things for us, he sacrificed a lot for us and I'm glad he came back to us when we needed him the most. So thank you pop. Love you always and forever."

When and where did your journey as a musician start?

"Honestly, I'm not even gonna front. So I used to be like a little nerd back in my day. I used to be in Rock Band competitions for like drums n shit. I got 2nd place 3 times in 3 major competitions. Never made it 1st, but that's what really peaked my interest. I wanted to prove myself against everybody in the whole crowd of 500 people. Even if it was just plastic drums n shit, It made me feel so alive."

When did the genre change happen and who contributed to you becoming a rapper?

"Before I graduated high school in like 2010. I've listened to 90's rap a lot, but in 2010 I was introduced to rappers like Logic, I started hearing a lot of Kendrick, J Cole. My sister had a new car, and she would listen to J Cole in it and shit. Speakers weren't good, you know, but we would bump it as loud as we could. That, and I started listening to more like mainstream new school HipHop instead of Ice Cube N shit, Bone Thugs. So that really sparked everything up. The beats were different. I love beats man. As a drummer I respect a lot of the beats because if it weren't for those drums man, let me tell you. If you don't got good drums in your music bro, you're not going to make it in this industry. So appreciate your producers man."

Tell us about the full length album that just dropped. The Only Stain In The Spotless Room

"Yes. Just dropped my 3rd album, It's called The Only Stain In The Spotless Room, and honestly, I would not be here bro. If it wasn't for my homies, D Carter. D Carter you pushed me through a lot of shit bro, and I appreciate that, Cameron came down from Chicago and started making music with us just two years ago bro. Funny how time passes in a blink of an eye. But this 3rd album, I wrote it in the span of January 2020, to April 2021. And it just talks about everything that I went through. And it goes in order. Break up, depression, your going through some shit, alcoholism, you numbing your

things, and you hiding things inside you that you cant release, so you release it out of music type shit. Its hard for me to talk to people, Brett. It really is you know. And I feel like sometimes its hard for people to listen, because they are going through their own shit man. I like relating to people, and I like it when people come up to me and tell me my music helped them through shit or that. But this 3rd album here, I put a lot of time and work into. I produced, mixed and mastered 16 of the 17 tracks that are on this album. And D Carter mixed, mastered, and produced one of the tracks, All Around. Which is also for the music video we just dropped.

Whats the best platform for people to stream your music?

"Right now? Spotify man. If you like Dark Alternative Rap or if you like harder beats and lyrics that are not only from your conscious but also from your heart. Then you should check me out.

Do you have any new songs dropping this year?

There will be 3 more music videos coming off this album, then I'm going to start dropping some more singles and music for y'all. Me and Cameron are actually planning a project. A dual project called Swap Meet. And its gonna be me, Cameron, D Carter, and a couple other artists that are producers that also rap. So hit me up if you wanna be a part of that.

What are the pros and cons of your local music scene?

"Man... I noticed not a lot of people support each other. But one day we'll get there. I dont see anything negative. But I feel like if we could all just come together and support each other. Dude. We could take this to another level. Not just one of us but all of us. Not only that but people that are really putting their life into this shit. People drop like fucking everything just to fuckin make it dude. I praise you mfs out there. But a lot of us gotta work, but my other time goes to music and stuff. You know everything costs money bro. And you know what, this culture we got here is beautiful.

If you could go on tour with anyone in the world. Who would be on the bill with you?

"It would be a cross genre tour forsure. Lets do Korn, Metallica forsure, JID. I love JID bro thats probably my favorite rapper. JID if you ever see this, your my favorite rapper bro. Rest in peace Mac Miller. Mac Miller would be really dope. I would love to have a couple AZ artists with me. Definitely my homie D Carter. Fuckine aye, Rez-coast Grizz. That would be fucking amazing bro. Deftones. I love Deftones man. Shoutout homie BankMills. There are a lot of crazy artists out here it would be dope to have at least half of them be AZ artists. Then a couple of these mainstream artists. There are a lot of amazing artists out here and they are sleeping on every single one of us. One day they wont haha.

You can watch the full interview on Youtube or www.cloutuculture.com

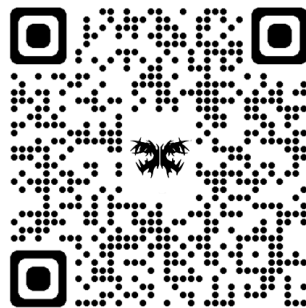
EDITOR IN CHIEF
Brett Bradley
Artist
Talika



CLOUT CULTURE RADIO **PLAYLIST**



The Clout Culture Radio Playlist is a multi platform playlist that features our podcast + affiliated music. It operates like a radio station with podcasts between curated music. Check it out on your favorite podcast streaming platform!



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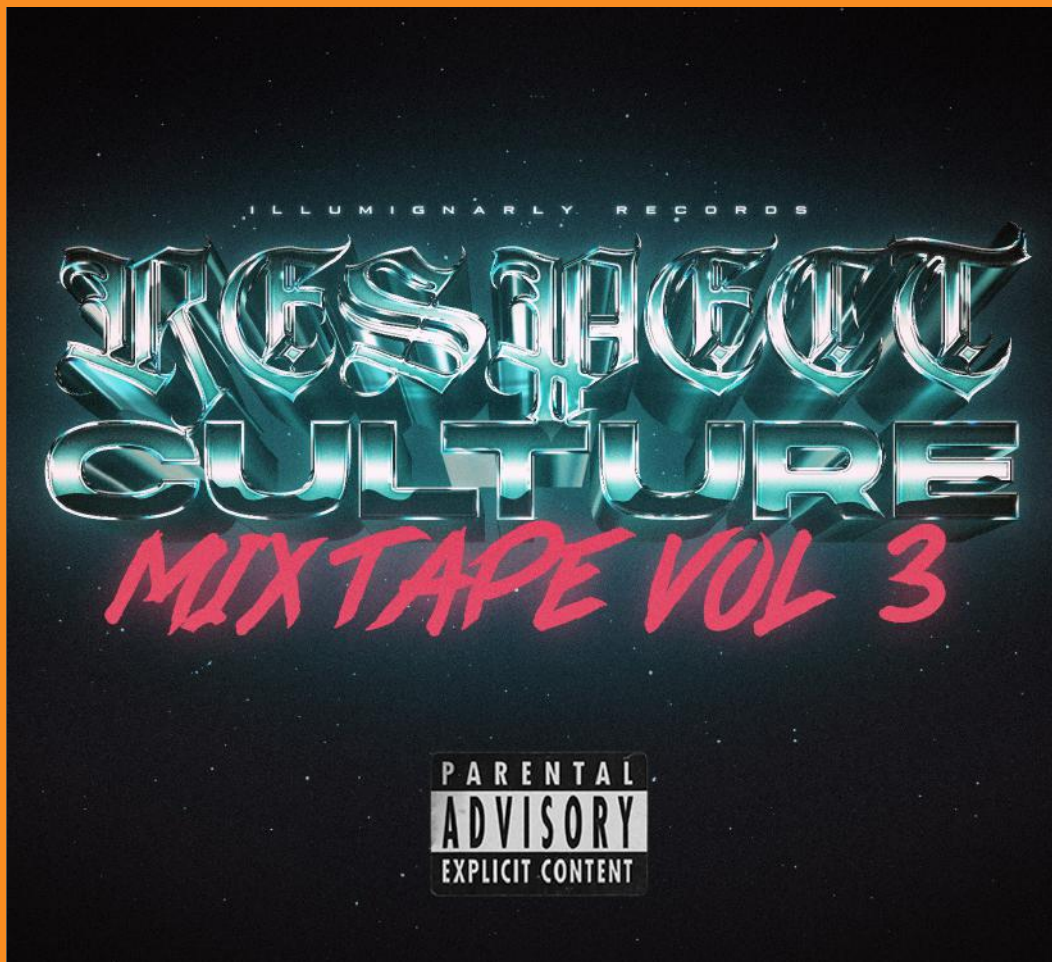
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