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EbonyLife TV, Africa's first Global Black Entertainment Channel on DStv Channel 165, is a subsidiary of **Media and Entertainment City Africa (MEC Africa)**. **MEC Africa** is located in the serene surroundings of Tinapa, Calabar, Cross River State. We are Africa's first Media and Entertainment City, a one-stop destination point for the industry and home to **EbonyLife TV**.

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Rise Africa! And Shine!

Welcome to the EbonyLife TV launch magazine, a Collector's Edition that not only serves you a bouquet of exciting entertainment and lifestyle articles from diverse walks of life, but also offers you a foretaste of what you will be seeing as you tune to Channel 165 on your DSTV decoder as from July 1, 2013!

These are indeed exciting times for our global Black audience and also for leading indigenous African and international brands. Our key demographic is the African youth (aged 18 to 34), who are the key drivers of arguably the most vital segment of the economy.

Through our partnership with the Cross River State Government, EbonyLife TV is focused on building a thriving film, TV and music industry across the continent with strong international partnerships that develop local talent and empower the next generation.

We are creating a Media and Entertainment hub at Tinapa that will proudly represent Nigeria, as well as Africa. As Africa's first global Black Entertainment Network, we are positioned to not only inspire and empower this vital target demographic, who we believe are the custodians of the present and of the future but more importantly, enable them stand out and shine on the international stage through the transformative power of our exclusive brand of media and entertainment.

Our Roll Out is pan-African on the DSTV platform by virtue of a channel distribution agreement signed with Multichoice Africa in 2012, and a Joint Venture Agreement signed with the Cross River State Government on building Africa's first global multi-broadcast platform at Studio Tinapa. One of our most exciting offerings is our partnership with Globecast, the leading global provider of content management and worldwide transmission services for professional broadcast delivery, to provide technical backbone and drive EbonyLife TV's content distribution on Android, Tablets, Mobile and the Web.

On the DSTV platform we will immediately be transmitting to and watched in over 46 African Countries and by



over 8 million viewers. Through our world class team of industry experts, including broadcast operations experts, technical and production crew from the most diverse of backgrounds, we are confident of our enviable position to help deliver the message of indigenous African and international global brands to that most important demographic on the continent that boasts over 1 billion consumers. This is one of our major value propositions to leading and growing brands, local or global, to help them engage and connect with their most important target market, like never before.

Our vision is to be the global network platform for premium African entertainment by creating original, premium and inspiring content with an African soul. We want to showcase the best of Africa to the world and elevate its entertainment content for a global audience. This is our passion and we are confident that no other network will understand this need better than us. We are prepared. From lifestyle and entertainment, to fashion and education, information and sports, to love and relationships, EbonyLife TV is positioned to be the platform for showcasing the continent's most inspiring content that will truly represent people of colour all over the world, telling compelling and universally human stories with an African attitude, and even more so, with heart, understanding and compassion.

Our mantra is change; this is our rallying cry and credo, driving us towards empowering Africa to take its rightful place on the global stage as a media and entertainment powerhouse. The launch of EbonyLife TV today is therefore a big step for our team, but more significantly, a huge leap for the African media and entertainment industry. It's indeed time for Africa to rise and shine on the global scene. It's the dawn of a new era where everything you think you know about Africa is about to change forever.

Mo Abudu

Chairman & CEO, EbonyLife TV



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PROGRAMMING



EBONYLIFE TV
PROGRAMMING
ORIGINAL

Love Lounge *Talk*

Established Nigerian radio personality, Oreka Godis, along with her resident experts, uncovers juicy topics, shares provocative stories and offers useful advice about the thing that's on everyone's lips: love, sex and relationships. This unique combined-medium Radio/TV multicast talk show encourages and shares public interactions to help make the relationship you have into the relationship you want.



Moments with Mo...

Talk

There's an exciting new refresh for Africa's first syndicated Pan African talk show, Moments with Mo. Mo Abudu is joined by two engaging and formidable new co-Hosts and together they continue to make Moments with Mo the arrival point for inspirational, successful Africans and their stories...from all spheres on interest.





The Banky & Tiwa Show

Talk

The show, featuring two celebrities: Banky W and Tiwa Savage as co-hosts, is a casual laid back talk show that airs the views of the two hugely celebrated stars on topics that mean a lot to them.



EL Now *Talk*

Get hooked on this daily entertainment news magazine show featuring the hottest global black news, the latest celebrity buzz, African success stories and all things 'Africana cool' in a sphere that encapsulates music, movies, TV, fashion, beauty, design and the arts.



The Spot Talk

Big Brother meets Talk meets Sitcom in a unique hang-out style talk show format. Kick back on your couch and join hosts Zainab Balogun, Lamide Akintobi and Ebuka Obi-Uchendu, as they make it The Spot to chat about topical issues with a fresh edge and a dash of wit.





Culture Connects

Reality

Nigeria, USA, Kenya & South Africa, countries that are worlds apart, yet very similar at the core. Each episode takes you on a cultural journey to explore the traditions and values that both continents hold dear.

Gain a new-found respect for cultures on both sides of the Atlantic as we take a closer look at the way we do things from marriage and relationships, to entrepreneurship, fashion and entertainment.



Married To The Game

Drama

In love and giddy with excitement, newlyweds, Vincent and Gloria Coker are headed toward a blissful future together, but a dark cloud hovers over their honeymoon dreams when they run over a mysterious stranger as they return from their wedding reception.





Calabar Carnival

Entertainment

Undisputedly Africa's Biggest Street party, the Calabar Carnival is Nigeria's biggest tourist offering to the world.

Founded by the Cross River State Government, the carnival holds from the 1st to the 31st of December every year, attracting tourists the world over. With activities including entertainment showcases involving heavyweight international stars, parades, competitions the Carnival is a must-watch/attend.

Screen Divas
'Star power for
positive change'

Reality

See four Nollywood Queens in action as you've never seen before! Follow the Divas as they lend their star power to a great cause. Together, Kate Henshaw, Uche Jombo, Funke Akindele and Rita Dominic produce a shot film titled 'New Horizons' to give every woman who suffers domestic abuse hope for a better tomorrow. Journey with the stars as they experience the hardships and joy that come with filmmaking for a cause.







Fattening Room *Reality*

Six beautiful young women from different parts of Africa embark on the journey of self-discovery in the picturesque city of Calabar. An age-old Efik tradition is given a modern twist. These feisty, modern, single women from Ghana, Nigeria, Botswana and Kenya are moulded into ideal partners and they learn the secret to finding and keeping love.



Moments with Mo



Mo's Search

Search for Mo's Co-Hosts *Reality*

Mo is on the hunt for two exceptional women with a unique view on an ever-changing world to co-host Moments with Mo. Together they will talk about everything and anything that matters in Africa and the world over. This 6-part reality show deals with the search and the eventual winners.





The Sistaz *Reality*

Enter the glamorous world of The Sistaz. These gorgeous sisters are ready to make their mark in fashion, modelling and entertainment. Unexpected twists pop up as each of them pursues their dreams. Luckily for The Sistaz, their bond of sisterhood is strong enough to see them through the bumps along life's road.



New Horizon

A Short Film

A short film starring Rita Dominic, Kate Henshaw, Funke Akindele and Uche Jombo. Four women overcome abuse by finding courage in themselves and each other.



Ojo's in D' House
Comedy

Ojo's in D' House is a hilarious sitcom set around the Shenanigans of a middle class Lagos family and all Mrs. Ojo seems concerned with is keeping up appearances.





EL Drama

Drama

1 hour 'made for TV' dramas exclusively commissioned by and for EbonyLife TV. These dramas are produced and directed by new emerging talents in Africa.



In My Shoes

Entertainment

Chronicles a day in the life of Africa's top personalities. An intimate look at the real people behind the celebrity name as we uncover what it is like to walk in their shoes.

VVIP Events

Entertainment

EL VVIP Events is a new and exciting show that covers a variety of corporate and social events to include weddings, birthdays, product launches, award ceremonies, concerts, among others. EL VVIP Events also goes behind-the-scenes and backstage interviews with event planners and the hosting party.

EL Runway "Where Fashion makes TV"

Entertainment

Get an exclusive close up and personal look at designer collections on and off the runway. Meet the designers behind the couture and the stylists behind the looks with expert views on fashion and style. Transformation is where fashion is at and with EL RUNWAY you too can step out on the cutting edge of fashion and style.

Naija Diamonds

Reality

An inspiring documentary series that celebrates bright young Nigerians who are rising stars, unsung heroes, do-gooders and achievers that break the mould of adversity. It's these unique individuals who are making waves in their personal capacity and triggering positive changes in the lives of others.





Life with La Toya *Entertainment*

Life with La Toya takes viewers inside the outrageous world of La Toya Jackson – the wild card of one of showbiz’s most famous families – as she tackles love, career and maybe even parenthood, all on her own unpredictable terms.

The new reality series gets up close and personal as La Toya hunts for a new house, builds new business ventures, contemplates starting a family and perhaps the biggest of all – jumps into the dating pool for

the first time, ever. On board for her new adventures are La Toya’s devoted business partner Jeffré, her legendary mom and dad, a pair of meddling matchmakers, a magician, a lovelorn lifeguard and La Toya’s lifelong best gal-pal Kathy Hilton (yes, Paris’ mom).

La Toya also opens up about her tumultuous past darkened by an abusive ex-husband, the death of her brother and family feuds.





KEVIN HILL

Kevin Hill *Drama*

Kevin Hill was a swinging bachelor and top notch lawyer, but after his cousin died he was left with his cousin's ten month old daughter, Sarah. Now Kevin must deal with being a new parent and a lawyer at a new smaller firm.



Lincoln Heights

Drama

Lincoln Heights is an American family drama television series about Eddie Sutton, a Mission Vista police officer who moves his family back to his old neighbourhood, Lincoln Heights, to start a new life and to help out his old neighbourhood.



"Ocean Models"

Reality

Discover the reality of the hottest modelling agency. Based in Miami, Florida, leading models vie for the flashing lights, leading roles as they are forced to compete for the attention, the limelight and the stress that fame will bring them in a very competitive marketplace.



"Keasha's Perfect Dress" Reality

Keasha Rigsby is a renowned bridal consultant whose warmth and talent have endeared her to audiences of the hit series, "Say Yes To The Dress." Now, she's striking out on her own, helping brides find their perfect wedding dress in her own exclusive boutique – a stunning open-concept filled with sumptuous dresses from some of the world's top bridal designers."



Little Miss Jocelyn

Comedy

Little Miss Jocelyn is a British TV sketch comedy written by and starring Jocelyn Jee Esien. The show is made up of studio sketches and hidden camera footage in which unsuspecting members of the public become part of a sketch.



The First Family

Comedy

The First Family is a family situation comedy series that follows the story of William Johnson, the 45th President of the United States and the second African-American to be elected to the office. While he has to run the country, things at home are not so easy as his wife and their two sons and two daughters are still adjusting to the life at the White House.



Mr Box Office *Comedy*

Mr Box Office is a sitcom about one of the world's biggest movie stars, who is sentenced to community service teaching English at an inner-city high school in South Central Los Angeles.



My Wife & Kids

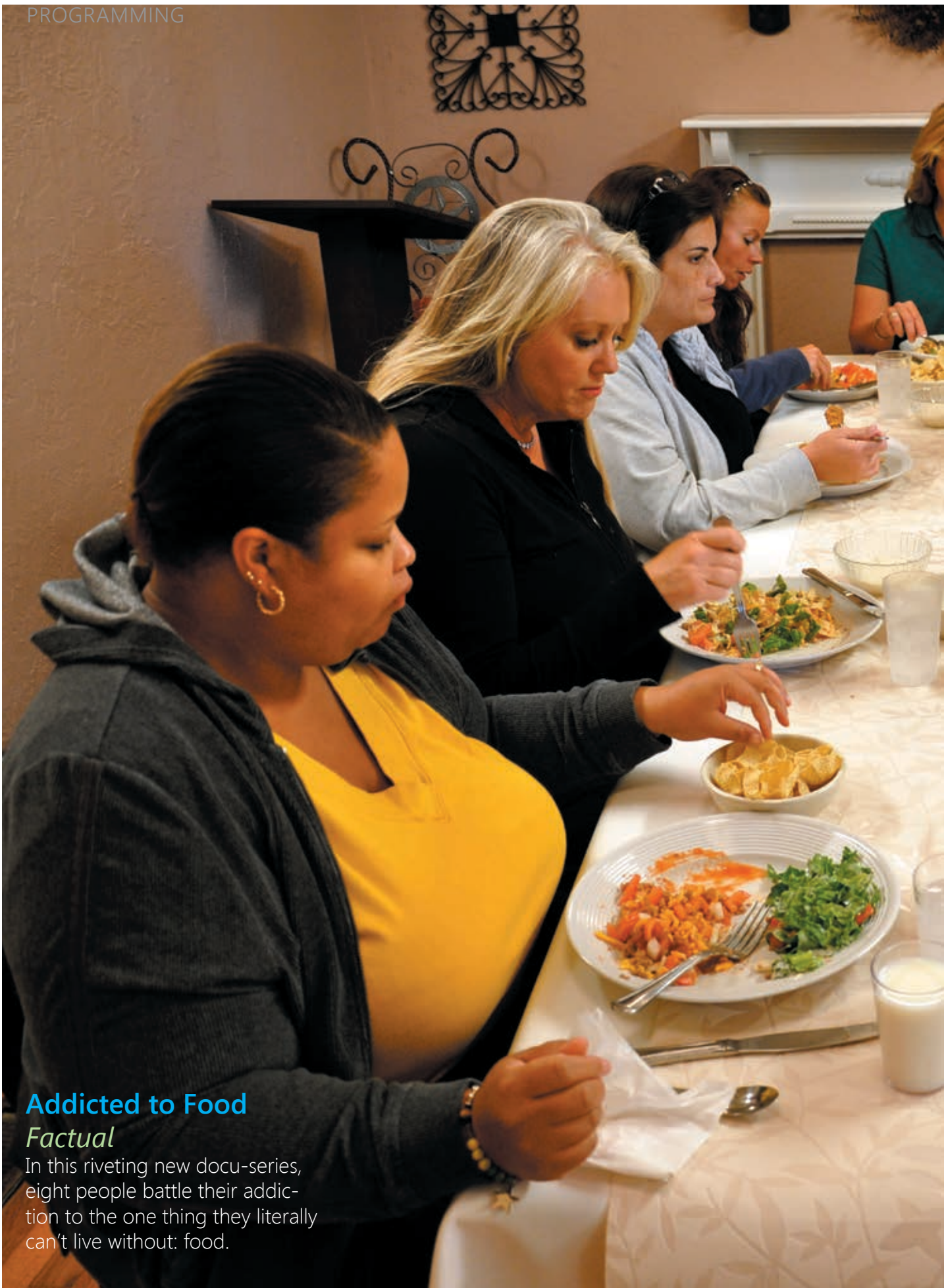
Comedy My Wife and Kids is an American television family sitcom that centres on the character of Michael Kyle, a loving husband and modern-day patriarch who rules his household with a unique and distinct parenting style. As he teaches his three children some of life's lessons, he does so with his own brand of humour.



Finding Sarah: From Royalty to the Real World

Factual Entertainment

In this series, viewers will hear the Duchess' personal story and witness her unforgettable journey of healing and self-improvement. To guide her through the ultimate mind/body make-over, she seeks guidance from traditional and non-traditional experts – a shaman, life coach, trainer and a horse whisperer – along with Oprah's "All Stars," Dr. Phil and Suze Orman. Together they help the Duchess address tough personal issues, ranging from finances to self esteem to physical fitness.



Addicted to Food

Factual

In this riveting new docu-series, eight people battle their addiction to the one thing they literally can't live without: food.



ADDICTED
FOOD



The Newlywed Game *Game Show*

The Newlywed Game is an American television game show that pits newly married couples against each other in a series of revealing question rounds to determine how well the spouses know or do NOT know each other.



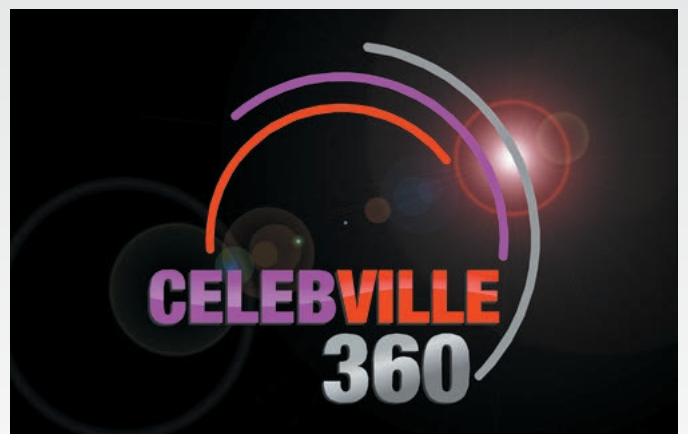


Love Triangle

Game Show

A relationship themed game show, which through a variety of different methods, helps the main contestant choose a life partner out of two people they are currently dating.





Celebville 360

Entertainment

Celebrity news from the continent and beyond.



EBONYLIFE TV
PROGRAMMING
MOVIES



UNDERCOVER BROTHER

1970s super freak and groovy funkmeister Undercover Brother (Eddie Griffin) joins a secret taskforce of Black secret agents who try to thwart The Man's evil plot to rid the world of Black culture. This hilarious spoof of 1970's blaxploitation films and witty comment on cultural and racial differences is an amazingly funny and wacky journey that you'll definitely want to see again and again.



ASSAULT ON PRECINCT 13

Oscar-nominees Ethan Hawke and Laurence Fishburne star in this re-telling of the John Carpenter's 70's classic. A police captain (Hawke) must put together a force of cops and criminals to defend the soon-to-close Precinct 13 when they come under attack by a gang intent on freeing their imprisoned boss (Fishburne). Also starring Golden Globe-nominee Maria Bello, Golden Globe-winner Brian Dennehy, and rapper Ja Rule.

ASSAULT ON PRECINCT 13

8 MILE

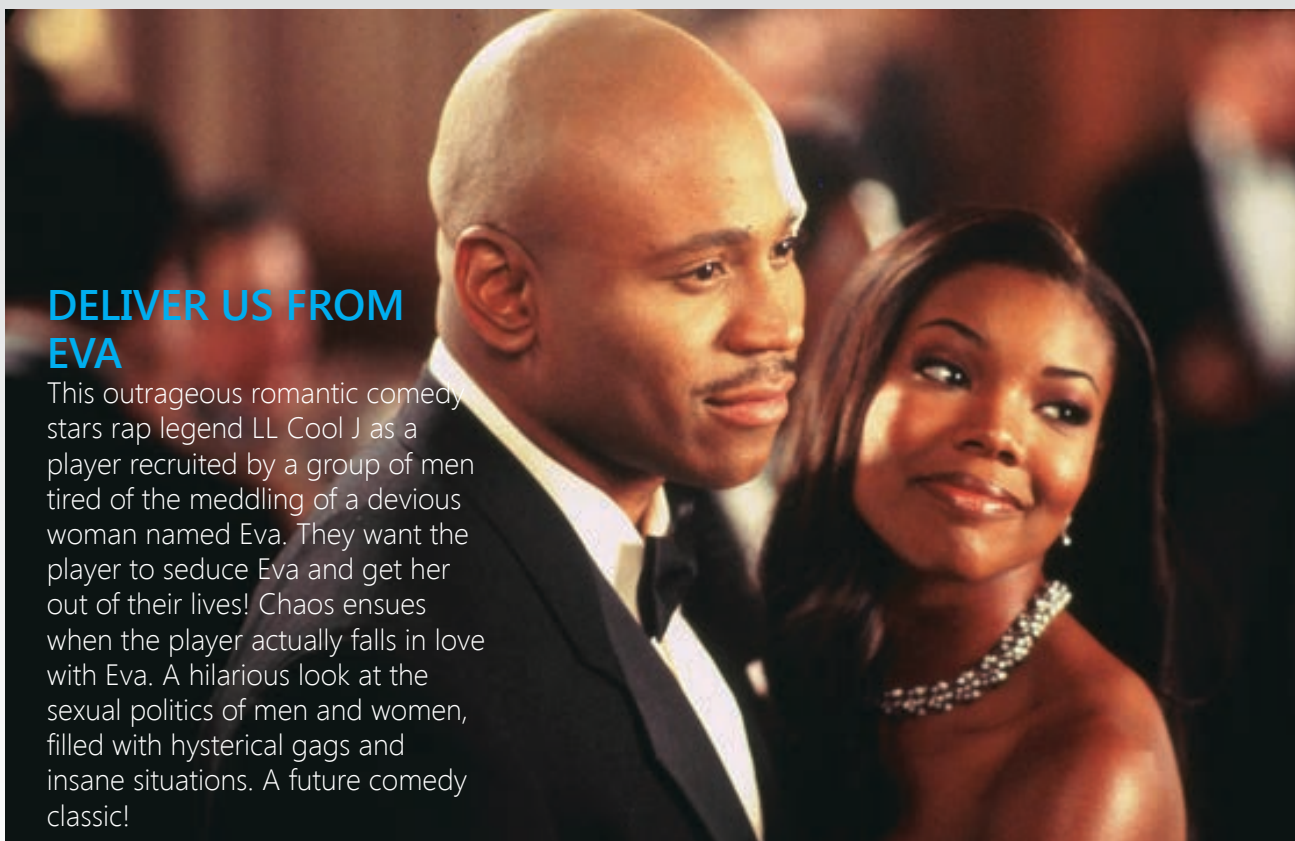
Rap icon Eminem stars in this semi-autobiographical tale of a white kid struggling in the hip-hop scene of 1995 Detroit. 8 Mile is filled with scintillating rap battles and is filmed in a gritty style which perfectly captures urban decay. Kim Basinger, Brittany Murphy, and Mekhi Phifer deliver powerful performances. Academy Award®-winner Curtis Hanson directs.





HONEY

Jessica Alba delivers an energetic and lively performance as a tough sexy dancer from the inner city, who becomes a successful music video choreographer, a career which is threatened when her mentor makes her either sleep with him ... or get blacklisted within the industry.



DELIVER US FROM EVA

This outrageous romantic comedy stars rap legend LL Cool J as a player recruited by a group of men tired of the meddling of a devious woman named Eva. They want the player to seduce Eva and get her out of their lives! Chaos ensues when the player actually falls in love with Eva. A hilarious look at the sexual politics of men and women, filled with hysterical gags and insane situations. A future comedy classic!



GRIDLOCK'D

Set in Detroit, *Gridlock'd* centres around heroin addicts Spoon (Tupac Shakur), Stretch (Tim Roth) and Cookie (Thandie Newton). They are all in a band together in the spoken word genre. They go by the name of Eight Mile Road, with Cookie on the vocals, Spoon on the bass guitar and Stretch on the piano. Spoon and Stretch decide to kick their habit after Cookie overdoses on her first hit. Throughout a disastrous day, the two addicts dodge police and local criminals while struggling with an apathetic government bureaucracy that thwarts their entrance into rehabilitation programme.



TRESPASS

Two Arkansas firemen get wind that ancient treasure is buried in an abandoned factory, unaware that the structure they've invaded is headquarters for a band of very tough drug pushers. Fast, furious, and action-packed entertainment filmed with a potent cat-and-mouse style. Golden Globe nominee Bill Paxton and hip hop icons Ice Cube and Ice-T battle it out to the finish.



THE BEST MAN

From producer Spike Lee comes this intimate tale of a group of college friends reunited for a wedding. Chaos erupts when it is discovered that one of the friends (Diggs) has penned a novel which dramatizes many of the private events in their lives. Lots of nostalgia, lots of humor, lots of fun. A heartwarming film that explores the ups - and the downs - of friendship.



WELCOME HOME ROSCOE JENKINS

Comic star Martin Lawrence plays a popular television talk show host from Los Angeles who reluctantly returns to his home town in the deep South with his wife and son to visit his family. Once there, the celebrity finds it impossible not to fall back into old rivalries, especially when he runs into his childhood nemesis--Cedric the Entertainer! Academy Award-nominees James Earl Jones, Michael Clarke Duncan, and Margaret Avery, as well as Louis C.K. and Joy Bryant co-star in this hilarious comedy that proves that you CAN go home again--but you may not want to!





A CUT ABOVE ALL OTHERS


Photographs By Kelechi Amadi-Obi. Words by A. A. Baptiste

Deola Sagoe is an elusive woman. Near impossible to get on the phone. Setting up a meeting with, a herculean task. This is however to be expected somewhat. She is a woman who shoulders a sizeable slice of the bespoke, sartorial and finicky needs of the burgeoning class of the women of Nigeria's upper echelons; One who has built up an intimidating clientele over three decades, whose attention, time, talents and indeed expertise are heavily courted. One who is regarded as an icon of fashion across the continent and beyond and one who pushes her work to the fore and allows it speak for itself. As we settle down to this interview, in her minimalist, modern office, decorated distinctly with African influences, late in the evening, she looks weather-beaten. She has been in strategy meetings for most of the day leading up to about 6.30pm when the interview kicked off and the day is not near its end, for her. One wonders if it has always been this way. If fashion had always been her lifeblood. If she has always had such unimpeachable work ethic. It all started in 1989. Though at the time, Nigeria couldn't be said to have an industry of fashion, she struck out nonetheless. In so doing, she heralded a wave of progress for the industry, indeed pioneering what it obtains today. This, however, did not happen overnight. It took a decade before she became critically acclaimed and recognized widely as she is now. The watershed moments came when

she won an award that proclaimed her the best designer from Africa at New York Fashion Week. Subsequently, she met with and was hailed as a great talent by then talk show host and media mogul, Oprah Winfrey. Then, the world stopped and took notice.

She has not looked back since and has no plans of closing up shop anytime soon, even now that her daughters have their own label and are being touted to take over the reins from her soon. "Just because my daughters are now here, doesn't mean I will roll over and die," she remarked laughing. "I look at Valentino (though he recently retired after a long time), Karl Lagerfeld of Chanel who have been at the helm of their fashion houses for years on end. I still have a lot to give. Once you are creative and your designs are still very much relevant, there is no reason to pack up and leave because the younger generation has come. I should be here to guide them having set examples and high standards." One cannot argue with this. So far, she has been around for 24 years. Further longevity certainly looks on the cards for her, especially seeing as the brand has always been one step ahead of others, ahead of its time. "My clients from 20 years ago are still very fashionable. My designs from that same time are still being brought back to me for minor adjustments, to be worn today. My designs are timeless."

Also, she has been able to establish a signature unmatched by anyone else- the continuous, expert use of wholly indigenous fabric-



aso oke and adire, something she did recently in her latest collection titled 'Komole' in which she scored two design firsts in Nigeria- cutting aso-oke in the form of lace, iro and buba in contemporary, Western silhouettes. This deliberate design signature did not come by chance. It is quite close to her heart. As she talks about it, her voice rises an octave higher and becomes more animated. "Showcasing our indigenous fabric to the world and selling our culture, telling our own stories is the only way we can empower ourselves. We are currently a consumer economy. We can manufacture our fabrics, we have the raw materials and we can export and ultimately add value to ourselves."

What is next though? Will she partner with international brands a la her contemporaries (JBL x L'Oreal, Lanre Da Silva Ajayi stocked at Dolce & Gabbana) ? Is a move to make conquests further afoot, play in the big leagues with the best of the best, in Europe and America the logical next step? She begs to differ. "I still have markets within Nigeria and indeed Africa that I have yet to reach. I want the Deola Sagoe brand to be worn in major cities across Africa and in Nigerian cities like Port Harcourt, Abuja. By the time, I can be represented in other Nigerian cities and indeed, African cities, then I can build on that. Moreover, these partnerships must translate clearly into sales."

Deola Sagoe is an iconoclast par excellence. She continues to break the tradition of the usual, and put bluntly, the mediocre, raising the bar in design and in the business of fashion. She retains the fierce ambition she had when she started in 1989. She is diversifying into ready-to-wear, diffusion lines, steadily mapping out and building further floors of an empire that is at its already zenith. It would seem there is no stopping her. She truly is a cut above all others...



KOMOLE

BY DEOLA SAGOE

Deola Sagoe reworks a Yoruba fashion classic with a modern edge in her latest 'Komole' collection inspired by a Nigerian fashion icon Shade Thomas-Fahm. Deola Sagoe first unveiled the 'Komole' collection in South Africa at the Mercedes-Benz Fashion Week Africa 2012.



The collection is a throwback to the 60s/70s fashion in the Yoruba culture of short bubas and iros. The entire collection is made out of 'Lasque' – an original hand-made fabric fashioned out of silk thread specially made for Deola Sagoe – almost like the traditional fabric, Aso-Oke.



The fabric is like hand-cut lace aso-oke but lighter and more fluid. The Komole collection is a great mix of vintage and contemporary Lagos in super feminine silhouettes – elegant subtly sexy shift dresses. Colours are a blend of warm browns – light to dark intertwined with strong pastels and brief appearance of reds and lime greens and brave check patterns.



Deola Sagoe's KOMOLE collection is wearable art at its best – to be brought out once in a while – a great conversation starter. The designs are so futuristic, they look like they are years ahead of their time but can still fit into the present for the person who can interpret it stylishly.



The collection in some ways can only be fully appreciated by those who truly love fashion as an art.



PROGRAMMING JUST FOR US

By Temidayo Abudu

In recent years, the importance of media to my generation has multiplied. We have become obsessed with TV shows and movies made in Hollywood alongside a few British productions. *Gossip Girl*, *Vampire Diaries* and *Scandal*, to name a few, are some of my personal favourites as I'm sure are the same for others in my demographic. We discuss and review shows on social media platforms not for any one's particular interest, yet we continue

to voice our opinions of them. The voice of Generation Y is important and one question that I as a "Generation Y'er" ask is 'Why aren't there any Nigerian or African oriented TV shows out there speaking to us?' Yes, we have *Big Brother* and a few others but I've wanted to see Nigerians in reality shows and drama series that can compare and compete with American or UK shows. Our own version of *Keeping up with the Kardashians*, *Modern Family* or

Scandal.

Again, I was fortunate enough to have access to DSTV in Nigeria, one of the few platforms that provided world class programming. I then went to England for my A levels and I admit it totally changed my viewing habits and exposed me to way more content on all devices from TV to mobile and online. I must say I was quite unfamiliar with a lot of this prior to moving. When I moved to England and became familiar with shows like The O.C, One Tree Hill, Gossip Girl (my favourites at the time), I started to notice that barely any of the characters were black talk less of Nigerian or African. There would be one or two comments made about the fraudulent ways of Nigerians, and we were graced with the presence of the one token black guy in 90210 who I felt they made look stupid on purpose. I came to the realization that as an African, the image those in the West had of us, was dependent on us.

I thoroughly enjoyed a lot of the TV shows and I still do, although on many occasions whilst I sit and watch Blair Waldoorf or Olivia Pope dealing with one issue or the other, I see that although we do deal with similar issues, they are dealt with in different contexts. We needed our own content, embedded with our own cultures and morals.

We have become used to the negative views in the media; with at least one charity advert of a baby with a swollen belly popping up on TV every few minutes during advert breaks. I will not dispute that these views aren't true. However, I see every day that there is more to Africa than this. Africa has a large pool of undiscovered talent, and when I realized this, all I wanted was pure African content made by Africans for Africans.

I expect to see young, current and good quality content on television, and although we are a 'Third world country', we do not

have to remain that. The world is becoming more globalized and so we cannot afford to taint our image with media content that is purely substandard. My English or American counterparts can now Youtube or Google a Nigerian TV show to see what it's like and from past experience there is barely any top quality content. However on Youtube today, we have an array of content made and tailored for Nigerians and Africans which gives me and my generation hope that we were becoming more aware of the importance of maintaining the image that we want for ourselves. We can no longer sit back and wait for someone to save us from our misery, we must begin to save ourselves.

Media, in years to come will become material objects of study for others to know and understand us as Africans better. It is therefore vital that we invest time and resources into the industry in order to benefit us and generations to come in the future.

With the launch of EbonyLife TV, it seems that we are one step closer to reaching those dreams. Content made and tailored to suit our taste - television shows that are relevant to the African youth, discussed and portrayed by our people. The combination of good quality content now gives us more footing in the industry. We can compete and compare with our western world counterparts and be proud. This has been my dream and unless I'm still asleep, it has become a reality.

We should look at media not just as a form of entertainment but a platform to educate and expose the audience to a world of issues that exist on our continent and EbonyLife TV has laid the foundation for us to explore the media world to our advantage and develop our own content. With this alone we can begin to change the world's perspective of our continent and transform the everyday life of the average Nigerian in some way.

damilola

ADEGBITE



When television darling, DAMILOLA ADEGBITE burst onto our television screens via award-winning soap opera, *Tinsel*, little did we know she would work her way into our hearts as well. In no time, the alluring, fair-skinned beauty became the girl other girls wanted to look like and who guys wanted to be with. She is a woman who is well aware of desirability. Little wonder then that she'd like to be a red Lamborghini..

What is the most interesting part about being a celebrity?

I'd say two things; the love and kindness people who only know you by virtue of being on TV and the part where everyone seems to have something to say about you, I find them both interesting.

And the not so good part...

People thinking you are a money making machine, the hurtful and untrue things people say about you and your life is constantly under the microscope.

Who is Damilola Adegbite?

I often describe myself as the girl next door. I love family, I love to sleep, to many people's utmost surprise. I'm passionate about the arts. Oh, did I add that I'm an aromatherapy addict! I love my scented candles, oil and shower gels.

How did you start out?

I started out on Tinsel professionally in 2008; I was on another production location in Ikorodu when I got a call for the Tinsel audition, I think I must have raced like something was after me, but I guess when you want something so bad, distance is merely child's play.

What do you think your selling point is?

As an actress I'm still evolving and growing to truly know where my strength as an actress lies, but so far, I'd say it's my growing ability to embody a character and truly be that character for as long as the camera is rolling and my director hasn't said cut!

What is that habit that you probably should give up?

I enjoy my own company too much

If you were a car. What kind of car would you be?

A red Lamborghini

If you were a tree, what kind of tree would you be?

Mahogany

Celebrity crush?

David Beckham & Rihanna

What is the one thing you'll never leave your house with?

Money. No matter how small it is

Do you like being categorized as a 'black woman'?

It's what and who I am. I am a strong black beautiful African woman. So I embrace it

Do you sincerely think Africa has been projected in a bad light for too long, if yes how?

First, I agree with Funmi Iyanda when she said in an interview that we are where we are supposed to be and for several reasons, it's very true. Sometimes yes, I think Africa has been badly projected based on so many factors, which is inclusive of our culture, tradition and customs that many don't understand and agree with. The so called western world had the similar issues; like the burning of heretics on the stake and we can go on and on, but they've had almost 200 years to change all of that and get it right. The unfair reality is that no matter how much great and positive things we do as individual Africans or as a collective, some parts of the world will continue to judge us based on our shortcomings and past. For me, I think our goal is to continue to strive to do better, to be better and do great things for our race and continent, to take the continent to such beautiful and great heights, it's what matters at the end of the day.

In what ways do you think we can change the wrong perception?

By starting with ourselves first. By being fair and just to one another as people first, not just as Africans. To continue to focus on those things that make us truly good Africans, with time, the rest of the world would have no other choice but to see our journey, our transition, our progress and our light.

INTERVIEW



dolapo
ONI

DOLAPO ONI has been in an unending love affair with the camera for years. She's a successful, hardworking and humble presenter. However, she doesn't regard herself as a celebrity...

Tell us about yourself. How did you start out?

I started my career in entertainment as an actress working in the U.K. for 6 years before I moved back home to Nigeria in 2010; where I landed a job on the M-Net show '53 Extra' and went on to star in the final season of 'Jacob's Cross'. I received my primary education from Lebanese Community School in Lagos, studied secondary education at Headington Girls Independent school in Oxford in the U.K. where I became the first black head girl. I went on to attain a degree in Chemistry from the University of Bristol but my true passion lay in the arts where I finally received a postgraduate degree from the Academy of Live and Recorded Arts in London and have since become a seasoned presenter and actress.

What do you think is your selling point?

I think it is my passion, experience and most of all my training. I regard myself as being very professional.

Do you sometimes wish you started earlier in your career?

I used to. But I have come to realise and accept that everyone has their time. And that time is never too late.

What is that habit you wish you could stop?

I bite my nails. Very unattractive!

If you were a car what kind of car would you be?

Well I drive a Wrangler Jeep and I think that pretty much sums me up. I like rugged cars. Nothing too feminine.

Do you suffer the fear of ageing?

Nope. I embrace it. I enjoy every stage of my life. There is no way I would want to go back to being 18! Not a chance.

Do you have a celebrity crush? If yes, who?

No. Sorry, Boring I know.

What is the most interesting part of being a celebrity?

The interesting part is that I don't really consider myself a celebrity. I can walk down the street without anyone batting an eyelid. I am NOT Beyonce. Sadly!

What are the shortfalls of being a celebrity?

When people do recognise you they can sometimes be over familiar. Because they see you on TV, they think they know you. Like really know you! Or they think you are the character you are playing on a TV drama series. Its funny. Sometimes not all the time.

If you have an opportunity to choose another career in your next life, what would that be.

I'd have to choose the same one. I love it. Oooh I might add singer to the list. Anything in entertainment.

What is the one thing you would never leave the house without?

My phone.

Do you sincerely believe Africa has been projected in a bad light for too long, if yes how?

I think Africa has been projected in a particular light for many years and a lot of it is by people who are not African. Thankfully, over the past few years we are starting to show our version of Africa. And Ebony Life TV is another great platform to showcase that.

In what ways do you think we can change the wrong perception?

By doing things ourselves. We live eat and breathe Africa on a daily basis. We are the most informed on our culture, on ourselves and it is up to us to share that with the world.

INTERVIEW

oreka
GODIS



A British broadcaster, creative writer, producer and content developer for radio and television, OREKA GODIS has been firing on all cylinders since she moved back to Nigeria in 2009. She is now the host of Ebony Life TV's not-to-be-missed programme on love, sex and relationships, Love Lounge and here, reveals her prized possession is a one-way ticket to...

Who are your favourite TV personalities/presenters?

Chelsea Handler, Graham Norton, Jonathan Ross, Johnny Vaughan, Richard Hammond, Jeremy Clarkson and Andre Blaze Henshaw

What are you best at?

Worrying over all the little things in my life that make the big things count.

What do you value in a partner?

Understanding

If you were to come back to the world as another person who may be living or dead presently, who would it be?

Sarah Michelle Gellar circa her Buffy the Vampire Slayer days.

What's the first thing that comes to your mind when you see yourself on television?

Lets see if I do a better job this time.

If you could change something about yourself and your life, what would it be?

I would live more, laugh more, travel more and guard my heart less intensely.

What are your favourite names?

Baby names? I like strong names like Hezekiah

What is your most treasured possession?

Easily my passport. That's the only thing I'd try to save in a fire because like I say all the time,

'...gat passport, will travel'

What's currently playing on your iPhone?

BBC Radio 1Xtra

Who are your heroes in real life, the ones you look up to?

My mom

What or who is the greatest love of your life?

My mom

Where would you like to live?

As much as I believe my spiritual home is in New York, my heart is in England as that's where my family are and home is where the heart is. That said, I love travelling and exploring so I get very little attachment to places. I see them as moments I'm just passing through in time for work or life experiences. That said; I do like living in big cities.

What is your biggest fear?

Being stuck – be it mentally or physically

What is your biggest regret?

Not being more of a typical student during my university days.

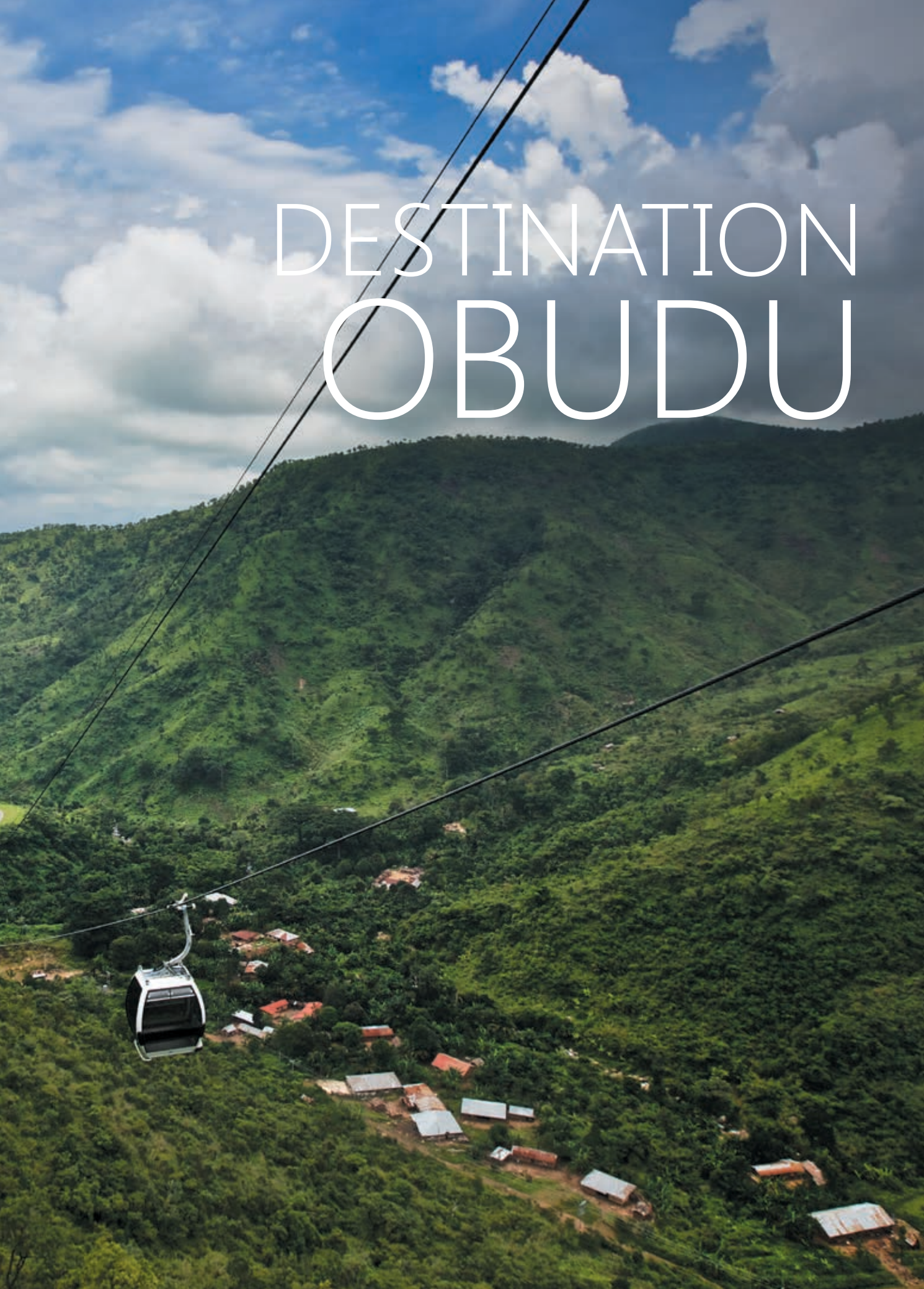
On what occasion do you lie?

When I know telling the truth will hurt someone more than it's worth.

Obudu

Cattle Ranch (now known as the Obudu Mountain Resort) is a ranch on the Obudu Plateau. It was developed in 1951 by Mr. McCaughley, a Scot who first explored the mountain ranges in 1949. The Obudu Mountain Resort formerly called Obudu Cattle Ranch is the pride of the State. It lies on the Obudu Plateau at an altitude of 1,700m above sea level and enjoys a climate and vegetation typical of the temperate regions of the world, with temperatures ranging from 7-15°C all year round. The Ranch is a five hour drive or a short flight away from the capital Calabar. The final journey to the ranch can be made either by car or by cable car, covering a distance of eleven kilometers from the bottom to the top of the main hill. The Obudu Mountain Resort cable car span is currently the longest in the world, point to point. The climate on the Obudu cattle ranch is the semi-temperate mountain climate, which is the general weather condition experienced on the Obudu plateau due to its altitude.

DESTINATION OBUDU



Upon arrival, expect breathtaking views of stunning mountain scenery. On some days, the Resort is fully immersed in clouds. The hotel resort facilities are made up of several cozy guest pine lodges, at the base of the hills on which the ranch is located lies a water park with swimming facilities and water slides for children, teens and adults. The food and beverage offering is found in the Terrace Restaurant and Bar with a cosy and relaxing atmosphere made complete by the blazing log fire. National and international cuisine is guaranteed to suit all tastes . The Resort also boasts ultra-modern conference facilities.





TRAVEL







Visitors can enjoy fresh meat, yogurt and milk from the integrated dairy farm as well as delicious mountain honey. The Obudu Mountain Resort offers as well a fully equipped gym, two floodlit tennis courts, a squash court and a natural swimming pool. Keen golfers can show their prowess on the hotel's 9-hole golf course.

Other Tourist attractions at the Resort include horse riding, waterfall, nature reserve (canopy walk), honey and yogurt factories and the ancient Anape village.

The Obudu Mountain Resort offers the leisure seeker and the conference goer a complete

contrast. Not only in its temperate climate but also it's exciting and different location.

The tours to view the magnificent scenery and spectacular birdlife are a must for the visitor to this part of the world and these tours can be taken on foot or on bicycle. For those who forgot to pack binoculars, the Canopy Walkway which is situated in the trees allows visitors thrilling close-ups of the birds in their natural habitat high above the ground.

So, grab your hiking boots, pack your binoculars and come experience this unspoilt part of Africa!



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FEATURE





the
SARTORIALIST

Photographs By Kelechi Amadi-Obi. Words By Ekwy Chiedu



MAI Atafo is no doubt the most popular male designer in Nigeria at the moment. His sleek and clean approach to men's clothing has over the years put him at the forefront as one of the big players in the industry. His decision to leave a juicy corporate job was one borne out of passion for clean tailoring. "It all started from the simple love of men's clothing and the power and confidence one exudes when you are well dressed; at some point I figured that it will make a lot more sense to make as many men as possible get the same compliments I got when I wore clothes from my label," he explained.

Even though the journey has not come without its hitches, he maintains that the high points outshine the shortfalls. "The journey through this path has come with its challenges but it's also been a lot of fun, one can never underestimate the amount of joy one gets from doing what he loves to do".

Menswear for years has always taken a backseat to womenswear, more so in Africa where most men don't care enough, but this is changing quickly. Ohimai however doesn't agree with this line of thought. He says that he really doesn't think the perception has changed much, "I just think menswear is being given a little more opportunity than it used to get. There's still a struggle to get men to take charge of their entire outlook, but we are getting there".

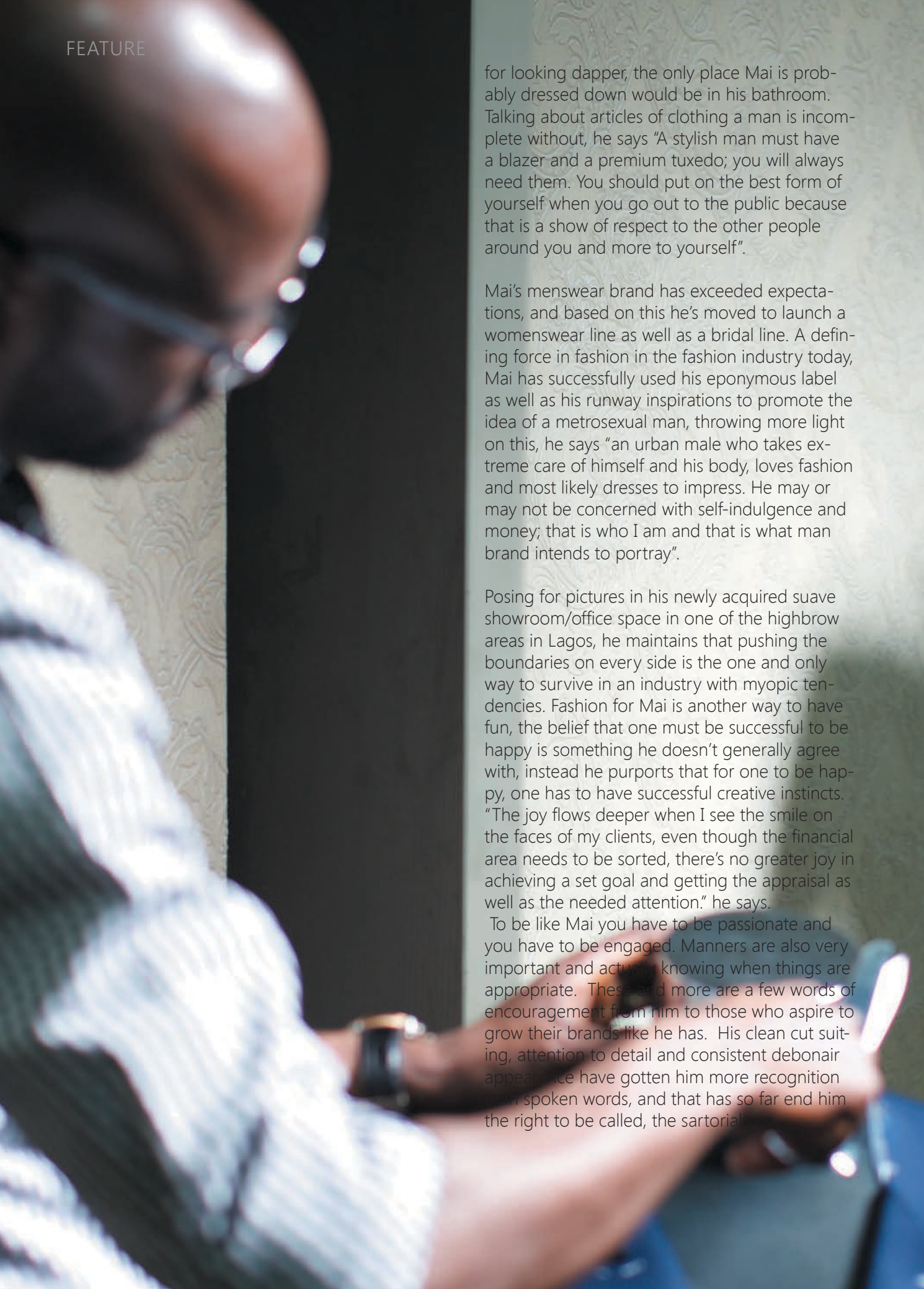
The first reactions from friends and family when he decided to be a designer for a living was not all merry and sweet, while his mum was a bit confused and worried about her son's decision to leave a secure job and pursue fashion, others were enthusiastic but concerned about it. With such apprehension from family and friends, one would expect Ohimai to buckle under pressure, but he fired on, pushing the boundaries, ensuring to keep the brand and product as qualitative as possible. On how he manages to maintain his brand's sartorial excellence, he says he ensures to keep his pieces well-tailored, keeping in mind the trust his teeming customers have in him. "Our suits have well-tailored cuts, clean lines, great fit and very fashion forward. We also strive to give the best customer service, because no matter how beautiful your work is, with bad people management

your business is definitely headed for the rocks."

While locally made women's clothing is beginning to gain a lot of international awareness, the menswear market is somewhat struggling. It's no longer news that most men measure opulence by investing hugely in foreign clothes. On whether this trend will change any time soon, he continues "It will be tough. I make more of European clothing and Nigerians have the mentality that Europeans make their things better and are therefore ready to pay more for it. On the other hand African clothing for men gets huge following because there's nowhere else to get them from. Considering the fact that we wear more European clothing in Nigeria, I guess the following will come but not in the immediate future; what needs to change are menswear designers in Nigeria, we have to step up and achieve international standards. Nigerian men are drawn to the brands and what they stand for and not necessarily the product. This is not to say that the products are not of good and qualitative standards."

Is there a preference you think in Nigeria for quantity over quality and is this harming the fashion industry, one wonders? "It depends on what socio-economic groups you're looking at. For the lower socio-economic groups, I would say yes but for the emerging middle class and above, sometimes they want the highest quality and don't want to pay for it. I don't think it hurts the industry in anyway. I actually think it provides an opportunity".

Mai Atafo is an attention seeker and is no doubt a go getter. When he gets an invitation, the first consideration on his mind is to look impeccable and urbane. He makes a quick mental calculation of how best to look the part. Has he ever gone wrong in so doing? The answer is not farfetched as his Pictures have graced several pages of magazines, as one of the most stylish Nigerian men. Mai is one with a penchant for effects, he understands the average human mind and it's mode of reasoning, the credits to this gift could be ascribed to his many years of service as a brand manager for the biggest brewery company in the world. Beyond this, Mai understands the law of courting attention at all cost. He knows to a great extent that everything is judged by appearance and what is unseen counts for nothing. That's why when he plans to make an appearance at events, he ensures to represent his brand to the fullest. A sucker



for looking dapper, the only place Mai is probably dressed down would be in his bathroom. Talking about articles of clothing a man is incomplete without, he says "A stylish man must have a blazer and a premium tuxedo; you will always need them. You should put on the best form of yourself when you go out to the public because that is a show of respect to the other people around you and more to yourself".

Mai's menswear brand has exceeded expectations, and based on this he's moved to launch a womenswear line as well as a bridal line. A defining force in fashion in the fashion industry today, Mai has successfully used his eponymous label as well as his runway inspirations to promote the idea of a metrosexual man, throwing more light on this, he says "an urban male who takes extreme care of himself and his body, loves fashion and most likely dresses to impress. He may or may not be concerned with self-indulgence and money; that is who I am and that is what man brand intends to portray".

Posing for pictures in his newly acquired suave showroom/office space in one of the highbrow areas in Lagos, he maintains that pushing the boundaries on every side is the one and only way to survive in an industry with myopic tendencies. Fashion for Mai is another way to have fun, the belief that one must be successful to be happy is something he doesn't generally agree with, instead he purports that for one to be happy, one has to have successful creative instincts. "The joy flows deeper when I see the smile on the faces of my clients, even though the financial area needs to be sorted, there's no greater joy in achieving a set goal and getting the appraisal as well as the needed attention." he says.

To be like Mai you have to be passionate and you have to be engaged. Manners are also very important and actually knowing when things are appropriate. These and more are a few words of encouragement from him to those who aspire to grow their brands like he has. His clean cut suiting, attention to detail and consistent debonair appearance have gotten him more recognition than spoken words, and that has so far end him the right to be called, the sartorialist.

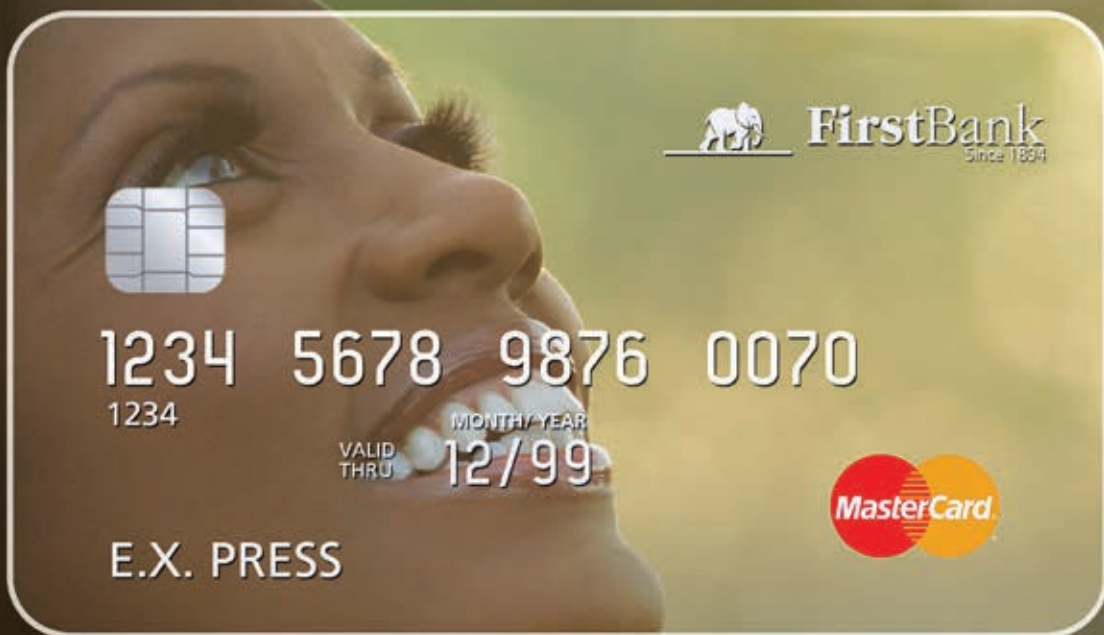






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THY ALBUM COME

EROMO EGBEJULE takes a sneak peek into three of the most anticipated albums of 2013 and wonders if we should mark our calendars this summer or simply pay attention to politics while waiting for the others.

It's 2013 and the big acts have got the guns blazing and are firing on all cylinders. Music never stops, which is why despite some good albums last year, new ones are already being released this year. Already, Omawumi's *Lasso of Truth* and Waje's *W.A.J.E* have got us appreciating just more than their smooth curves. We await with bated breath the release of sophomore albums by the once-great but still prodigiously talented Wande Coal and the leading hookmaker in all of the land, Wizkid, both in the month of June. Both WC and the EME cash cow have been dropping single after single, to good reception from the fans and the general public and have finally decided to bless us all by releasing albums in June. Ditto for First Lady of Mavin Records, Tiwa Savage who is finally dropping her first body of work. Seems like everyone loves summer.

WANDE COAL - UNTITLED

In the five years between the release of the *Mushin to Mohits* super-album and now, quite a lot has happened on the musical scene. Wande, meet your replacements: Wiz and the still-underrated *Son of a Kapenta*, Brymo. Paris-inspired Burna Boy has been flicking the

game off with stellar verses left, right and centre and a number of good singles to match too. There is May D with the flashes of talent and

DRB's *BOJ* who, with a ridiculous moustache and brilliant 80s-style hooks on *Ajebutter 22's* *Omo Pastor* and *SDC's* *Feel Alright*, is a promise of good things to come. And oh, the *Grip Boiz* are proving that Jos is undisputedly the unofficial Julliard of Africa.

Truth be told, Wande Coal's recent singles are an indicator that the yet-unnamed follow-up album to *M2M*, may like its predecessor, be a blend of head-bopping party bangers and lyrically deep love-themed R&B songs. Chuddy K's former band mate still has the ability to make feel-good music and bad as it may get, there should be at least two standout tracks that re-emphasize the prowess of the man



who should rightfully be the lion of the tribe of the Mavins (not the booming D'Prince or Dr Sid whose sinusoidal career is on a resurgence once more).

Trust Don Jazzy to bring his production genius to the table and attempt to reuse the formula of yesteryears.

FINAL WORD: *Be ready for the second coming of the 'Black Diamond'; it could be an apocalypse or an audible echo of the first.*



WIZKID - UNTITLED

Expecting any offering other than another looping of commercialized dancehall tracks with repetitive lyrics from Star Boy is like waiting for Dr Dre's Detox; it's not happening any time soon. But

he might still make me look a fool if he does churn out a truly lyrical album. Still, don't make that wager yet.

With the aid of the beastly Sarz and the budding Maleek Berry, there could be loads of groovy tunes in the same mould that Pakuromo and Dance For Me on this project. Will there be collaborations with founder of his Disturbing London management, Tinie Tempah and or Konvict Records' boss, Akon? Will he return the favour and shun mentor, Banky W who excluded him from the list of collaborators on the RB&W album?

FINAL WORD: *Dance! Dance!! Dance!!! You already know this! Get a Yoruba phrasebook ready too.*

TIWA SAV- AGE - ONCE UPON A TIME

Mavin songstress, Tiwa Savage has also scheduled the release of her long-awaited first album for the same month of June.

More ballads like Ife Wa Gbona are welcome. Also, the sass and uninhibited J-Lo inherent in Kele Kele Love and Without My Heart could be sprinkled over the rest of the album too. Best of both worlds.

There are unconfirmed reports that Folarin might not make the cut and we pray this is so. Her delivery was significantly better than on O Ma Ga where she sounded like a Terry G with boobs, but it still had none of that diva-fresh sound we have come to associate the talented songwriter with. Asides Sossick, Don Jazzy and the other in-house Mavin Records producers, she may be drawing on her Sony Music connections to get quality beats for this project.

FINAL WORD: *No, it probably won't be as savagely good as we'd hoped when we first heard her first two singles, but this album could help reinforce her position in the upper echelon among the Three Queens triumvirate in the industry, that also includes Waje and Omawumi.*

P.S. Don't be surprised to find both Wizkid and Sarz on the albums of Don Jazzy's proteges. Let's face it, the probability of several picnic planners buying bread and butter on the same day are pretty high, no?



NOLLYWOOD GOES TO PARIS!!!

Words by A. A. Baptiste

As at the time this article was being penned, our venerable movie industry was gearing to hit the bright lights of Paris, the birthplace of cinema. Our Nollywood, though having come under regular criticism for low production values and indeed watery plots, questionable acting has continued to grow in leaps and bounds, winning over fans worldwide. We are the world's second largest film industry, producing more than 2,000 films annually, after all. Our remarkable strides has not gone unnoticed by the rest of the world and this has informed the staging of Nollywood Week Paris, a film festival set to hold annually showing the very best of Nollywood to a French audience and fostering distribution opportunities in the untapped Nigerian market. Nollywood is already quite popular in France. A new channel, Nollywood TV, has launched. A walk through Barbès and Château Rouge reveals shops full of films from around West Africa.

The seven films selected to screen this year are: Phone Swap by Kunle Afolayan, Maami by Tunde Kelani, Inalé by Jeta Amata & Keke Bon-

gos, Tango with Me by Mahmood Ali-Balogun, Ijé by Chineze Anyaene, Man on Ground by Akin Omotoso and Last Flight to Abuja by Obi Emelonye.

"This year, Nollywood turns 21. Now is the perfect time to shift gears away from its perception of low-quality films and move towards bringing recognition to the most influential storytellers and production in Africa. The Nigerian film industry has gone beyond national borders obtaining worldwide recognition. Now, it will become known to the 62 million inhabitants of France..." says Amina Alhassan in an AllAfrica.Com article.

I could not have said it better myself.

**NollywoodWeek took place at 'Arlequin Theatre in Paris, right between the Latin Quarter and Montparnasse. During the course of the festival, seven of the best feature length films by Nigerian directors were screened throughout each day and open for public voting. In addition to the film screenings, there was a marketplace, a panel discussion, and special events taking place.*

THE SCREENED MOVIES

IJE (The Journey)

Synopsis:

When Anya, the eldest of the two, vows to chase her dreams of glamour in the Hollywood Hills, her younger sister, Chioma, warns her of the dark side of the American Dream. Now, years later, and in a world away from the life she knew, Anya is charged with the murder of three men, one of them her powerful husband. Chioma travels from Nigeria to Los Angeles and, with the help of a young, unproven attorney, discovers that the dark secret her sister wants to keep hidden might be the only thing that can win her freedom.

Cast

Genevieve Nnaji, Odalys García and Omotola Jalade-Ekeinde



INALE

Synopsis:

Inale is the beautiful daughter of the great King Oche, of the Idoma people in Idomaland, Nigeria. Her beloved Odeh must win the wrestling tournament to win her hand in marriage. A stranger appears, that challenges not only the tradition of the

village but the strength of Odeh and Inale's true love.

Cast

Hakeem Kae Kazim & Caroline Chikezie

LAST FLIGHT TO ABUJA

Synopsis:

Based on true events. A set of everyday Nigerian travelers board the last Flamingo Airways flight scheduled to fly from Lagos to Abuja on a fateful Friday night in 2006. The plane cruises at 30,000 feet on schedule but like a bolt out of the blue, through a mixture of human error and technical failure, the plane rapidly spirals towards a disastrous end. As the pilots try to get a handle on the situation, a series of flashbacks unravel the twists, turns and leaps of fate that put each passenger on the fateful flight.

Young lovers, an elderly couple, a corporate party, a sportsman on the threshold of greatness; all contemplating the final moments of their lives. All... except one.

Cast

Omotola Jalade Ekeinde, Hakeem Kae-Kazim, Jim Iyke, Ali Nuhu, Jide Kosoko, Anthony Monjaro, Uru Eke, Olumide Bakare, Jennifer Oguzie, Uche Odoputa and Celine Loader.



MAAMI

Synopsis:

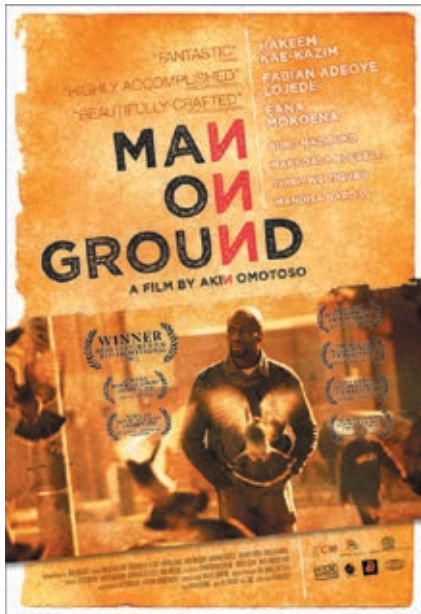
A single mother and her young son are desperately poor. Gifted with a living heart, enterprising spirit and brave soul, she is the center of her son's world, until he longs for the father he has never known – a man with a terrible secret.

Cast Funke Akindele, Wole Ojo, Tamilore Kuboye and Ayomide Abatti



Source: nollywoodweek.com

MAN ON GROUND



Synopsis: Ade and Femi are expatriate Nigerian brothers. Ade is a successful banker in London, while Femi, once a political dissident in his home country, escaped to South Africa living in refugee tenements and working

menial jobs. The brothers have not only been physically estranged; their relationship is riddled with unspoken betrayal, guilt and scorn, which they have carried since the early days of their youth. During a short visit to Johannesburg, Ade discovers that his brother has been missing for a week. He sets out to investigate Femi's mysterious disappearance, reconstructing the pieces of his everyday life and the cruel hardships he endured just to survive. A riot erupts while Ade is visiting Femi's former boss in one of the townships where he is forced to take shelter. The mounting violence outside seeps into their exchanges and, eventually, prompts an explosion of revelation.

Cast

Hakeem Kae-Kazim, Fabian Adeoye and Fana Mokoena

PHONE SWAP

Synopsis:

Akin and Mary accidentally bump into each other and mistakenly swap their identical phones, leading to a destination mix up. Akin is now at Mary's destination and visa versa which is where they discover that their phones were swapped. Still determined to make each of their travel's a success, each must carry out the

other's mission which soon proves to not be an easy task! The result? Hilarious situations and unexpected outcomes.

Cast

Wale Ojo, Nse Ikpe-Etim, Joke Silva



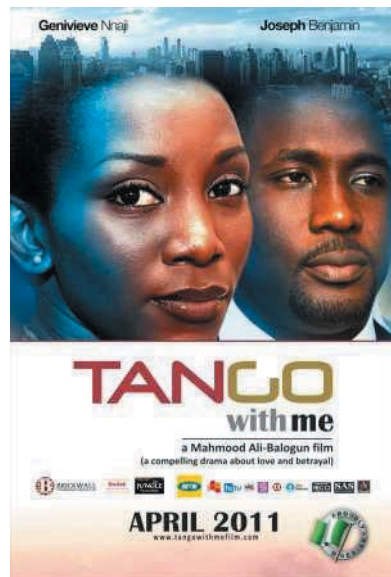
TANGO WITH ME

Synopsis:

Lola and Uzo are the perfect couple, their newly married life in front of them. All is well until the happiest day of their lives became the worst. This event leads the couple on a journey of self discovery.

Cast

Genevieve Nnaji, Joke Silva & Joseph Benjamin



Touch Respect

...the Ultimate



INTERVIEW

kate
HENSHAW



KATE HENSHAW is the cinema gift that keeps on giving. With two decades in the industry under her belt and perhaps more on the cards, she has taken her rightful place as Nollywood royalty...

What is your motto?

Stand up for what you believe in.

What is your greatest extravagance?

Shoes. I find it difficult to find my size so if I find a pair that fit, I will pay any amount.

Do you sometimes wish you were in another profession?

No. I have found a mode of expression in the film industry. It has also brought me in contact with young vibrant people and people in positions to make a change in my society.

Who is your industry BFF?

I have a few friends in the industry.

What do you consider your greatest achievement?

Remaining relevant, by the grace of God, in the film industry for 20 years and the charity work I do.

Tell us the secret of the fountain of youth.

I choose to remain happy and live for myself, love myself no matter what. I workout quite a lot and eat healthy too.

What do you regard as the lowest depth of misery?

The lowest depth of misery is when you have not touched a life. When one is selfish.

What do you value in your friends?

I value trust, loyalty, hard work and generosity in my friends.

If you were to come back to the world as another person who may be living or dead presently, who would it be?

I would come back as Rosa Parks.

When was the last time you were happy?

I am happy every day I am alive.

How would you like to die?

I would like to die praising God or doing something good to help someone.

What is your biggest fear?

My biggest fear is not being able to bring all my dreams to fruition.

What is your biggest regret?

No regrets

What is the furthest you would go to retain your youth? Surgery?

Never say never.

What is your idea of perfect happiness?

My idea of perfect happiness is being content with who you are and the position you are in life.

What is the trait you deplore in yourself?

My anger.

What is the trait you deplore in others?

Wickedness and selfishness.

What is your favourite movie of all time?

Sound of Music.

INTERVIEW



rita
DOMINIC

RITA DOMINIC has been a cinema and television staple for over a decade and in this time has constantly reinvented herself, leaving her fans and followers alike always wanting more. As if our fascination with her wasn't enough, she now says singing may be on the cards for her...

If you could change one thing about yourself what would it be?

My height. I would love to be taller than I am.

In a fantasy world, you would be happily married to which famous celebrity?

It would be between Idris Elba and Joe Manganiello

Do you ever feel like saying 'No' when being badgered for photographs or autographs or do you soak up the attention even when for instance, you're trying to catch a flight and you are being mobbed at the airport by adoring fans?

This comes with the job so I am used to it. If people come up to me politely, I will always take a picture unless I am about to miss the flight.

What words or phrases do you most overuse?

Tough one. I think it would be "Na wa"

Who are your heroes in real life, the ones you look up to?

In my job, I look up to Joke Silva and her work as an actor. She has remained relevant over a long period of time and is still going strong.

What is your guilty pleasure?

Heels, the higher the better. I've been told it might be bad for me in future but I love them so much, I'm willing to pay the price.

Describe one Cloud Nine moment you've had in your career thus far.

The premiere of my movie "The Meeting" last October was pretty awesome. It was very stressful to put it together but it went quite well.

Who is your favourite Nigerian actress?

I have more than one favourite Nigerian actress; Joke Silva, Liz Benson, Ireti Doyle.

What is your favourite movie of all time?

My movie, "The Meeting"

What is currently on your bucket list?

I have a lot of things on my bucket list and I recently cancelled one by going on the "Leap of Faith" which is the longest water slide in the world in Dubai. The feeling was awesome. I'd love to sky dive, climb a mountain, sail the Mediterranean, holiday in the Maldives, Bora Bora or Fiji Island and bungy jump.

Which talent would you like to have?

To sing very well.

Where would you like to live?

Ideally anywhere that overlooks clear blue waters, white sandy beaches and blue skies for miles.

What is your biggest fear?

I won't tell. Some things are better left unsaid.

What is your biggest regret?

My biggest regret is that my mom didn't live long enough to see what I have achieved today. She did not enjoy my success and she was my biggest fan and motivator.

What's the furthest you would go to retain your youth?

I still feel good about myself so I really can't answer that question. Maybe you should ask in 15 years and see what the answer would be.

What is the quality you like most in a man?

I can't stand people who colour the truth, both men or women. So I like an honest man that is playful but also has a calm demeanour as well. You know, the quiet strong manly man.

INTERVIEW



O.C.
UKEJE

OC UKEJE is Nollywood's ultimate leading man in waiting. Widely regarded as the most promising actor to come out of the industry in decades and severally rewarded with accolades as same, he is undoubtedly the next big thing. He apparently lives, breathes the craft, so much so he believes it can be a window for the world to look at Africa differently..

Who is OC Ukeje?

I'm an actor and an unrecorded musical artiste from Abia State.

Tell us something that will shock us.

That will have to be when I pooped in a plant nursery because my stomach was running and my pick-up wasn't going to show up for another 40mins whilst in the middle of nowhere. So it was either poop on me or that! Isn't that weird?

What is that habit you wish you would stop?

Oh, I would so like to stop biting my nails. The hardest thing EVER!

If you were a car what kind of car would you be?

Hmmm...let's go for the Mercedes Benz G-Wagon!

Do you suffer the fear of ageing?

Haha! I already look like a smallie according to the world. So I have no fear at all. I just worry about the kind of aristocrat I'd be at 60. Too delish to resist! No fear whatsoever.

Do you have a celebrity crush? If yes, who?

Oh, I want me some Scarlett Johanssen.

What is the most interesting part of being a celebrity?

Many interesting parts actually, but the most interesting would be the truth you can see in the eyes of genuine admirers who recognize you and your work. And I'm not trying to sound deep.

What are the shortcomings of being a celebrity?

Being a popular figure is a demanding life. You always have to be in a good mood. You always have to be nice to people even when things are upsetting you. You almost always have to tip someone everywhere you park, walk into, sit at, etc. And you almost forfeit basic enjoyments of life, the kind people consider as grass-root – eating in a canteen, buying stuff on the street...

If you have an opportunity to choose another career in your next life, what would that be?

Well, if I wasn't an actor, I'd gladly be focusing on psychology.

What is the one thing you would never leave the house without?

I do my best not to leave the house without a pen.

Do you like being called a black man, categorized, put in a box, so to speak?

I'm indifferent to being called a black man. I know my skin colour and I know the world has its ways of categorizing people, but I have my own value systems so I'm okay either way.

Do you sincerely believe Africa has been projected in a bad light for too long?

I believe we have been projected in a lop-sided way. No doubt, all the projections are things that are happening and have happened, but seeing as he who controls the media dictates the tune, the very many positives of Africa haven't been scratched. We are not all backward or unexposed. Our leaders aren't all maniacs. Dual citizens in the diaspora aren't a reflection of each country in view.

In what ways do you think we can change the wrong perception?

I'm of the opinion that just raising the content, subject matter and quality of our films will make a difference to how we are perceived. I also believe we need to put out deliberate materials, short clips that are aired daily and on primetime, to begin to give citizens a sense of ownership of the country, because a lot of the problems stem from there. The idea is to begin to reshape minds. I also think we need to address impunity in Africa. There must be some higher law that serves to deal with the exemption from punishment. And the terms and cases need to be televised, so that the offenders are warned and the rest of the world sees we're making progress for adjustment.

Make a wish for Nigeria

I pray that Nigeria will find some semblance of light, even if it is a flicker or just ambers...at the end of the tunnel...so that a truly redeeming process can begin.

INTERVIEW



clarence
PETERS

Eccentric, in-demand and hugely successful, CLARENCE PETERS is a man that needs no introduction in entertainment circles. If you saw five music videos today, he most likely shot about four of them. Here, he reveals he may not have been the famous director he is today but rather...

How did you start out?

I started working unofficially at 8 years and officially from 13 years. I worked with Tajudeen Adepetu's Alpha Vision for three years, then went to film school in Capetown, South Africa. I came back after two years and joined the Allied Film Company as a partner.

What is the most interesting part of being a celebrity?

I don't see myself as a celebrity.

What are the shortfalls of being a celebrity?

I'm too focused on the work and the art of making great videos and TV content. I pray I find time to play celebrity someday.

What is your unique characteristic?

My dreadlocks

Tell us something most people don't know about you

I used to be an ardent footballer. I wish I had focused. I would have been successful.

What's on your wishlist?

An Aston Martin 77.

What is that habit you wish you would stop?

Drinking Soda.

If you had an opportunity to choose another career, what would that be?

I would be a footballer or an archaeologist.

Who is your celebrity crush?

Kerry Washington.

Tell us about an embarrassing moment in your life?

Its too embarrassing to say!

Do you like being called a black man?

No, I don't.

Do you believe Africa has been projected in a bad light for too long?

Yes. The images of Africa projected to the world are saddening and derogatory.

How can we change this?

By taking charge of the way the world sees us and not wait to be defined by the rest of the world especially the West. We need to project Africa's beauty.

INTERVIEW



tiwa
SAVAGE

TIWA SAVAGE is the Nigerian music industry's Wonder Woman. For the past two years, she has dominated airwaves, concerts, showcases with a vocal power hitherto unseen since the time of the likes of Onyeka Onwenu. She refuses to be slowed down, not even by the hair-raising incident of her dress ripping ceremoniously during a performance...

What do you think is your selling point?

God on my side has always been my selling point

Do you sometimes wish you started earlier in your career?

No, I believe God's time is the best and I started when I was supposed to start

What is that habit you wish you could stop?

Saying sorry a lot even when it is not my fault

Do you suffer the fear of ageing?

Not at all, with age comes wisdom, experience and great memories

Do you have a celebrity crush? If yes, who?

No I don't have any

What is the most intriguing part of being a celebrity?

Being able to touch people's hearts, make them dance, cry, smile

What are the shortfalls of being a celebrity?

Having to protect your private life all the time

If you have an opportunity to choose another career in your next life, what would that be?

I would still be a musician. I can't do anything else.

What is the one thing you would never leave the house without?

I do not leave the house without praying

Tell us about one embarrassing moment in your career thus far

Having my dress rip on stage while performing

Do you like being categorized in some circles as a 'black woman'?

I don't get offended by it, it signifies beauty, strength, power and endurance

Do you sincerely believe Africa has been projected in a bad light for too long?

Unfortunately it has, from corruption, to terrorism, to bad healthcare and so on but it is our duty to represent Nigeria in a positive way and project to the world what a great nation we have.

Make a wish for Nigeria

May God change our attitudes towards Nigeria and grant us the ability to transform this nation into the land God created it to be.

INTERVIEW



bez
IDAKULA

BEZ IDAKULA is a multi-instrumentalist, singer-songwriter and composer whose debut album, 'Super Sun' caused ripples in music circles the world over. Widely regarded as a 'superb alternative soul singer', his is a star on the rise and that's not the only interesting thing of note about him. He'd like to be reincarnated as Babyface...

How much does your guitar mean to you and what would you do if you could never play it again?

My guitar is like my best friend, or an extension of myself. It means the world to me because music is my world and it is the tool with which I let the music out from within me. And if I could never play it again...wow!...maybe I'd just get an alternative instrument.

What does Bez look like without his now signature frames?

Like this *removes frames*like a regular guy.

What is your favourite genre of music, perhaps besides the one you currently play in?

I enjoy soulful sounds, I like Jazz a lot, and a little bit of Rock, and Country Music too.

What's currently playing on your iPhone?

Tonight by John Legend

What other talent would you like to have?

Sometimes I wish I could act like Leonardo Dicaprio.

What are you best at, besides singing perhaps?

Being a friend. Listening to, understanding and encouraging people.

If you were to come back to the world as another person who may be living or dead presently, who would it be?

Babyface

What's the first thing that comes to your mind when you see yourself on television or hear yourself on radio. Is it something you've gotten used to?

Yes I'm kind of used to it, but there's always a feeling of appreciation like "hey I'm on TV" and then it's like wondering, I hope people like what they are seeing or hearing.

What is your guilty pleasure?

Red wine. Too much of it can't be too good

Who are your favourite singers?

John Legend, Amy Winehouse, John Mayer, Seal.

What is currently on your bucket list?

Sky diving and performing at the Grammys

What is your motto?

Live life to the fullest, but with God's guidance.

What is your favourite song of all time?

That's too hard. I don't have one

What do you consider your greatest achievement?

It's yet to come but highlights would be when people walk up to me emotional about my work. It gets to me all the time. The Hall of Fame awards and features don't hurt either. (Laughs)

Who are you a big fan of in the Nigerian music industry?

A number of people: Tuface, Asa, MI, Waje and many others.

Do you sometimes wish you were in another profession?

No. I have always known that I'm right where I'm supposed to be.

What is your idea of perfect happiness?

Besides doing what you love for a living and having the perfect family and comfort, I think the expression perfect happiness is what only God can provide, so my idea of it is 'God's purpose when fulfilled'.

What is the trait you deplore in yourself?

Procrastination.

What is the trait you deplore in others?

Arrogance, and taking some privileges or blessings to mean superiority to others.

SOUPED UP

Okra Soup

Difficulty – Beginner

Serves – 4 people

Ingredients

- Okra: 250g
- Red Palm Oil: 3 cooking spoons
- Beef: Best cut
- Shaki - Cow Tripe (Optional)
- Fish: Iced Fish (Mackerel/Ti-tus), Dry Fish, smoked, Stock Fish
- Crayfish
- Pepper and Salt to taste
- Onions - Optional
- Vegetable – Pumpkin leaves or Spinach (cut and washed with salt to remove sand and impurities)
- Seasoning – 3 Maggi cubes

Preparation

1. About two hours before preparing the soup, boil the stock fish for 20 minutes and leave in the pot with the hot water to soak.
2. Cut the okra fingers into tiny pieces. The tinier you cut the okra, the more it will draw. To achieve this, you need to make a few vertical cuts followed by horizontal cuts on the okra fingers.

Some people pound the okra.

3. Grind crayfish and dry pepper.
4. Wash the pumpkin leaves, if it is your choice of vegetable, and cut into tiny pieces.

Cooking Directions

1. If you will use Shaki (cow tripe) for the soup, wash and boil till it's cooked. Add water sparingly because this soup needs to be thick.

Add the soaked stock fish and dry fish to the cooked Shaki.

2. When you are happy that the Shaki and stock fish are well-done, add the beef, onions and stock cubes and cook till done. Then add the iced or smoked fish and cook till done.
3. Pour red palm oil in another pot and heat the pot to dissolve the oil if it is congealed. Add the





diced okra and start frying to kick-start the drawing process, add some meat stock from time to time till you notice the okra start to draw. This process should take a maximum of 5 minutes to avoid over-cooking the okra.

4. Now add the vegetable and stir well. Add all the meat and fish, crayfish, pepper and salt to taste. Then stir well.

5. Cover the cooking pot and leave to simmer and it is ready to be served.

•Serve with Eba (Garri), Cassava Fufu, Semolina, Amala, Tuwo Shinkafa, or Pounded Yam

Vegetable Soup

Difficulty- Beginner
Serves - 4



Ingredients

- 2 lbs. assorted meats
- 1 medium onion
- 2 cups stock
- Hot pepper (ground) to taste
- snails, (as much as can afford)
- 1 lb. smoked, dried fish
- 1 lb. stock fish, soaked overnight
- 1 lb. periwinkles
- 8 oz. whole dry prawns
- 8 oz. ground crayfish
- 3 lb. fresh pumpkin leaves
- 2 lb. fresh waterleaf
- Palm oil
- Salt, to taste

Directions

1. Wash the assorted meats (oxtail, beef, tripe, and goat)

well under running water, and place the meats in a large soup pot.

2. Add the medium onion and stock to the pot. Add the ground chillies or hot pepper to taste, if you desire, and cook the mixture over a medium heat for 30 minutes.

3. Wash the snails and periwinkles well in cool, running water

4. Rinse the smoked dried fish well under running water, and place them in salt water for about 5 minutes to loosen dirt and kill insects. Rinse with cold water

5. Clean the other seafood ingredients by washing them under running water.

6. Add the seafood ingredi-

ents to the pot, and cook on the stove over medium heat for 10 minutes. Add more stock to the pot if necessary.

7. Rinse the ugu and waterleaf well, and use a knife to cut the leaves into thin strips.

8. Add the ugu leaves and the waterleaf to the pot, stir to mix thoroughly, and allow the ingredients to simmer for 15 minutes.

9. Add the crayfish, stir to mix the ingredients, and simmer for 10 minutes. If desired, add salt to taste and a few tablespoons of palm oil to the pot.

10. Remove the pot from the heat, and serve

Egusi Soup

Difficulty- Beginner

Serves – 4

Ingredients

- 1kg Beef/ Chicken/Goat meat
- Pumpkin Leaves (Ugu) or bitter leaf, nicely chopped
- 2cups Egusi, grounded
- 400g Dried fish
- 300g Stock fish
- 300g Kpomo
- 4 cups Periwinkle
- Crayfish (grounded)
- Pepper to taste
- 3 Seasoning cubes
- 3 Cooking spoon of Palm oil
- 2 medium Onions
- Salt

Directions

1. Wash all the ingredients properly
2. Season and boil the meat to make your stock
3. When the meat is almost soft, add the stock fish, periwinkle and Kpomo
4. Add about 6cups of water and allow to boil for about 20mins
5. Pour in the ground melon seeds (Egusi)
6. Add the pumpkin leaves or bitter leaf and cook for about 5minutes
7. Add the crayfish and the palm oil
8. Cook for about 5minutes
9. Add the Maggi Cubes and Pepper
10. Add salt to taste





KESHI

CAPTAIN, LEADER, LEGEND

By Abayomi Kazeem

The only thing Nigerians love more than football are their football legends. While many rightfully belong in that select group of football men whose names will whip up emotions of nostalgia and fond reminiscence, Stephen Keshi's will rank closer to the top than most. One of the few Africans to win the coveted Cup of Nations as skipper and coach, Keshi's name is firmly etched in Nigerian football folklore...

On the way to the 2013 African Cup of Nations, Nigerians, perhaps for the first time ever, did not expect the team to win the title. Some demanded a 'good performance' from the team while others described reaching the semi-finals as an acceptable outing. Expectations were low and rightly so. After all, the team had failed to even qualify for the last tournament hosted by Gabon and Equatorial Guinea. The crop of players on the plane to South Africa did not inspire much confidence either. For the first time in history, the Super Eagles had as many 13 tournament debutants and six home-based players in the final 23 man squad. Without much experience in the squad and, more importantly, without the weight of Nigeria's expectations, Keshi unpredictably steered the team to title winning glory to add another page to his already impressive achievements as a football man. Keshi's exploits at the Nations Cup in 2013 were nothing short of amazing but perhaps, we should have known since 1994 that Keshi was nothing short of an amazing man.

THE CAPTAIN

Before Stephen Keshi lifted the African Cup of Nations trophy in 1994, the only time Nigeria had won the tournament was in 1980, on home soil in Lagos when the golden era of Segun Odegbami and Muda Lawal delivered the trophy with their goals and skills. At the time, one could have been forgiven to think that the Super Eagles, then Green Eagles, would go on to dominate the African continent but the next

title did not come until 14 years later, in Tunis. For a few years, Clemens Westerhof had been building a team capable of challenging for honours on the African continent and seemed to be on the brink before the 1994 tournament after coming close in the two prior tournaments. Achieving a fine blend of young exciting prospects and experienced heads, Westerhof had Stephen Keshi as his captain. At 32, Keshi was quickly running out of time to win a continental title despite appearances at four different tournaments, picking up three silver medals in 1984, 1988 and 1990 as well as a solitary bronze medal in 1992. Westerhof's blend proved to be getting results after the Super Eagles, skippered by Keshi, navigated through the group and knock-out stages of the competition with wins over Ivory Coast, Zaire and Gabon to set-up an exciting final against the Chipolopolo of Zambia. After only three minutes, the Super Eagles were a goal down but they rallied back to steal a 2-1 victory to secure their second African title win. Up stepped captain Keshi to lift his first and only title as a player.

THE LEADER

During his playing career, Keshi's leadership abilities were clear to see thus upon retirement, Keshi inevitably joined the league of footballers who turned to coaching after hanging their boots. His first major engagement as a coach was in 2001 when he led the Flying Eagles to the African Youth Championships in Ethiopia. The tournament proved to be a disastrous outing for the Eagles who placed 4th in their group and failed to qualify from the group stages without winning a game and scoring just one goal. For others, this would have proved the end of a coaching career but the striking thing about Keshi over the years has been his doggedness. For those who knew the man, it was clear that he would bounce back and he did. In 2004, the Togolese Football Association hired Keshi to coach the national football team that had achieved very little on the continental stage. At the time of his ap-

pointment, few could have predicted that Keshi would etch his name into Togo's history books.

By September 2005, Keshi had qualified the Togolese national team for the 2006 World Cup in Germany- their first ever appearance at a FIFA World Cup. The Togolese people partied late into the nights and celebrated Keshi's astonishing achievement. Heading into the 2006 African Cup of Nations, Togo was expectant, after all Keshi had proven himself to me a magician. Sadly, the romance was not to continue and Keshi parted ways with Togolese football following a poor showing at the Nations Cup. Regardless of the premature end of his relationship with Togolese football, Keshi remains a legend in those parts.

In April 2008, Keshi was appointed coach of the Malian national team but his stint ended with a dismissal in January 2010 after the team failed make it past the group stages at the 2010 African Cup of Nations.

Finally, in 2011, Keshi returned to Nigeria as he was appointed the coach of the Super Eagles to replace fellow ex-international Samson Siasia. The Super Eagles had just failed to qualify for the 2012 African Cup of Nations and many called for a total overhaul of Nigerian football. Football needed a fresh start, many believed and Keshi was the man handed to reins to steer the nation through turbulent times. He did not disappoint

THE LEGEND

Keshi's first task was to rebuild the national team, as it was a widely held belief that the team needed an injection of new faces and pace. While most of his predecessors had gone abroad seeking talent for the national team, Keshi trailed another path. Scouting local league games and teams, Keshi selected a group of outstanding players from the local football league and announced a rebuilding project that will see the inclusion of a healthy number of local based players alongside foreign-based professionals in the Super Eagles.

Keshi's choice to select local-based players polarised opinion as the national team, for the last two decades had included mostly foreign-based stars.

Keshi's experiment kicked off with varying results, however the team passed its first litmus test by qualifying for the 2013 African Cup of Nations with local-based players selected by Keshi playing immense roles in the qualifying phases.

While many expected Keshi to discard his local-based stars as he picked a 23-man team for the Nations Cup in 2013, the ex-captain stuck to his guns and named six local players in his final squad. When Sunday Mba scored a stunning winner in the quarterfinal against the star-studded Ivory Coast team, Keshi's selection of local based players seemed wholly justified but Keshi and his local stars were not done yet. In the final game, against Burkina Faso, Sunday Mba collected the ball in the midfield, skipped past one player before scoring the title-winning goal and secured Nigeria's first African Cup of Nations title in 19 years. Keshi had joined a short list of Africans who had won the title as captain and as a coach and his rebuilding project had paid dividends.

The positives could not be more visible; Nigeria's third title was in the bag, the local based players had blended well with their foreign-based counterparts and a new team was taking shape. Keshi had braved a path fraught with pitfalls and had done the unexpected with the minimal playing resources. When it seemed like the football fans in the country had turned their back on the Super Eagles, Keshi had helped us find our love for the team once again. He discovered gems in a league where no one had bothered to look and had ended a painful 19-year wait to rule the continent again. Years from now, many will remember Mba's goal and the other highlights of Nigerian football over the years but Keshi's place in history will be special.

THE FULL R.R.P.
WOMEN, MEN AND

LESS V.A.T. FROM THE SALE OF THESE LIPSTICKS AND LIPLASSES GOES TOWARDS HELPING
CHILDREN EVERYWHERE AFFECTED BY HIV AND AIDS. MACCOSMETICS.CO.ZA/VIVAGLAM

Viva Glam

THE RISE OF GENERATION P (POLITICO)

By Abayomi Kazeem

These are exciting times in Nigerian politics. Somehow, as though choreographed, the levels of political awareness amongst young people all over the country have risen to heights that previously seemed impossible to reach. The average young Nigerian is suddenly interested in why a certain Senator is pushing a particular bill, why the reports of a certain Presidential Committee has been ignored, why a particular politician is appointed as head of a government agency and why the country is moving at a certain pace.

While it is often said that curiosity is a common trait amongst young people, the growing phenomenon in the country is not only heart-warming but certainly a sign of wider political socialization. In times past, the general attitude of young people towards politics signalled a disturbing lack of interest and thus resulted in situation where only people above a certain age were involved in and concerned

about the affairs of the country.

However, those times seem long-gone. In the place of the uninterested generation, a generation is asking questions and poking holes in the forthcoming answers. A generation that is pushing for better roles in government. A generation that is knocking on doors, engaging the government and enlightening themselves. In fact, this generation seem so interested, they have been sometimes criticised for it. Hence, the question: how far can the interest go? How best can the interest be utilised and more critically, what role do young people play in modern day government in Nigeria?

To Party Or Not To Party?

Many people have answered these questions differently but the constant rhetoric that seems to be a hot-button issue is the involvement

of young people in political parties. Various dissenting opinions have come to fore with some suggesting that young people need not get involved in political parties before making a desired impact on governance while others believe that membership of young people in political parties is a route that should be explored. However, if young people join political parties, the question then becomes how much of an impact can they have within such parties?

The Social Media 'Problem'

Many understandably regard social media as a major factor in the rising levels of political awareness and rightly so. The reach of social media gives young people a platform to express their thoughts and to debate other opinions. The strategic place which social media now occupies in the polity was best displayed during the #OccupyNigeria protests of January 2012 when mass protests and campaigns were facilitated by social media with incredible results. However, despite the avenues of engagement and visible benefits that social media presents, it also poses problems. It gives many young people a false sense of a 'comfort zone' hence they achieve very little beyond the realms of social media.

One of us or one of them?

Some young people have gone beyond social media and taken the bold step to become involved in governance with varying degrees of success. Some have been applauded, some have been criticised but others have simply polarised opinion. One of the bothersome issues in the discussions on young people already in government are the expectations they are immediately faced with, something which Ohimai 'MrFixNigeria' Amaize, Special Adviser on Advocacy to the Honourable Minister of Sports, Mallam Bolaji Abdullahi, describes as his biggest challenge since he got into government. The expectations are not the only issue for Ohimai Amaize and others like him

in government. Another worry is the seeming dislike that young people have for others in government. The 'are you one of us or one of them' rhetoric is constant in exchanges, especially on social media but Ohimai attributes this to "the experiences they have had with the institution of government in the past." Despite his understanding of the scepticism of the citizenry, Ohimai believes that young people in government should be judged by their performances rather than past impressions. While Ohimai's logic of judgment based on personal performances cannot be faulted, the consensus is that it will take more than words to change the perception of persons in government and the institution of government itself.

A Balancing Act

In as much in the rise in political awareness levels amongst young people are a delightful development, it remains clear that certain balances have to be struck. While joining political parties and being a part of government processes have been shown to be methods through which involvement can be maximised, going beyond social media and getting involved in electioneering is also a tactic that must be engaged. Already, organisations such as Enough is Enough Nigeria have sprung up to further aid an increase in awareness levels. There is talk of a movement to recruit 20 million youths to participate in the 2015 general elections and everywhere you look, political conversations are being held. These initiatives are brilliant but need to be sustained to ensure optimisation of their strengths.

Given the right approach and engagement, young people could be playing bigger roles in government sooner than we thought possible. Young people can shape an era if cards are played right and as Ikhide Ikheola puts it, for young people, "Nigeria is theirs to lose." Truly, these are exciting times.

Abayomi Kazeem



CHINUA ACHEBE TAUGHT ME: A TRIBUTE

I must have been about 10 years old when I read 'Things Fall Apart' by the Late Professor Chinua Achebe for the first time. Before then, I had, and after all these years, have never read anything like it. Such is the impact the book has on me. I was mesmerised by its simplicity, the inviting story telling and the riveting ending. I was irritated by Okonkwo's excessive masculinity, his deathly fear of weakness. Yet, I sympathized with him. I felt his pain. I understood his anger. At intervals, I too also hated the White missionaries. Most of all, I was filled with regret that Okonkwo took his own life, that his aspirations and life's work came to naught, that he was buried in the Evil Forest. 'Things Fall Apart' opened my eyes to a world I never knew existed- the science of words; how they can be manipulated, moulded, to paint a picture, to tell a story, to leave a lasting impression.

Not long after reading 'Things Fall Apart', I completed my JSCE exams. It was time to choose the Arts class or the Science. It was time to choose what career path I would tread. Mathematics and I had never been bosom friends. In addition, I felt words (subjects) like 'Physics' and 'Chemistry' could only

mean trouble. I went for the Arts. I had read Chinua Achebe after all. I was not so bad at English either. I would take up Literature. I would write. I would become a lawyer but I would write. If Chinua Achebe could do it, I could, I thought. (At this point, I should clarify I had never met him and I never did, nor did I know him personally)

I excelled at Literature and over the years, I must have read 'Things Fall Apart' at least, a dozen times. I never tired of it. As I grew older, Okonkwo's story and journey unravelled itself, and revealed hitherto unseen wisdom and meaning. Professor Achebe, through his words, prodded me on. I finished top of my class in Literature.

Getting older, I stopped reading 'Things Fall Apart' and looked to the life of the man himself. Apparently displeased by the state of things in Nigeria, he severally rejected conferment of national honours. To the extent of my knowledge, he remains the only person that has done this. In our parts, this is most unusual. He taught me that integrity was something of grave importance, never to be sacrificed on the altar of vainglory or even deserving approbation.

He, from his base in the U.S.A., periodically criticized the Nigerian government and her decisions and on occasion, offered ways, solutions to move forward. He was severally rebuffed and disregarded but he still commented, undeterred. He loved his country, flaws and all, but would not lie in bed with her.

Then came his last title and somewhat a parting shot to Nigeria, 'There Was A Country' that raised its fair share of dust, prompting all those concerned and otherwise, to take out copious pages in newspapers and the internet, to voice their opinions for and against the book. I have yet to finish the book, but the Professor was at his story-telling best, once again, this time recalling real-life events. So far that I have read, there is an undercurrent of longing and lamentation for what might have been, had Nigeria been steered aright. Nonetheless, the Professor said his piece. In doing this, he taught me that, as he had once been quoted, "If you don't like someone's story, write your own. If you don't like what somebody says, say what it is that you don't like..."

Today, I write for a living. Years ago, I wanted to become a lawyer but I have somehow, by design, of which I haven't yet, clear understanding, found myself in the business of words and letters. I do not regret it. I desire to become an author one day. Yes, I second-guess myself sometimes. I wonder how many books I have to pen to make any difference, to become recognised, to be distinguished...like he did, like he was and will continue to be, even in death.

Chinua Achebe changed the world with one book. With four (and collections of short stories and poems), he made as much difference (and more) than scores of writers across the world ever did in their entire lives and careers. He has opened the door for others to do the same, if not more.

To say Chinua Achebe and his works were great would be to utter an understatement. He was more. I am not sure such can be quantifiable in words. He would know. He always had sufficient proverbs for 'situations' like this. He was an enduring lesson in statesmanship, a connoisseur of words, the breakthrough of African literature, and a symbol of inspiration.

I have yet to read, in full, other titles of Professor Achebe's asides 'Things Fall Apart' Curiously, I only just started 'Arrow of God' a week ago. I intend to devour the others and glean from the timeless wis-

dom I have now come to expect from Professor Albert Chinualumogu Achebe.

Adieu, sir.

Rest in Peace.

Thank you. For everything.

Culled from www.theurbanemix.com

Chinua Achebe's status as a writer, whose work influenced lives, as it did mine, cannot be over-emphasized. His reluctance to indulge in scholarly showmanship, create compelling characters, tell seemingly simple stories heavily laced with deeper meaning touched hearts and minds globally across cultural, social, economic divides. Here are comments on Achebe's life and passing culled From the New York Times from readers around the world:

"Rest in Peace, you have left a trace that changed the world. I had the great honour to introduce Chinua Achebe at his University-wide lecture at Tufts University in 1987. I told the story of when I was in high school and told my English teacher I wanted to write an essay on an African author. "There are none," he said. I spent the next several months crawling through the library book stacks at U. California, Los Angeles, where I discovered Chinua Achebe's amazing literary masterpieces and wrote my high school essay on Chinua Achebe... Achebe, as he took the podium, shook my hand, both our eyes tearing, him smiling" - **Marina Roseman, Belfast, Northern Ireland.**

"I had the honour of being introduced to this brilliant writer at an early age in Jamaica and was inspired to study African History and fell in love with the African culture. Thank you for encouraging many people to appreciate how things fell apart." - **Lillahanson, Florida, U.S.A.**

"It takes a great man to say "This is who we are" but it takes a greater one to get the world to say "Yes, this is who you are" " - **Dave, India**

"Africa may not have many edifices of greatness but this great son of Africa has carved out a living memory of the soul, tragedy and aspiration of a timeless people. No edifice could pall or cast a shadow over the breadth and depth of work which has been inspired and accentuated by the spirit of his people. Revered, he will always be" - **Matthews, Queens.**



THE MASTER STORY-TELLER TAKES FULL FLIGHT: AMERICANAH; A Review

By A. A. Baptiste

If there were any doubts by any reader and follower anywhere as regards Adichie being a masterful word weaver blessed with nuance that demands applause, *Americanah* would most definitely put that to bed. Written with tight structures and in elegant detail, the novel by which, one can't help but be mesmerized, sucked in, as it were by the way Adichie strings her sentences together, the way she provokes emotion with impeccable descriptions and scenarios...

Americanah is a swathing love story that also harps strongly on issues of race and identity.

As teenagers, Obinze and Ifemelu fall madly and deeply in love. Their love burns bright, endures through their years in the university. However, due to the country's decapitating military regime and incessant school strikes, Ifemelu decides to leave Nigeria for the U.S.A to study. While there, she is met head-on, almost at every turn with the abiding issue of race and seeks to discover and indeed redefine herself. Obinze makes to follow her footsteps but post 9-11 America will not grant him passage. He then goes to the United Kingdom instead, leading a dangerous, illegal life there,

which eventually ends with him deported to Nigeria. Eventually, Obinze and Ifemelu's love is suspended by distance and an emotionally deleterious incident. Years later, Obinze, now a wealthy man in Lagos, Nigeria and Ifemelu, a successful blogger in America, reconnect... Americanah, in my opinion can be divided into three parts

First, in many ways is a traditional love story but told in an imaginative, new way that is refreshing. Yes, Adichie laid it on a bit too thick in some areas and I must say the ending of this novel did leave much to be desired. Adichie however brilliantly carved Ifemelu's love life across decades and with different partners and supporting characters. The interactions, wrangling and relationships are so enrapturing; one is wont to think a movie was playing across the book's pages.

Second, the book is an unapologetic political statement about race. Adichie, having relocated to the U.S.A herself at 19 most likely had firsthand experience of this and while she would argue that the book does not have anything to do with her personal experiences, the texts, conversations, incidents about race are fiercely direct and in some cases, biting. Many an intending, lily-livered immigrant may have his aspirations of living the American dream to the full shrivelled after reading this book.

Three, and this is the littlest part, the books sardonically addresses the front burner issues of contemporary Nigeria and the idiosyncrasies of Lagos. Religion and religiosity are targets. Adichie throws in several barbs in different

sections in the book about the typical Nigerian's religiosity which sadly however does not reflect in our character and even more sad, our thoughts.

Is this indeed, Adichie's best work as touted by some critics? I would have to say, no. One demerit for me is it sort of felt as though Adichie felt a compelling need to cover every character with a veneer of complexity. There were no John or Jane Does in this book. Everything meant something, from the arching of one's eyebrow to mean perhaps show delicate snobbery, or the way the characters moved to show some air of authority. If these extravagant descriptions, this need to define characters was modestly rendered, I dare say the book would lose a quarter leaflets.

The ending of the book, quite unlike Adichie's other works fell flat. In her past novels and even her collection of short stories, the ending left one with an emotional connection intact, one, days, after reading the book would ponder what could have been, Strong case in point- Half of a Yellow Sun. The conclusion of Americanah however lacked usual powerful touch, It almost seemed as if to me she was tired of writing and couldn't wait to call it a day!

Overall, Americanah is a book to read, to covet, an enduring keepsake. None of Adichie's contemporaries can quite weave stories as she can, there is a certain je ne sais quoi, a grand finery to her craft that can leave one breathless. And it is with this bated breath, we await what she would do next...



We use it to create jobs, start businesses, form alliances and enrich minds across Africa.

MultiChoice Africa is a pioneer in pay-TV on the African continent. Our goal has always been to connect Africa with the rest of the world in real time. To this end, our television services reach just over 50 countries across the continent, including the adjacent Indian Ocean islands.

Today, MultiChoice Africa offers a multi-platform pay television experience through our DStv and GOtv services which stimulate, entertain, enrich and educate subscribers – keeping them connected to the world with the latest digital technology.

Our leadership in technology and innovation saw MultiChoice Africa being first to launch mobile television on the continent as well as the first to launch the latest DTT network on DVB-T2. Our investment in local content is unsurpassed and has led to the growth of an exciting television industry in Africa.

We continually strive to enhance the lives of the communities we work with. MultiChoice Africa joins governments and private sector partners, employing its technology and television content to strengthen education in rural and under-privileged schools. Our products, services and vision have assisted communities across the continent to successfully enter the information age.



The EbonyLife Team



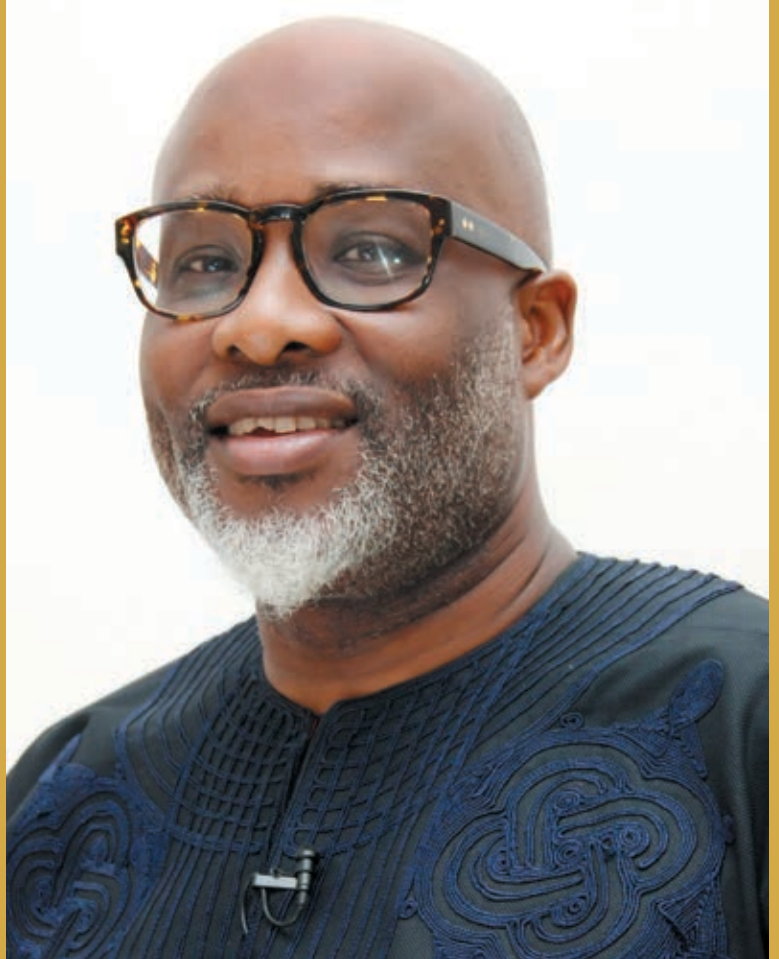
MO ABUDU

CHAIRMAN AND CHIEF EXECUTIVE

Mo Abudu is a talk show hostess, TV producer, media personality, human resource management consultant and entrepreneur/venture capitalist. Mo is currently the hostess and executive producer of Moments with Mo which holds the pride of place of being the first-ever syndicated daily talk show on African regional television, a TV talk show program, founder of Vic Lawrence & Associates; she is also the Project Facilitator and Director of the Protea Hotel, Oakwood Park. She is the Chairman and Chief Executive of EbonyLife TV.

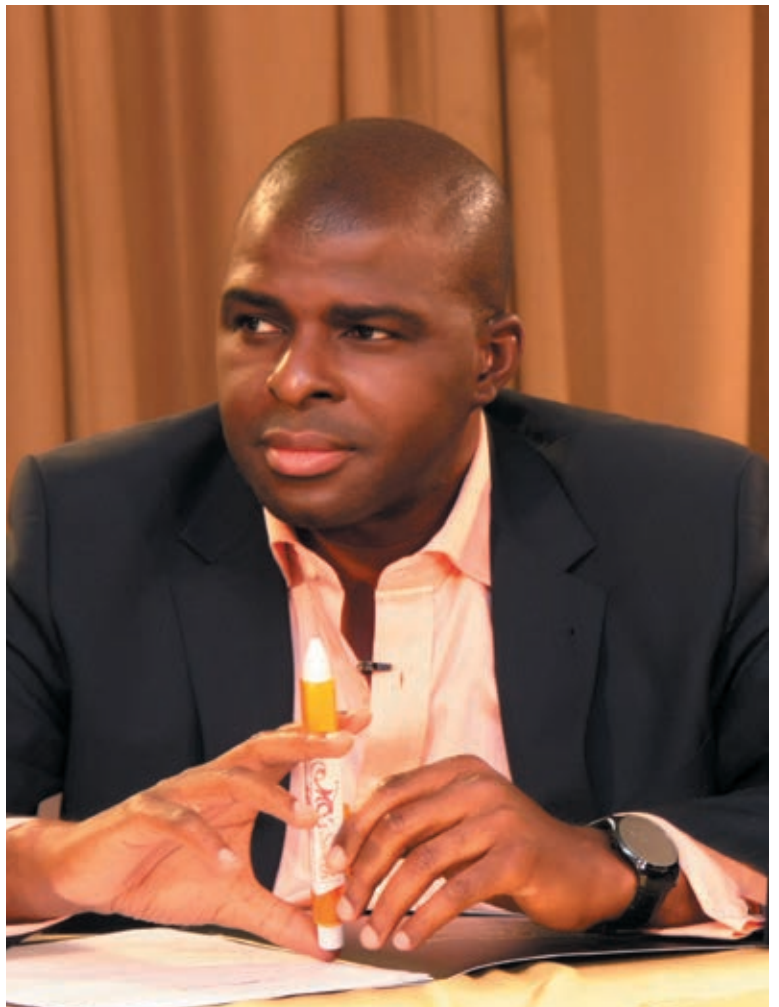
LANRE OLUSOLA
EXECUTIVE DIRECTOR

Lanre Olusola is Nigeria's foremost Peak Performance Catalyst and Life, Mind and Health Coach. He is an alumnus of Harvard Business School, and an ASET, U.K certified Life Coach. He graduated as a Performance Coach from Europe's number one coaching institution, The Coaching Academy, U.K. Lanre Olusola is respected nationally and internationally for imparting exceptional problem solving, motivational, inspirational, human developmental, leadership and management skills.



UZOMA ONWUCHEKWA
COMMERCIAL DIRECTOR

A renowned commercial strategist, Uzoma has over 25 years experience in the marketing and marketing communications industry and has been opportune to work with some of Africa's biggest brands. He has consulted in Kenya and South Africa and delivered papers both in Africa and Europe. He joins the team with responsibility for commercial oversight.





ABOLADE DUROJAIYE

HEAD, STRATEGY & BUSINESS DEVELOPMENT

Abolade Durojaiye joined the EbonyLife TV team as Head of Strategy and Business Development from Houston, Texas, where she worked as the Principal Partner of Think! Unlimited, specializing in Organizational and Human Capital Development. She has over 16 years of management and marketing experience with a strong focus on business development, strategy and human capital development. In her role, Abolade supports the overall process of management and corporate decision making to ensure the organization maximizes its short, medium and long-term profitability and shareholder returns. Abolade loves food, travel, music, dance and culture and is an avid supporter of the arts.



JIDE OLAOLUWA

HEAD, EXTERNAL RELATIONS

Jide Olaoluwa is a highly dedicated, result-oriented advertising and marketing communications professional who has helped build brands at different marketing focal levels - from corporate and retail communications to channels, direct marketing and CSR. He combines ability to operate at high-end strategic levels with genuine passion and determination for Nigeria and Africa.

LAWAL LANRE-IDOWU

ASSOCIATE DIRECTOR, MEDIA SALES

Lawal Lanre-Idowu is a leading media sales expert with varying successes, having sold the biggest media properties in Africa. He packs many years of progressive responsibility within the media, sales and marketing communications sector spanning advertising, research, sponsorship and media sales. Comments Lawal: "I'm passionate enough that this is the next big thing".



MARK SONNENBERG

HEAD OF CHANNEL CONSULTANT,
PROGRAMMING

Mark Sonnenberg is a veteran of over 25 years in the entertainment industry across multiple platforms on both the business management and creative programming side - from broadcast (local and network) to cable (basic and pay) to new media (on-line, video-on-demand, location-based) - many of which were successful start-up operations. He has been an integral part of the management and leadership of various channels and businesses - both large and small as well as corporate and entrepreneurial. Sonnenberg has acquired, developed and overseen the creation of thousands of hours of content and has an excellent reputation within the business and creative communities.





HOWARD BOLTER

HEAD OF CHANNEL CONSULTANT,
OPERATIONS

With an MFA from the University of Southern California and his BA from Fresno State Univ. Howard Bolter was the President and Chief Operating Officer for LATV Networks. Before LATV Howard served 3 years as Sr. Vice President of Network and Production Operations for E! Networks overseeing E! Entertainment Television, style Network and E! International. In addition, Mr. Bolter has served as producer or executive in charge of production for numerous programs distributed on each of the four major networks (ABC/NBC/CBS/FOX) and through syndication, with credits on over 50 different shows, including the pilot for the hit show "Seinfeld."



STEPHAN LE ROUX

HEAD OF CREATIVES AND STRATEGY

Stephan Le Roux has worked as Creative Director and Media strategist in South Africa Television for more than 15 years. In 2002 he launched Eject Media, a new format, independent television production & broadcast design agency which counts all the leading South African broadcasters as well as a fair number of corporate and government institutions amongst its clients. He launched the successful youth channel Vuzu on DStv, worked on the identity of the FIFA World Cup, helped launching the Coca Cola 2010 logo and worked on SABC 2's on-air World Cup campaign.



QUINTY PILLAY
DIRECTOR, SCRIPTED
PROGRAMMING

With 28 years experience in the film and television industry in South Africa and Africa and a proven track record in managing multiple projects with results-orientated approach to meet financial and production deadlines, Quinty Pillay is experienced in negotiating and facilitating the specific project requirements. She has worked on many award winning shows including Warner Bros (Feature Film) – “Red Scorpion”, “Great Africa”, “Jobman”, “Toothman and Killer”. A former Supervising producer on MNET’s Tinsel and producer for Endemol’s Malta Guinness Street Dance; Quinty is energetic, versatile and experienced.



PAMELA OFOEGBU
ACTING HEAD OF PROGRAMMING

Pamela Ofoegbu is the Acting Head of Programming at EbonyLife TV. Her key responsibility is to drive all programming for effectiveness, quality, velocity and results. Pam is an energetic, dynamic and passionate visionary. In the role of Acting Head of Programming, all genres of programming report to her while on the other hand, she continues in the duty of generating and supervising the production of original programming as well as recommending the very best content for the channel from external producers. Before EbonyLife TV, Pam worked for MNet Africa where she was Commissioning Editor for West Africa.



SANDRA AMADIO
DIRECTOR ENTERTAINMENT
PROGRAMMING

Sandra has produced programming for South Africa's top rated shows on SABC2 and 3, high end broadcast design and on-air marketing strategies as well as a plethora of documentaries. She headed a digital media content hub, a web business and was the executive producer of DSTV's Weather Channel. Her sense of adventure and love for travel has taken her to over 30 countries and 100 cities worldwide. She is driven by her instinctive need to trigger positive social change and uplift world-views on Africa.



HEIDI UYS
SENIOR CONTENT DIRECTOR

Heidi Uys, is a seasoned television writer and director specialising in reality television. For the past decade, she has developed quality original content and directed award-winning international reality formats for broadcasters in South, East and West Africa. She will continue to develop and direct exciting new reality formats unique to EbonyLife TV.



LEONARD NFORMI
CONTENT DIRECTOR

A graduate of the National Film Institute, (NFI) Jos. He has numerous screen credits in cinematography, sound recording and design, editing as well as producer/director on varied productions. He has worked for CNN, BBC News, BBC World Service, Aljazeera International, DFID, MTVBase, MNeT, World Bank, just to name a few.



ZAC ALMEIDA
DIRECTOR OF TECHNICAL OPERATIONS

Having been in the Television Broadcast Industry for over 30 years, Zac has extensive knowledge of various broadcast formats. His expertise includes national and international installations and conducting lectures in his field. Individually, he is passionate about his family, golf and music.



MEDIA AND ENTERTAINMENT CITY AFRICA

The planning and conceptualization of Media and Entertainment City Africa involves the roll out of various elements to include MEC Africa Film Academy, MEC Africa Film Festivals, MEC Africa Music Festival and MEC Africa Fashion Festival. We envisage the commencement of these projects from 2014 onwards.

MEDIA AND ENTERTAINMENT CITY Africa is home to EbonyLife TV, Africa's first Global Black multi-broadcast network, and Studio Tinapa, Africa's biggest and world class ultra modern film studio located within the renowned Tinapa Free Zone & Resort.

Media and Entertainment City Africa (MEC Africa) is situated in Tinapa, the heart of Calabar, Cross River State, traditionally one of the most beautiful and peaceful states in Nigeria. The development of the state's tourism potential remains at the core of the state government's strategy for development.

THE VISION

MEC Africa is to become the Media and Entertainment hub in the continent by building

a flourishing Film, TV and Music industry through strong, sustainable and vibrant international and local partnerships.

THE MISSION

To elevate lives and change global perceptions of Africa.

Media and Entertainment City Africa (MEC Africa) is Africa's first and only media and entertainment city and therefore a very important answer to the question of infrastructural deficit that has impaired the industry's glowing potential.

MEC Africa is positioned to represent the Nigerian as well as the African creative industry by being the established location for the largest Music, Film, Fashion and Television



industry in Africa while effectively utilizing the facilities at Studio Tinapa to provide first class production and post production support services to both local and foreign film, television and music producers, using the best equipment available in the industry.



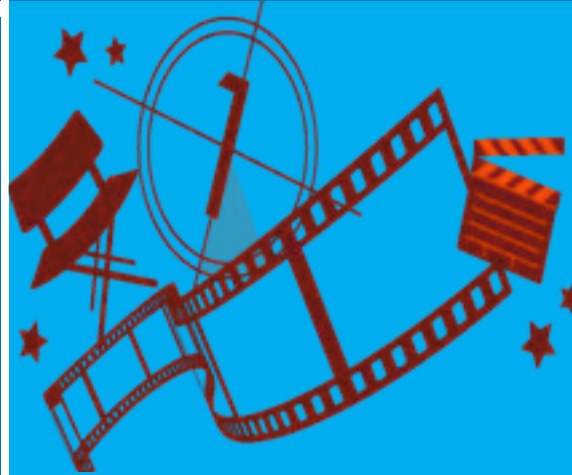
MEC Africa is positioned to change the face of media and entertainment in Africa as the centre point of a number of media and entertainment related projects, starting with the launch of our flagship platform, EbonyLife TV. EbonyLife TV is set to produce and broadcast over 700 hours of non-stop, original programming that cuts across music, lifestyle, film, drama, talk, factual, comedy, magazine, reality and even sports.





THE FESTIVALS

MEC AFRICA FILM FESTIVAL



The MEC Africa Film Festival is planned for commencement from 2014 and will take on a professional dimension that will encourage networking and interaction between all those involved in the film industry on the continent and beyond. The event will be an organized, extended presentation of films. The films may be of recent date, depending upon the focus of the festival. The festival will also include international releases as well as films produced by the domestic film industry. There will also be focus on specific film makers or genre. Our objective is to ensure that our Film Festival belongs to each and every one of us who, year after year, from wherever we are and in our own individual way, contributes towards creating the industry we deserve.

THE ACADEMY

MEC Africa Film Academy



The MEC Africa Film Academy, based within the Tinapa Resort, will commence operation from 2014 onwards. Our philosophy will be based on a "learning by doing" approach with intensive hands-on training. The Academy will offer programmes in Filmmaking, Acting for Film, Producing, Screenwriting, Cinematography, Broadcast Journalism, Digital Photography and Game Design. For those that are considering sharpening their skills, our academy will offer short-term film making and acting workshops as well. We will also host summer camps that are designed for high school aged students.

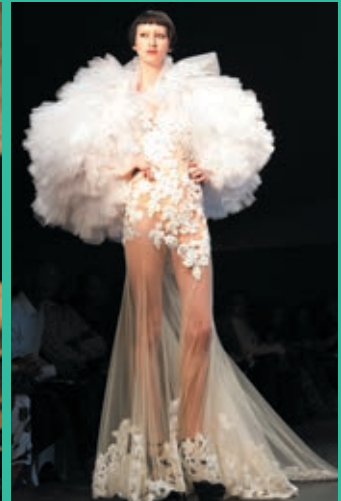
MEC AFRICA MUSIC FESTIVAL

The MEC Africa Music Festival will be a culmination of world-renowned musicians providing a cohesive star-studded line-up. Aimed not only at developing musical and business skills, these non-threatening and co-operative forums will provide practical skills that can be implemented immediately. Guided by

dedicated professionals, the various workshops intend to provide valuable, accessible and free information directly related to the industry. Collaboration between the Festival, musicians and the media will ensure that participants at all the workshops benefit generously from the contributions of these professionals.

MEC AFRICA FASHION FESTIVAL

Our Fashion Festival will provide an excellent opportunity for designers to show off their upcoming collections. We intend to make The MEC Africa Fashion Festival one of the highest profile fashion events in Nigeria. The MEC Africa Fashion Festival will present itself to funders as a trade event that also attracts significant press attention.





LEARN THAT BODY LANGUAGE

By Olutimehin Adegbeye

Thigh-high slit, girly cocktail in hand, passion-proof lipstick on. You're in a roomful of attractive men, and you have no intention of spending the evening (or the rest of your life, more importantly) gossiping with your BFF. Or you're twenty-nine going on fifty and you'd like to have someone (not your mom) make you and your boys a nice lunch for Football Sundays.

There's Mr. Not-Quite-Your-Type across from you, Mr. No-Way-He's-Single-But-A-Girl-Can-Hope ten feet away, Mr. Quietly-Sexy-With-The-Glasses at the bar. Or there's that show-stopper at the gym who is never in one place long enough to talk, Miss Endless Legs with the Killer Smile who you just know is way out of your league, or your friend's neighbour with the pretty feet who likes to read on her balcony. In short shorts. *groan*

I'm sure someone has written a handbook titled something like How To Know When (S) He Wants You Even When (S) He Hasn't Said So, but I've never read it. Or seen it even, if I were

perfectly honest. So, being the practical girl that I am, I decided to just do some research. We're adults, we've been doing this mating dance for a reasonably long time now, and we humans are really not as complex or unique as we like to believe we are. There's always a pattern – all one needs to do is look closely enough. So seeing as y'all are too lazy to do a damn thing yourselves, I went ahead and did it for you.

I will now proceed to share my findings with you. Yes, yes, my benevolence knows no bounds. You can be grateful later; I'll text you my account details.

I decided to take a cue from NatGeoWild to figure out what our lovely XY counterparts tend to do when a woman has caught their fancy and whatnot. Now, don't take that the wrong way; I'm not saying men are animals. I would never. I love men. They're not animals. At least not really. Sometimes they are. But mostly...you know what? Never mind. Ahem – back to the matter.

The Predatory Stare (Looking At You Like You're Tasty)

Disclaimer: There's a fine line between looking at a woman like you'd love nothing better than to eat her, and being just plain creepy. Think gourmand and perfectly grilled steak, not mad scientist finding the world's largest cache of quantonium. Don't say I didn't warn you!

When a man looks at you, catches your eye, smiles slowly, and keeps looking, it's not because he's actually cross-eyed and doesn't realise he's staring. He's telling you, 'I'm the Alpha Male, and I've got you in my sights.' Grrrrr!

Locking Horns With Other Males (Trying To Impress You)

Opening doors, making ridiculous jokes, beating all his friends at FIFA while you BBM your girlfriends on the couch, spending his hard-earned cash on frivolities that you don't even remember talking about, attempting to cook – men do (really, really cute!) things like this because they want you to think they're Superman and not Clark Kent. Just make sure you draw the line when he tries to wear actual Spandex.

Sniffing Your Butt (Finding Excuses To Be Around You)

A man who is attracted to you will do pretty much anything to get face time with you: Lunch, dinner, coffee, a morning run, a mani/pedi, Saturday night on the couch watching chick flicks – some men will even agree to go shoe-shopping! It's really only because you are like sunlight to their chlorophyll and without you they simply cannot go on. No, really. It is.

The Leopard Spot-Change (Becoming What He Thinks You Like)

A man who likes you will find out what you like and try to become that. And if he really likes you, he will try to become 'a better person'. He'll suddenly become the most avid GQ reader, turn pescetarian, give up watching football (haha! Not!), start going to church, stop drinking, delete his DEFRAGMENTATION

folder (read: pictures of hot naked girls), start texting his mom every day. This is called Stepping Up. Men Love this stuff. That's why they do it. Right?

Peeing on the Tree (Marking His Territory)

If a man is willing to go shoe-shopping with you, it's kind of because in his head there's a little neon sign that reads MINE flashing above your head. And he'll start to act like it too. He'll put his hand on the small of your back when you're walking, put his arm around your shoulders when you're talking, stand squarely in front of you and gaze meaningfully into your eyes while Michael Bolton plays in the background – basically he'll just get really, really gross. Now's the time to bail! Ok, I'm kidding. Kind of. Not really. RUN! Now that we know how men act when they're whipped (sorry, interested), I'll tell you what women do. But let's leave the National Geographic analogy behind and go with something more...corporate. What's that you said? It's sexist not to use the Animal Analogy for women? Well, when you write the articles, you can pick the metaphors. Where were we? Right. The Corporate Acquisition Strategy. Please see below.

Corporate Social Responsibility (Trying To Take Care of You)

Women are (mostly) natural nurturers. And we know that men are really just big babies who want to be taken care of. So a woman who asks after your well-being and offers to cook for you or re-organise your shoe closet, who buys you spray-starch on your birthday or shows you how to work your microwave so you never have to starve ever again, that woman is definitely in prime position to make like a ripe apple and fall into your lap.

FOR THE WOMEN....

Rebranding (Becoming the Perfect Partner)

If she plays FIFA 13 with you or stays up discussing NASCAR till the wee hours, starts watching Bleach, tries to make friends with your sisters by buying them shoes and nail polish, brings your dad herbal tea for his headaches, sits next to your mom in church and gushes about how she wants to learn how to make oha just like your grandma makes it, it's not because she really likes any of that stuff. Okay, maybe she's just a tomboy who is really considerate, into anime, generous with girly stuff and who loves to cook. Or maybe she's sending you a subliminal 'wife me!' message. You choose.

Giveaways (Letting You Hit That)

So you did the old 'yawn-and-place-arm-across-shoulder' routine the last time you went to the movies, and she didn't suddenly have to re-tie her shoelaces. You leaned in 80% and she didn't ask you if you were trying to see a pimple on her face. (Okay, no girl would ever ask that. But you get my drift.) A woman's body follows wherever her heart goes. What I'm not

sure about is whether there's any correlation between how far the heart goes and your chances of getting to second base. Like, you know, good luck if she's celibate.

Closing Up Shop (Giving Your Competition The Boot)

When a woman starts turning down dates because of you and puts up pictures on Instagram with her making kissy faces behind your unsuspecting back, she's either a delusional stalker, or she has hung a glittery pink Chihuahua-shaped sign that reads 'mine' above your head. If you're really unlucky, it's both. Either way, be sure that when a woman starts giving other men red cards on your account, she's really just waiting for you to make like Frodo and put a ring on it.

So, yeah. With these few points of mine, I hope I have been able to convince – uh – I don't remember how that goes. I've told you what the signs are and done my bit to ensure you don't die alone. Now all you have to do is find someone who'll like you enough to show those signs. May the odds ever be in your favour!



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INTERVIEW



LANRE OLUSOLA

Can you introduce yourself to us?

My name is Lanre Olusola. I am a Peak Performance Catalyst, Life Coach and Emotions Therapist. But relative to Ebonylife TV I am a Director and Shareholder. Within Ebonylife TV, I handle the Entire Human Resource, Performance and Personnel, so I am what you may call the Human Resource Director.

Can you discuss “what you think you know about Africa is about to change forever” in relation to the philosophy of Ebonylife TV?

What we think we know about Africa is about to change forever is for real. Gone are the days when television depicts Africa in the light of a starving continent; as a continent where people live in trees; or as a continent that cannot solve its problems and looks to the West for solutions. Gone are the days when Africa is perceived as being unable to provide for its media, entertainment and film industry. Let's look at the music industry for instance, you begin to see the music industry is growing out of Nigeria, out of Africa and Nigerian talents are creating waves all over the world. Also, the Nigerian movie industry, Nollywood, is rated as the 3rd largest in the world, in just a couple

of years. What we want to showcase on Ebonylife TV is not just the music; it is not just the movies, it is everything about Africa. Just as the world has been able to see that with music, we are competing with the rest of the world, creating our own dance steps like Azonto, Alingo and the world is gravitating towards our dance. In addition, we believe that the world will begin to gravitate towards African solutions in the ICT, Automobile, Aero-nautical Engineering, Finance industries etc. You can see it already happening in the fashion industry with the likes of Deola Sagoe, Joel by Lisa, Lanre Da-Silva and Tiffany Amber who are prominent fashion designers globally. Ebonylife TV is all about giving Africa the expression that it deserves. Portraying Africa and Africans in the light that we deserve. It is showcasing the heart of Africa to the rest of the world. It is changing mindsets about who Africans are and what Africa is all about. Now, it is true that good things and bad things happen everywhere, so we are not denying the fact that we do not have many weaknesses. But what we want to do with Ebonylife TV is to showcase our strengths and the Potential Great Future of Africa. We are desirous of facilitating the creation of this New Future.

Very quickly, what steps have you put in place as an organization to ensure that you can get the kind of world class programming that you think can compete favorably around the globe?

The first thing we have put in place is our structure and system. We are shooting out of Tinapa Studios now; you must understand that Tinapa Studios was purpose built and measures up with any studio globally. Tinapa studio is a phenomenal studio. The second thing we have done is to acquire world-class equipment, so we are not compromising on our equipment and studios. The third thing we did was to put in place a world class "High Performance Team". Our staff and talent are well trained, motivated and remunerated. We also have world class programming. It may interest you to know that 70% of our content is locally produced and made, locally written and generated and put together. So we write, produce and air about 70% of our own content; this is happening for the very first time in Nigeria. It means that this is the first platform that is going international, with 70% locally developed global standard content. This is the first platform that is creating rich African drama, entertainment, sit com, reality and comedy content. Our content is incredible if I must say so myself. Another thing we are doing is that we are coming to you from the entertainment capital of Calabar, Cross River state. Cross River state is known for carnivals; it is known for creating an atmosphere of comfort and peace. And so, the scenery is incredible. When we want to shoot different programs we never run out of locations. Calabar provides this. In terms of geographical locations, in terms of the atmosphere we are shooting from one of the most beautiful places in the world.

We all know that the Media industry is not cheap. Can you tell us about some of the challenges you have surmounted in trying to set this Channel up?

The very first thing with setting up any venture is the concept and the idea and this idea has actually been incubating for 5 years. Mo Abudu conceived this concept and I remember from the onset when she had this idea, I used to work with her as her coach and therapist. And we used to have regular strategy sessions, as she was conceiving the idea. Then it seemed like it was just an idea, just a figment of her imagination. But as you know everything starts with an idea. The guys who created the atomic bomb conceived it just as an idea. The guys that created the aero plane conceived it just as an idea and so did the men who built the gigantic ship called the Titanic. Everything starts as an idea and as a seed in the mind of a creator. So it started just as a simple concept and when an idea is sown as a seed the next thing is to begin to foster that thought and idea and so over the years we continued to work with the concept and idea. And when this idea was pitched to DSTV, they thought it sounded good and stated that no one had done it before. The next stage of setting up a venture like this is to transfer the idea into the belief phase. As Mo Abudu began to think about it, she transferred the idea onto paper and began to refine it. The conviction began to build and she began to believe in the dream. The more she refined and worked on it, the more believable it became. As we continued to share those documents with DSTV, they began to believe it too. But you see, things don't just happen, things take time. There is always something I say, "Every idea has a time." And this is the right time, five years after that idea was supposed to be born because many things have happened within these five years. We have a favorite saying in management "Saved by the bell". We believe that God comes in at the right time, and introduced the right people and resources at certain times God stopped certain relationships from happening". And over the years this became a constant. We have gone to South Africa over and over

again to meet with DSTV and Multi Choice Africa (MCA), have had several meetings and discussions and here we are five years after. The idea has become a reality. So once you can imagine it, transfer it to paper. Create a plan and document and continue to meditate on it. Continue to brood over it and believe in your idea. Another thing to do is continue to think possibilities, continue to say it and the universe will continue to conspire with you to make it a reality. We went through several periods of prayer and fasting also, we also planned and developed several business plans and concepts. Over the years there have been many challenges. But you see, once you can think it, believe it, say it and you don't give up it will surely become a reality. I often define failure as, "when you give up believing and stop trying." You never fail until you stop believing and trying.

How would you describe Mo Abudu?

I often describe Mo as an enigma. But most especially Mo and I understand that she is a vessel. She is an absolute chosen vessel by the Almighty God. No man can really do this by himself except God gives him the will to do this. Everything that she is and does, she seeks God's wisdom, direction and she is very prayerful. She is quite intelligent but it is not a function of her intelligence. The next thing about this enigma is that she is driven. Once she has a conviction about anything she goes after it. Once she understands that God needs her to do something and that God is involved with it, nothing can stop her from achieving her goal. The Driving Philosophies of this vision are. With God Nothing is Impossible. If only you can believe then, all things are possible. And as a man thinketh in his heart so is he. So we are talking about positive mental attitude here, we are talking about the power of conviction and overall, we are talking about being chosen vessels who have been backed up by the Almighty

God.

What will single you out from the rest of the world?

I guess my question will be, "What won't single us out from the World?" Our content is Fresh, our studio is second to none and never been used before. This crop of people and talent we have brought together to form the Ebonylife TV Team, have never worked together before. We have a good blend of professionals from Nigeria, America, to South Africa etc working with Ebonylife TV. I guess your question should have been, "what will not single us out?" There is nothing I can look at or can turn to or think about that will not single us out. I believe literally everything is going to single us out and separate us from the rest of the world and everyone else in our industry.

We are different; we are unique. We are chosen and it is our time. It truly is Africa's time. You need to understand that the attention of the rest of the world is focused on Africa right now and Ebonylife TV is born for such a time as this. If you want to really know about Africa, Ebonylife TV is the Channel you need to tune to. Ebonylife TV is the channel you need to keep your Television tuned to 24/7. There are many things that are true, but not all things are truth. Ebonylife TV positions itself to bring you truth about Africa.

Is there anything you would need to share with future viewers of the Channel.

I believe you have captured everything you need to know about the channel from me. I am sure that by the time you put together the various interviews, we will be able to tell a more comprehensive and concise story. But you know like I say to people, "you see the world the way you are". I have given you my Ebonylife TV perspective so by the time you interview other people, you will have a complete story about Ebonylife TV.

FESTIVAL





AFRICA'S
BIGGEST
STREET PARTY.

FESTIVAL





Calabar Carnival also tagged “Africa’s Biggest Street Party”, was created as part of the vision of making the Cross River State in Nigeria, the number one tourist destination for Nigerians and tourists all over the world. The carnival which begins on every 1st of December and last till 31st December has boosted the cultural mosaic of Nigeria people while entertaining the millions of spectators within and outside the State, and boosting industry for all stakeholders.

Cross River State is situated in the South-eastern part of Nigeria. As far back as the 15th and 16th century it was a place Europeans visited often and also served as one of the major seaports in Nigeria. The city boasts one of the second oldest secondary [high] school in the country, Hope Waddell Secondary School which allegedly produced the first President of Nigeria, Nnamdi Azikiwe. Calabar is also home to the reputable University of Calabar (Unical). Calabar is the centre for tourism with its free trade zone and current construction of over \$400 million Tinapa Entertainment and retail centre project.

The Calabar Carnival has come a long way...it all started 2004, when the governor of Cross River State Mr Donald Duke had a vision of making his state the hub for tourism and hospitality in Nigeria and in Africa. The Carnival presents a perfect platform from brand visibility for consumer and market awareness. “According to Osima-Dokubo, the carnival aimed to include more aspects of local heritage and culture and at the same time strengthen the capacity of the locals to participate in an economically beneficial way”. Recently, Cross River State and Calabar has become the pride of Nigeria

FESTIVAL







or Africa as far as tourism, carnivals and hospitality is concerned.

The programme of the event at the carnival are drafted each year by the committee in charge of tourism and cultural activities and new initiatives are introduced every year. In December 2009, Carnival Committee organized "Carnival Cup 2009", a football competition amongst the five competing carnival bands - Seagull, Passion 4, Masta Blasta, Bayside and Freedom. The Festival which also include music performance from both local and international artists, the annual Calabar Carnival, Boat regatta, Fashion shows, Christmas Village, traditional dances and the annual Ekpe Festival

The carnival is indeed a shining star on every tourist's calendar and this year's edition promises to be more exciting.

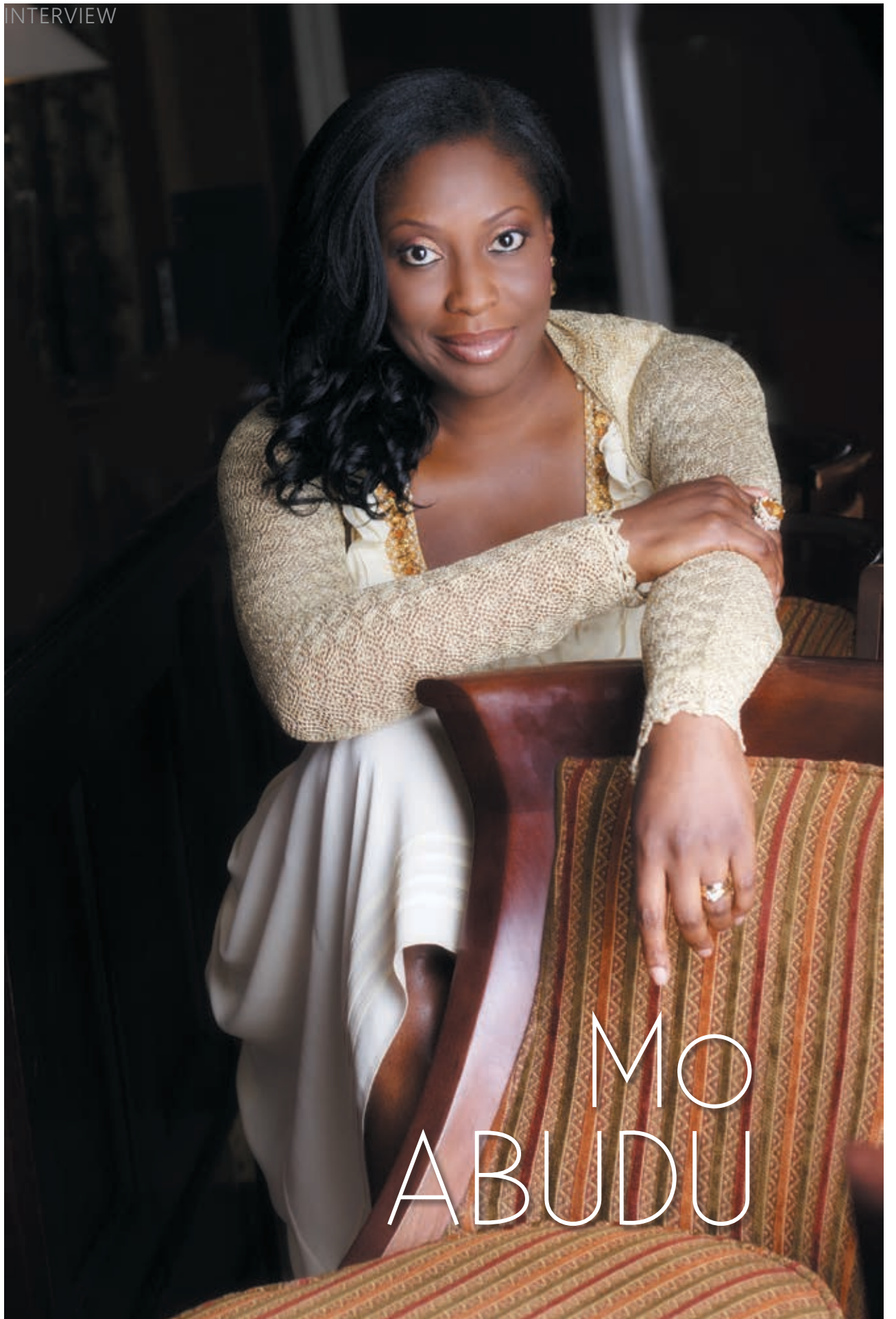


e gives





INTERVIEW



MO
ABUDU

WHAT IS YOUR VISION FOR EBONYLIFE TV?

My vision for EbonyLife TV is to create content that speaks to the continent's most important demographic, the custodians of the present and of the future, aged 18 to 34. No one is speaking to this key demographic of the continent. They crave a platform for self-expression, they want a voice, they want to be heard and we at EbonyLife TV think it is time for them to be heard. This is our key focus. We equally believe that this important demographic sees a different Africa, an Africa that tells its own story through the showcasing of the continent's best; also very vital is the need to give African brands, big and small, the opportunity to be seen on a global scale, showing the world that African brands are more than capable to compete with the world's best. For too long, the world just doesn't appreciate, understand or see who we truly are because our stories just aren't being told by us, but now it is time. At EbonyLife TV we know it is time!

STARTING OUT ALL THOSE YEARS AGO, WAS THE EBONYLIFE TV PROJECT ALWAYS IN THE PICTURE?

Very much so. From day one when I approached MNET, I was already requesting for a channel opportunity. I equally explored getting a channel on SKY in the UK. This was in 2006! I still have all the e-mail to prove it, but as with all things, God's appointed time is the best time. Perhaps if I had attempted the journey of EbonyLife TV before now, it would have been a disaster, because now all the pieces fit together so well! We have produced the most amazing content that some said wouldn't be possible. We have the most amazing team, passionate Nigerians with a few expats making history in media and production. And this whole success story just wouldn't have been possible without the support of the Cross River State Government and Studio Tinapa, the only purpose-built studio facility in Sub Saharan Africa. And of course our financiers, First Bank

plc, who understood our passion, drive and business model! And to DSTV! What can I say? Thank you, for giving us a pan-African platform to fulfil this dream. It took us four whopping years to get the final sign off, but looking back I have to say the wait was worth it.

THERE GOES A SAYING, 'THERE IS NOTHING MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME', DO YOU BELIEVE THIS IS TRUE OF EBONYLIFE TV?

Yes! This is the time for EbonyLife TV and I say it again, if I had attempted to launch EbonyLife TV at any other time than now, it would have been a disaster. It had to be now. It had to be with this team, it had to be now. We had to take this journey to Cross River State. I pinch myself each time I realize that we have created what we have created. It's awesome; it can only be the hand of God. I know that He that has brought us this far and will not let us down. He will see us through.

HOW WILL EBONYLIFE TV TELL THE AFRICAN STORY DIFFERENTLY?

As a young African girl born and bred in the UK, I have done nothing but defend myself pretty much all my life. Fighting to be heard, to be seen and to be given opportunities; thank God that with persistence, hard work and focus, I was heard and I was given a chance. But one thing I found I couldn't do was fully explain to everyone whom I was, what my continent was about; that despite the challenges, we had great stories to tell. So, buried in my sub-consciousness for many years was the need to tell our story as I saw it, as millions of other Africans saw it. I found a huge disconnect between how I was portrayed in Western media and who I really was and I was obsessed with filling in the gaps. And that's when it all started. Equally, I felt that it was important to give the African youth, and brands that wanted to reach our youth, a platform. How do our youth en-

gage and build tomorrow? How do our brands reach this most important demographic? The answer is EbonyLife TV!

WHAT DO YOU CONSIDER YOUR GREATEST ACHIEVEMENT YET?

My Children are it. Any day, any time!!! In my own small way, I have done a number of things I am proud of, to include setting up Vic Lawrence, still a leading force in the H.R consulting space today. The conceptualization of Protea Hotel Oakwood Park, now running into its 10th year; Inspire Africa; Moments with Mo, now in its 7th year; Naija Diamonds ... and of course, The Debaters Reality Show; but my kids top it all. I thank God for giving them to me as a special gift.

WHAT IS YOUR GREATEST EXTRAVAGANCE?

That's a difficult one. I think that it would have to be the time I take out and spend at health farms on my detox programmes. I do them at least twice a year. It's the only time I totally down tools and just take time out to be by myself!

DO YOU SOMETIMES WISH YOU WERE IN ANOTHER PROFESSION?

Right now, right here, I wouldn't want to be doing anything else. Of course it's tough, it's tough in any industry, but what makes it all worthwhile is the joy and satisfaction you get and the joy it brings others. It is tough making media and entertainment work in Africa. It's even tougher making it profitable. No doubt we are pioneering our own particular business model in this area of running a channel without relying on airtime sales, but based on producing quality enjoyable and relevant programming. We believe that there is a place for our content to sit on the continent and globally, and that's where our success lies.

WHO ARE YOUR HEROES IN REAL LIFE, THE ONES YOU LOOK UP TO?

My heroes are Nelson Mandela, Barack Obama, Oprah Winfrey and yes, Madonna. What do they all have in common, they achieved what seemed impossible! That's where I want to be. Do the impossible!

WHAT IS THE TRAIT YOU DEPLORE IN YOURSELF?

I can be overly aggressive and I micro manage way too much. But hey, who is perfect? My Life Coach and also a Director at EbonyLife TV, Lanre Olusola, keeps me on the straight and narrow in this regard. Thanks, Coach!

WHAT IS THE TRAIT YOU DEPLORE IN OTHERS?

Laziness and procrastination are sins in my books!

WHAT IS YOUR BIGGEST FEAR?

My biggest fear is failure. It's that simple. I don't want to fail. The fear of failure drives me to thrive for perfection in myself and in others.

WHAT IS YOUR BIGGEST REGRET?

Not having more children!

WHAT ARE THE TOOLS TODAY'S WOMEN NEED TO RISE TO SUCH LOFTY ENTREPRENEURIAL HEIGHTS AS YOU HAVE?

Definitely focus, determination, guts and hard work. Also, never let anyone tell you you can't do it, because you can! If I count the number of times I have been knocked on the head; the number of times I have been told No!!! I should have packed up my bags and just said to myself, Mo, it just isn't going to happen. But I find I am often spurred on by those that say 'No'. Are they better than you? Do they know more than you? It's your idea; you have done the research, the projections, and the business concept. You must always remember that it's your vision, not theirs, so they won't always see it. You have to sometimes show them and if they don't see it, move on. Eventually someone always does! If nothing else, the law of averag-

es and statistics says somebody will eventually say yes, so keep going!

TELL US THE SECRET OF THE FOUNTAIN OF YOUTH. YOU SEEM TO HAVE DISCOVERED IT, NOT LOOKING A DAY OVER 30.

Well that depends on if I am having a bad or good hair day! Jokes apart, I don't know what it is. I turn 50 next year and I do wonder, where is the grey hair? Where are the wrinkles? And I still seem to have perfect sight; no glasses yet. But I think it runs in the family. If you meet my mum, she is in her 70's and she doesn't look it. So I think that is a family trait. But I am obsessed with beauty treatments, facials, diet and exercise, I think that helps. Of course I indulge in cakes and ice cream, but never for long before I correct my ways! Good or bad, I am always on a diet!

WOMEN IN MEDIA, WHAT NEEDS TO BE DONE SO THAT THERE WOULD BE NOT ONLY INCREASED PARTICIPATION, BUT OCCUPATION OF THE HIGHEST POSITIONS?

We have to come together and work together, become role models and give other women opportunities to excel. It's the only way we will make a difference together. A major problem is that women don't like other women. We don't offer each other enough support and that hinders our growth. I am proud to say that at EbonyLife TV we are making a difference!!! We have a powerful team of women in our organisation. Actually all our Directors of Programming are women!!! Of course we also have men in key roles, Finance, H.R, Technical, PR and Commercial. We pride ourselves on being an equal opportunities employer of labour. For me it's simple, can you do the job? Then we will get on like a house on fire! I would also like to take this opportunity to thank my mum for her prayers. I don't know what I would do without her, she holds me up 24/7. She is always there for me. Thank you, Mum. Secondly, my kids: Temidayo and Adekoyejo. They are such amazing children. I am no soccer mum, so I

can't always be there, but they make me proud and have done so well and they are so patient with me. Thank you, guys!

....And this incredible journey that I am on in the Media would never have seen the light of day without certain people believing in me. I have to thank Mr. Sola Akinfemiwa, then the MD of Skye Bank who invested in Inspire Africa; Joe Hundah, then MD of MNET who gave Moments with Mo a window on MNET in 2006; MTN, for being my most consistent sponsor of Moments with Mo over the years; Mr. Tayo Adenirokun, may his soul rest in perfect peace, for giving young people across Nigeria and Africa a voice with The Debaters reality show; Diamond Bank, for celebrating the unsung heroes across Nigeria with Naija Diamonds; the US State Department, for giving me the opportunity to interview Hilary Clinton in 2009; and Professor Wole Soyinka, for being my first ever interviewee on Moments with Mo! Thank you Prof! It's a journey that would have been impossible to take without the wonderful support of these great people. Of course His Excellency, Senator Liyel Imoke, the Executive Governor of Cross River State, for believing in me and welcoming me and my team to Cross River State on our new journey with EbonyLife TV. It's been an incredible journey only made possible by the One and Only. The major X Factor in my life, the One I call the G Factor. The God Factor. I don't care how cliché it sounds, the Hand of God is upon EbonyLife TV and Media and Entertainment City Africa, without a shadow of a doubt, and I give God all glory what we have achieved and will achieve.

As we launch EbonyLife TV, we thank our Channel Champions, Channel Gems and Excel Partners, for believing in us and taking a leap of faith in supporting us from our day one of launch, from the bottom of my heart, I say thank you all and God bless you all.

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BLACK COPPER

*Photographed by Kelechi Amadi-Obi, words by Ekwy Chiedu
Make Up by Funmi of Abeke Makeover*

Africa to us is copper sun, jungle stars, strong bronzed men and regal black women with bronze skin, brown eyes and naturally dark lashes and brows, which help them get away with wearing less makeup and tend to inspire envy, the makeup colours that look best on them are also some of the most intense.

Take advantage of your natural beauty and try on the best makeup for black skin, you'll look gorgeous with a pop of colour on your cheeks and lips. Try bright, warm blushes and lipsticks in coral, apricot and brownish rose. Lips look fetching in bronze, berry shimmer or sheer blood red.

On the eyes, opt for shimmery shadow in copper, bronze or chocolate brown, tawny pink, deep green, sapphire blue or pale gold. Light, shimmery plums and gold play up deliciously deep skin and brown eyes. Indulge and make the most of the beautiful black skin.





BEAUTY







THE THING TO KNOW ABOUT WEALTH AND RICHES

By Lanre Olusola

A lot of people ask me if it is possible for everyone to become wealthy and rich. I often respond by saying that everyone has the potential to be wealthy and rich but not everyone will be wealthy and rich for different reasons. However many will not take the personal responsibility, seek the wisdom, understanding, cultivate the right relationships and take the attendant action that will bring about wealth and riches. Also not everyone is born into the same kinds of family, which means that not everyone gets the same kinds of opportunities. Even though time and chance happens to all. Not everyone has the same purpose and calling. Not everyone can and will be wealthy and rich. Bill Gates became Extraordinarily Wealthy for a Purpose (The 8 point Millennium Development Goals). The Only reason why you would become wealthy and rich is because there is a purpose for it. To become wealthy and rich and to one's wealth one must follow these principles:

1) Know Thyself

"It's a sad Fate for a man to die too well known by others, But still unknown to himself" – Francis Bacon. It is ONLY when you know thyself; that you can become Thyself..

Ask Yourself these Questions:

Who am I?

Why am I here?

What is my Purpose?

What Solution was I born to be?

Who has a problem I was born to solve?

What Natural Gifts and Talents was I born with?

What am I Passionate about?

How will I like to be remembered when I die?

2) Allow yourself to Dream BIG.

Ask Yourself:

What is my Intention?

What is my Motive for Success?

Allow yourself to imagine and visualize. Take a sneak preview into the future. Determine and see what kind of life you would like to live. How much money would you like to create,

earn and have in your bank account? Determine what that money be used for? All wealthy and successful people begin with Visualizing/ Imagining They dream about something new, wonderful and different from what they already have.

3) Have a Clear Vision

Ask yourself:

What is my VISION for myself?

By When MUST I achieve this Vision?

Make this Vision very clear and specific. Write it down in the present tense. Better still write yourself a letter of Commitment with a specific date of actualization. Your WEALTH and SUCCESS is Dependent on what you can see

"It's not what you look at that matters, it's what you see." - Henry David Thoreau

4) Pursue your Passion...

"A great leader's courage to fulfill his Vision comes from Passion, not Position". - John Maxwell

Discover and pursue your passion: Do what you love and love what you do. This is one of the greatest principles of wealth creation, success and sustainability. Your primary responsibility in life is to live your passion. Do what you really enjoy doing. Throw your whole heart into doing it. Most successful people and self-made millionaires are those who have found a field where their natural strengths and abilities are exactly what is required to do the job and achieve the results desired.

5) True Service to Humanity...LOVE

Dedicate yourself to serving others. Your rewards in life will always be in direct proportion to your service to other people. All wealthy and successful people have an obsession with service. Think about genuinely serving people all the time. Always look for new and better ways to serve people. Let Service and Love be your Motivation and DRIVER.

"Success is liking yourself, liking what you do, and liking how you do it." - Maya Angelou

6) Have a Positive Mental Attitude

Regardless of your present realities.....things are

not so BAD. There are many people whose situations are worse than yours. So you are better off than many people. Even though life is all about ups and downs you have to develop a positive mental attitude. Many times your life's cycle / experience is as such that you can take two steps forward and one step back. This challenge is common to many. Some even take two steps forward and two or more steps backwards. Don't give up keep on keeping on; it's not over until it's over.

"Failure defeats losers, failure inspires winners." - Robert T. Kiyosaki

7) Be Persistent and Determined

Acquire the twin qualities of persistence and determination. Persistence is the steel you need to support your aspirations towards success. To succeed you need persistence because things are never always the way you plan them to be. Persistence goes hand in hand with all great success in life. To ensure that you become persistent and successful program your unconscious mind for persistence well in advance of any setback, challenge or disappointment that you may face on your upward quest toward success. Prepare psychologically for challenges but see yourself as an overcomer. Say often to yourself I am a winner. Meditate on this reality often. Speak positive words of affirmation to yourself always.

"Some people dream of great accomplishments, while others stay awake and do them." - Anonymous

8) Be Honest and Live by Integrity

Honesty and integrity take you further than you think – Be honest with yourself and others. In business this is perhaps these are the most valued and respected qualities you can have. Being perfectly honest in everything you do and in every transaction and activity is critical to true wealth creation and success. Never compromise your integrity for anything.

A good name is better than silver and gold - Proverbs 22:1



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