

THE CURRENT

M A G A Z I N E

DOCUMENTING THE CULTURE AS IT HAPPENS

ISSUE 010

THE TEA

WHO'S TRENDING

CURRENT SPORTS

BEHIND THE GAME

CURRENT BEAUTY

MODELS MAKING MOVES

STREET STORIES

WHAT THEY MISSED

BOSS MOVES /
HUSTLE TO BUSINESS

GWAPO CHAPO

MARCAN

LIFE AFTER BLACKOUT

INSIDE ISSUE 010

Origin stories, national movement and the business behind culture

THE RECEIPTS BEFORE THE WAVE

The people, systems and decisions shaping what culture sees and remembers.

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**"Anybody can make noise.
Very few can make it move."**
— KB Barrell, ThePlaymaker

THE 12 LAWS OF STREET TEAM MARKETING

**FROM THE MAN WHO BROUGHT
STREET TEAM WORK BACK
TO THE MUSIC INDUSTRY!**

**STREET TEAM WORK,
MAKES THE DREAM WORK** *KB The Playmaker*

THE 12 LAWS OF STREET TEAM MARKETING

1. NEVER CONFUSE MOTION WITH MARKETING Motion feels busy. Marketing moves product.	7. CONSISTENCY WINS Daily presence beats random hype.
2. DISTRIBUTION BEATS TALENT The best product loses without reach.	8. SYSTEMS BEAT MOMENTS Structure scales. Excitement fades.
3. OWNERSHIP IS THE ENDGAME If you don't own it, you don't control it.	9. FANS OVER FOLLOWERS Loyalty pays longer than likes.
4. RELATIONSHIPS BEAT ALGORITHMS People convert. Platforms fluctuate.	10. CULTURE OVER CLOUT Hype fades. Community lasts.
5. TOUCH THE PAVEMENT The streets validate what the internet amplifies.	11. CONTROL THE NARRATIVE If you don't tell your story, someone else will.
6. VISIBILITY IS CURRENCY If they don't see you, you don't exist.	12. EXECUTE RELENTLESSLY Ideas don't win. Execution does.

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FROM THE PUBLISHER

THE CURRENT POSITION

CREDIT BUILDS AN ACCURATE LEGACY

The people who built the foundation deserve recognition in their own time.

RECOGNITION SHOULD NOT ARRIVE LATE

Too often, the people who help build a city's sound are overlooked until the culture catches up. Credit is more than applause; it is how history remains accurate.

FOUNDATIONS CARRY THE FUTURE

Gwapo Chapo's work with Chicken P and Babyface Ray reflects the relationships behind Milwaukee's expanding reach. 'Narcen' is a new chapter backed by years of contribution, not an overnight arrival.

THE COMEBACK PROTECTS THE LEGACY

'Life After Blackout' represents more than a return to music. It is a decision to protect the catalog, reclaim the narrative and continue building with purpose.

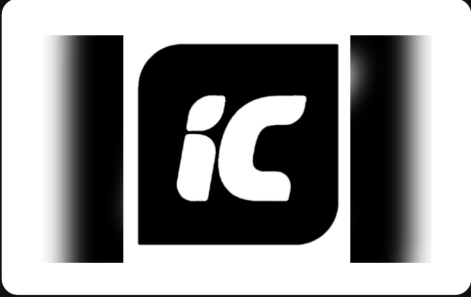
DOCUMENT THE CULTURE WHILE IT LIVES

THE CURRENT exists so originators, builders, artists and communities are recognized in their own time. When the record is preserved early, the foundation cannot be rewritten later.



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THE WAVE LOOKS NEW ONLY WHEN THE FOUNDATION WAS NEVER DOCUMENTED.

COVER STORY

MILWAUKEE RAP - INFLUENCE - ORIGIN

BEFORE THE WAVE HAD A NAME

Gwapo Chapo was making fast beats, connecting rappers and opening studio doors before Milwaukee's current surge reached national ears.



GWAPO CHAPO / LIFE AFTER BLACKOUT

THE PRODUCER CAME FIRST

In a long-form interview, Gwapo Chapo traced his start to making beats for Milwaukee artists, including Munch Lauren. He described learning the work before the city had a national label for its fast, percussion-heavy sound. His point was not that one person invented every rhythm. It was that the current wave has foundations, and he was working inside them early.

THE CONNECTOR BUILT THE BRIDGE

The interview host compared Chapo's role to Gucci Mane's in Atlanta: not only an artist, but a connector who brought rappers into the same rooms. Chapo also recalled meeting Babyface Ray at Lil 100's studio and discovering that the Detroit artist already knew his name. That recognition showed Milwaukee records were traveling before outside media fully documented the exchange.

CHICKEN P MAKES THE RECEIPT PUBLIC

Chicken P has repeatedly credited Gwapo Chapo with taking him into the studio. In a separate interview, Chicken dated their first record, 'Pressure,' to November 2016 and said it helped create his early organic buzz. Years later, Chicken brought Chapo on a 50-city tour. The arc is full-circle: an early door opened for a young artist, then the artist returned with a larger stage.

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A WAVE LOOKS SUDDEN ONLY WHEN THE FOUNDATION WAS NEVER DOCUMENTED.

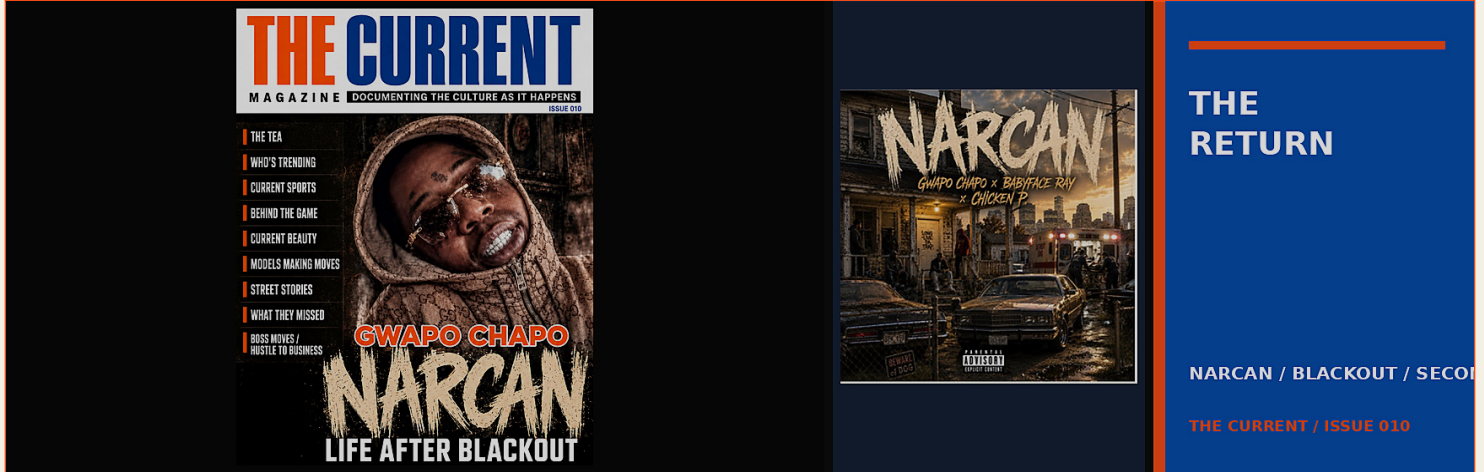
Sources: Gwapo Chapo interview, Code Red MKE/YouTube; Our Generation Music Chicken P interview; Pitchfork, 'The Ones.'

COVER STORY

BLACKOUT - SURVIVAL - SECOND PRIME

NARCAN: THE RETURN IS THE RESUSCITATION

A new record with Chicken P and Babyface Ray reconnects every chapter of Gwapo Chapo's influence—and turns a comeback into a statement of authorship.



GWAPO CHAPO / NARCAN

THE TITLE CARRIES TWO STORIES

'Narcan' is the title of Gwapo Chapo and Chicken P's 2026 release featuring Babyface Ray. This story does not treat the title as proof of a medical event. On these pages, resuscitation describes a career returning after interruption, reflection and time away. 'Blackout' also points to Chapo's documented Blackout Entertainment affiliation—not an invented overdose account.

THE LINEUP IS THE TIMELINE

Chicken P represents an artist Chapo helped bring into the studio. Babyface Ray represents a Milwaukee-to-Detroit relationship that reaches back years; Chapo and Ray appeared with Looney Babie on '4 A.M. in Milwaukee' in 2019. Putting those names together in 2026 is more than a feature list. It is a record of relationships that survived changing eras.

THE SECOND PRIME

Chapo's catalog did not stop at one return single. Blackout Entertainment MKE released the 11-song album 'Don't Put No Lil On My Name' in 2025, and new work continued in 2026. In the interview, Chapo rejected the idea that his best years were behind him: 'This really my prime.' The line gives Issue 010 its center. A comeback becomes durable when the artist controls the record of what came before and what is being built now.

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THE COMEBACK IS LOUDER WHEN THE RECEIPTS WERE THERE BEFORE THE SILENCE.

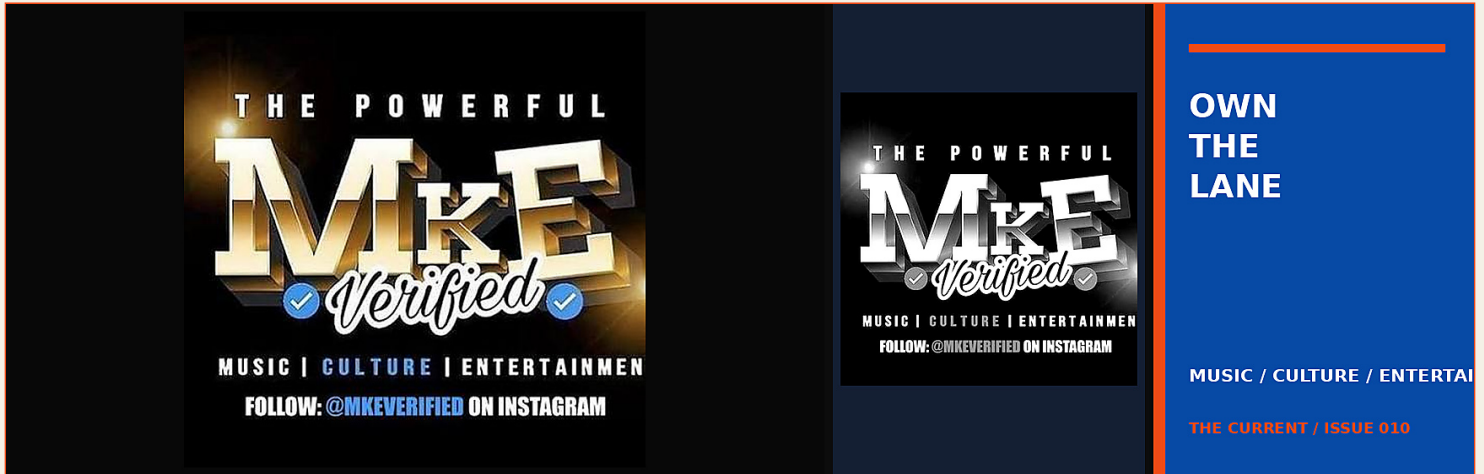
Sources: Apple Music and Spotify release data; Gwapo Chapo interview; Breaking & Entering; public artist catalog, accessed Aug. 30, 2026.

THE TEA

MUSIC - CULTURE - ENTERTAINMENT

MKE VERIFIED BUILT ITS OWN MEDIA LANE

MKE VERIFIED packages Milwaukee music, culture, entertainment and community conversation for an audience that expects the story in real time.



MKE VERIFIED / MILWAUKEE, WISCONSIN

THE CITY MOVES THROUGH THE FEED

A local story can begin with a performance clip, artist interview, event announcement, business opening or neighborhood conversation. MKE VERIFIED works inside that speed, giving Milwaukee personalities and cultural moments a direct route to the audience without waiting for traditional media to decide the story matters.

VISIBILITY IS PART OF THE SERVICE

MKE VERIFIED is not limited to posting headlines. Its public presence connects artists, businesses, events and entertainment with people who can support them. That makes distribution part of the product. Clear labeling between reporting, commentary and paid promotion helps the audience understand what it is seeing while protecting the platform's credibility.

THE ARCHIVE BUILDS LONG-TERM VALUE

A social post can move quickly and disappear just as fast. The larger opportunity is turning interviews, branded features and cultural coverage into an organized media catalog. MKE VERIFIED has built recognition through consistency. Saving the record and owning the distribution can turn today's attention into a lasting Milwaukee media asset.

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THEPLAYMAKER LLC - MARKETING - PROMOTIONS - BRAND STRATEGY

MKE VERIFIED DOES NOT WAIT FOR THE STORY TO TRAVEL. IT BUILDS THE ROUTE.

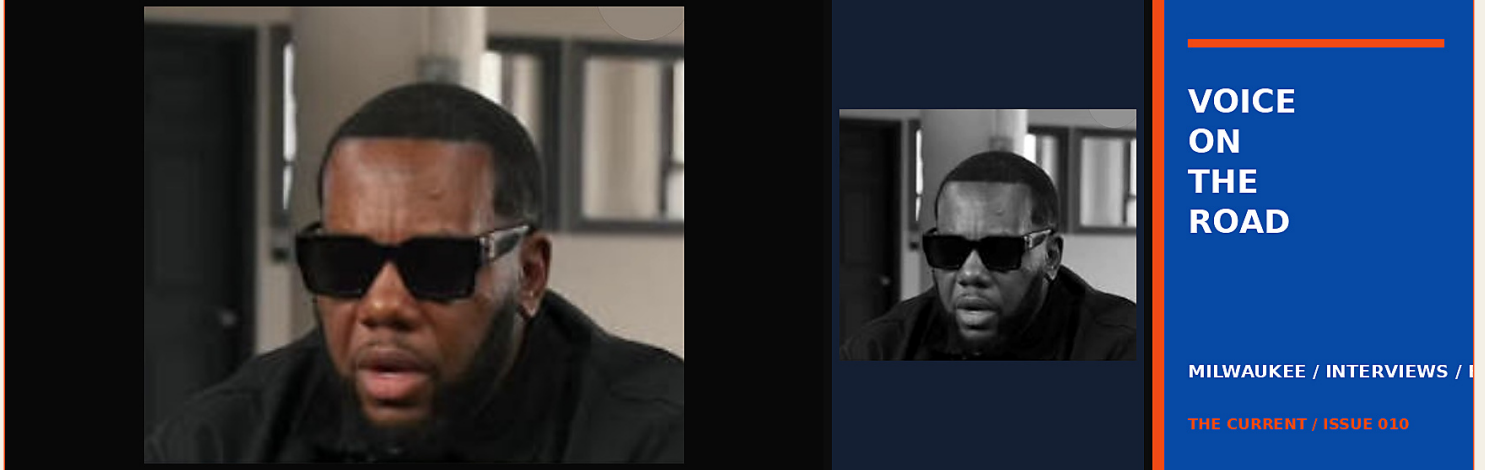
Source: MKE VERIFIED official public profile and posts, accessed Aug. 30, 2026.

WHO'S TRENDING

PERSONALITY - INTERVIEWS - EXPANSION

2REAL IS TAKING MILWAUKEE'S VOICE ON THE ROAD

The influencer is moving from local recognition to out-of-town interviews without sanding the city out of his delivery.



2REAL / VOICE ON THE ROAD

THE FORMAT FEELS CLOSE

2Real built recognition by making the audience feel beside him instead of outside a formal production. His public profile, @2real414, puts Milwaukee in both name and point of view. The delivery is direct, comedic and conversational, but the current move is larger than a local clip.

THE ROAD EXPANDS THE ROOM

Public posts documented media runs through Texas, Detroit and Atlanta, including street interviews outside a Chris Brown concert and a conversation connected to Atlanta rapper Ralo. The locations change; the advantage remains a recognizable Milwaukee voice entering rooms where the city is not always represented.

THE NEXT LEVEL IS OWNED MEDIA

Travel creates collaborations and tests whether a format works beyond familiar blocks. The long-term measure is not views alone. It is whether road work becomes a searchable catalog, interviews become repeatable programming and every appearance leads back to a platform the creator controls.

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LOCAL RECOGNITION IS THE FOUNDATION. OWNED PROGRAMMING IS THE EXPANSION.

Sources: @2real414 and MKE VERIFIED public coverage, accessed Aug. 30, 2026.

CURRENT SPORTS

WOMEN'S BASKETBALL - EQUITY - SCALE

UNRIVALED PUT OWNERSHIP ON THE STAT SHEET

A \$650 million valuation shows what changes when elite women athletes are treated as owners of the league they are helping build.



PLAYER EQUITY

\$650M / OWNERSHIP / SCALE

THE CURRENT / ISSUE 010

THE VALUATION IS NOT A FLUKE

Reuters reported that Unrivald reached a \$650 million valuation after an oversubscribed Series C round raised more than \$100 million. The capital is intended for road games, venue expansion and a third season, nearly doubling the league's prior valuation.

THE PLAYERS OWN THE UPSIDE

Co-founded by Napheesa Collier and Breanna Stewart, the league built player equity into its structure. About 95 percent of its athletes hold ownership, and their pool was valued near \$200 million after the round. The players are not only the product; collectively, they are the largest shareholder group.

A NEW TABLE CHANGES THE GAME

A sold-out game can raise the value of an asset the athletes partly own. Salaries and benefits address today's careers; equity connects players to tomorrow's league. The model still must manage competition and growth, but it has already moved ownership from a slogan to the cap table.

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MENTAL WELLNESS - ADVOCACY - PREVENTION

WHEN ATHLETES OWN THE LEAGUE, EVERY WIN CAN BUILD AN ASSET.

Source: Reuters, Aug. 27, 2026.

BEHIND THE GAME

ARCHIVE - INTERVIEWS - MILWAUKEE RAP

DJ JERRY KEPT THE CAMERA ON MILWAUKEE RAP

Mixtape Trappers Radio became part interview room, part street archive and part bridge between a local scene and the wider industry.

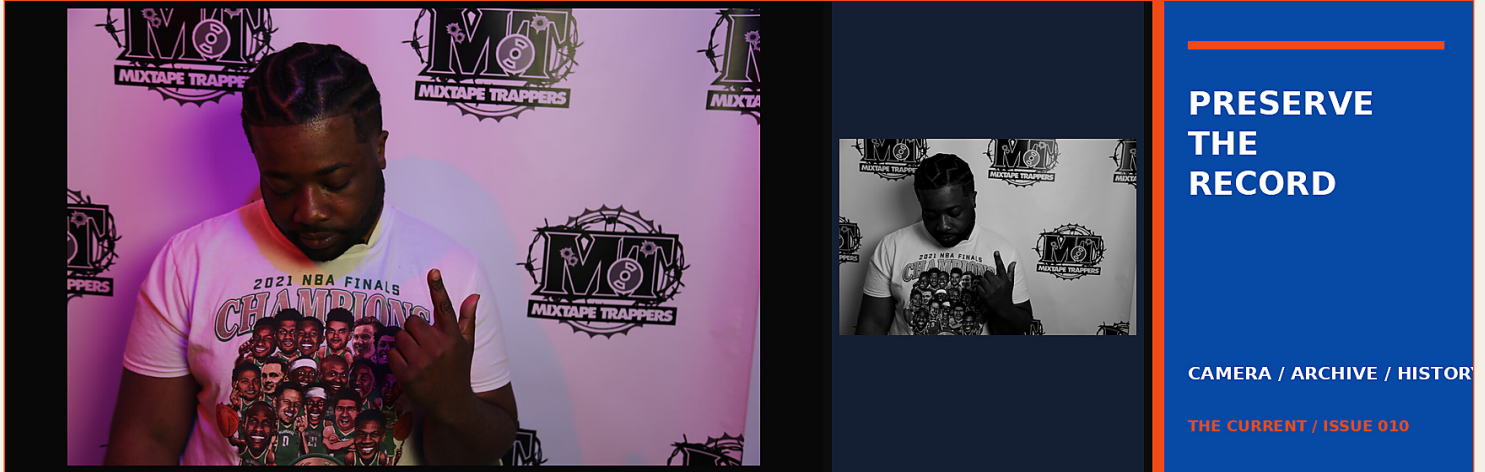


PHOTO: TMJ4 / DJ JERRY

THE CAMERA STAYED LOCAL

DJ Jerry began Mixtape Trappers Radio around 2016 and built a format around the artists, producers and personalities moving through Milwaukee music. His mixtapes tracked new records while long conversations gave creators room to explain the work in their own voices.

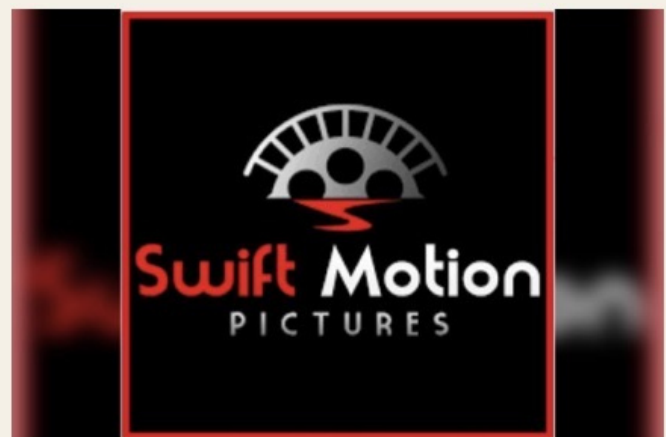
THE ARCHIVE IS THE REAL ASSET

A headline can preserve a release date. An interview preserves voice, relationships, slang, methods and the version of a city that existed when the camera was rolling. Those records become more valuable as artists grow, scenes change and memory becomes less reliable.

PRESERVATION IS INFRASTRUCTURE

DJ Jerry created room for Milwaukee artists before outside media decided what the scene meant. The next step is protecting the record with metadata, backed-up masters, transcripts and clear rights. The interviews already hold history; preservation ensures it remains available.

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FILM - SERIES - DOCUMENTARIES

DOCUMENTATION BECOMES HISTORY WHEN THE ARCHIVE SURVIVES THE MOMENT.

Sources: TMJ4, May 8, 2024; Mixtape Trappers Radio public feed.

CURRENT BEAUTY

HAIR - GAMING - CULTURAL OWNERSHIP

THE DOUX PUT THE BLACK SALON INSIDE ROBLOX

My Salon Empire brings textured-hair knowledge, entrepreneurship and salon culture into a digital world young players already understand.



THE
SALON
GOES
DIGITAL

HAIR / GAMING / OWNERSHIP

THE CURRENT / ISSUE 010

THE DOUX / MY SALON EMPIRE

THE SALON ENTERED THE GAME

The Doux carried its salon-grade Black hair expertise into Roblox with My Salon Empire, a free experience built around opening and growing a salon in Atlanta. Players style multiple hair types, serve clients and expand from one chair into a business.

REPRESENTATION BECAME INTERACTIVE

Textured hair is not a late add-on to the game. It sits at the center of the experience. That affects what young players imagine as normal and valuable while turning technique, service and entrepreneurship into something they can practice.

AUTHORSHIP MATTERS

The Doux did not enter technology with a generic branded room. It translated experience from salons, products and Black beauty entrepreneurship into an interactive environment. Representation carries more weight when the culture is not only visible but also helping design the world.



BLACK BEAUTY ENTERED THE DIGITAL WORLD WITH ITS KNOWLEDGE ATTACHED.

MODELS MAKING MOVES

CHANEL - JOY - REPRESENTATION

AWAR ODHIANG CLOSED THE SHOW AND OPENED THE FRAME

A joyful Chanel finale became a career-defining image for a South Sudanese Canadian model who refused to make high fashion feel distant.

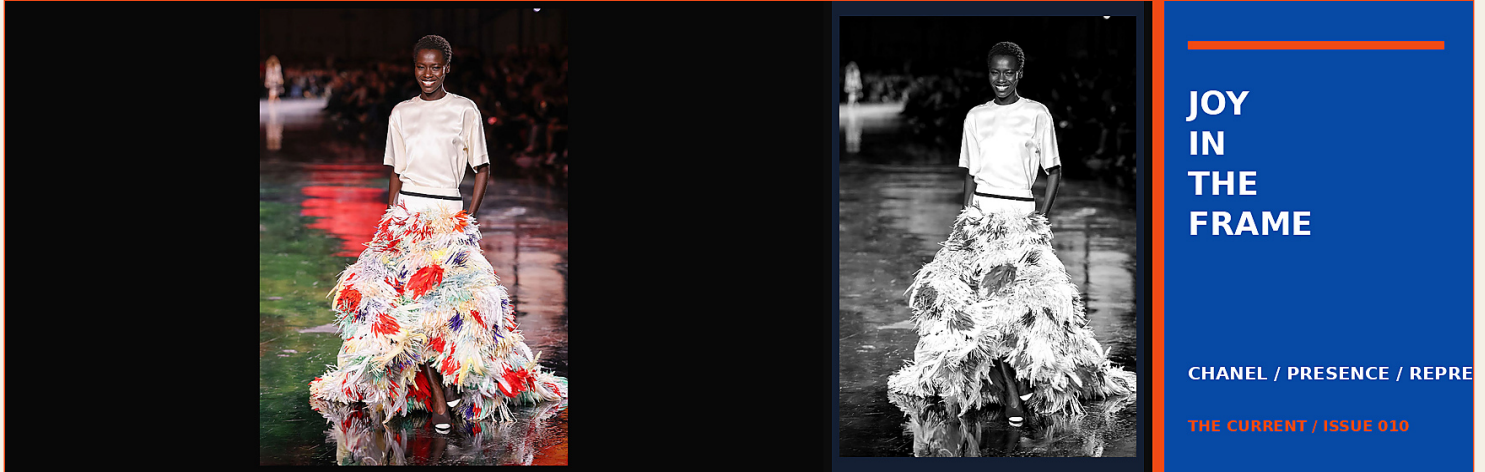


PHOTO: AWAR ODHIANG / CHANEL RUNWAY

JOY CHANGED THE ROOM

At the Spring 2026 Chanel finale, Awar Odhiang moved with an open smile and visible joy. The South Sudanese Canadian model turned one of fashion's most controlled stages into a human moment that traveled far beyond the runway.

THE MOMENT BECAME A RUN

Industry coverage identified Odhiang as the third Black model to close a Chanel show. She then appeared centrally in the house's Spring/Summer 2026 campaign and covered Vogue Italia's February issue, confirming the finale was part of a larger career step.

PRESENCE EXPANDED LUXURY

Odhiang challenged the old rule that severity is the only language of prestige. Her expression did not reduce the clothes; it made the audience feel the experience of wearing them. Joy became presence, and presence became the image the season remembered.

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THE SHOW ENDED WITH HER. THE LARGER CONVERSATION STARTED THERE.

STREET STORIES

LONDON - CARIBBEAN CULTURE - PUBLIC SPACE

NOTTING HILL CARNIVAL STILL OWNS THE STREET AT SIXTY

Sound systems, handmade costumes and Caribbean memory turn West London into a living argument for culture in public.



SIXTY
YEARS
OUTSIDE

SOUND / MAS / PUBLIC SPACE

THE CURRENT / ISSUE 010

PHOTO: NOTTING HILL CARNIVAL 60

THE STREET HOLDS THE ARCHIVE

For its 60th year, Notting Hill Carnival returned to the streets that gave it meaning. Its power still comes from ground level: sound systems, mas bands, steelpan, food, dance and Caribbean communities claiming public space together.

THE MUSIC TELLS THE HISTORY

Sound systems moved through reggae, soul, lovers rock, jungle, grime and newer forms without erasing what came before. Costume makers carry another archive by hand. In 2026, Mahogany Carnival Arts built around Sankofa—looking back in order to move forward.

SUPPORT CANNOT TAKE AUTHORSHIP

Large cultural events attract pressure to relocate, sanitize or become sponsor backdrops. The strongest partnerships support artists, bands, crews, designers, cleanup and safety without taking the story away from the people who built the gathering.

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THE STREET BECOMES AN ARCHIVE PEOPLE CAN DANCE INSIDE.

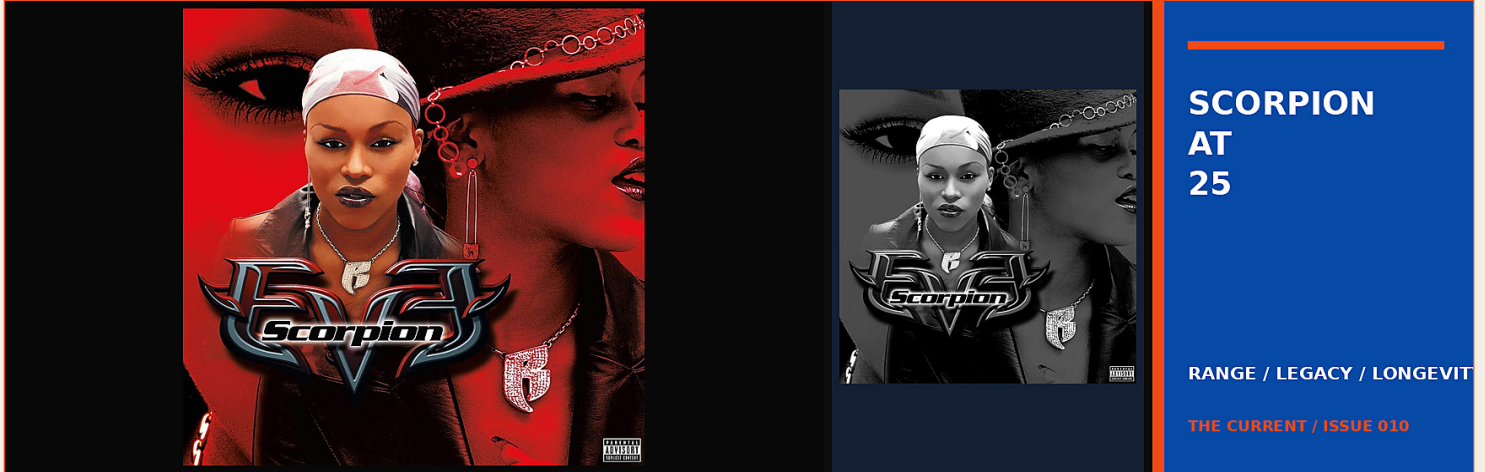
Source: The Guardian, Aug. 25, 2026.

WHAT THEY MISSED

SCORPION - LONGEVITY - WOMEN IN RAP

EVE BUILT A RECORD THAT STILL KNOWS HOW TO MOVE

Twenty-five years after Scorpion, the album remains alive because it never confused range with compromise.



ARTWORK: EVE / SCORPION

THE ANNIVERSARY IS EVIDENCE

Eve's Scorpion turned 25, proving a woman in rap could make a record with edge, melody, style and commercial reach without surrendering the identity that made the audience care.

THE RANGE CREATED LONGEVITY

The platinum 2001 album produced 'Let Me Blow Ya Mind' with Gwen Stefani, a No. 2 hit that won the first Grammy for Best Rap/Sung Collaboration. Eve expanded the sound while keeping the Ruff Ryders foundation intact.

THE LINEAGE MUST STAY VISIBLE

The anniversary restores Eve to a conversation that too often treats every generation of women in rap as a new beginning. Scorpion was a complete statement from an artist who understood image, records and presence—and built work durable enough to outlive the release cycle.

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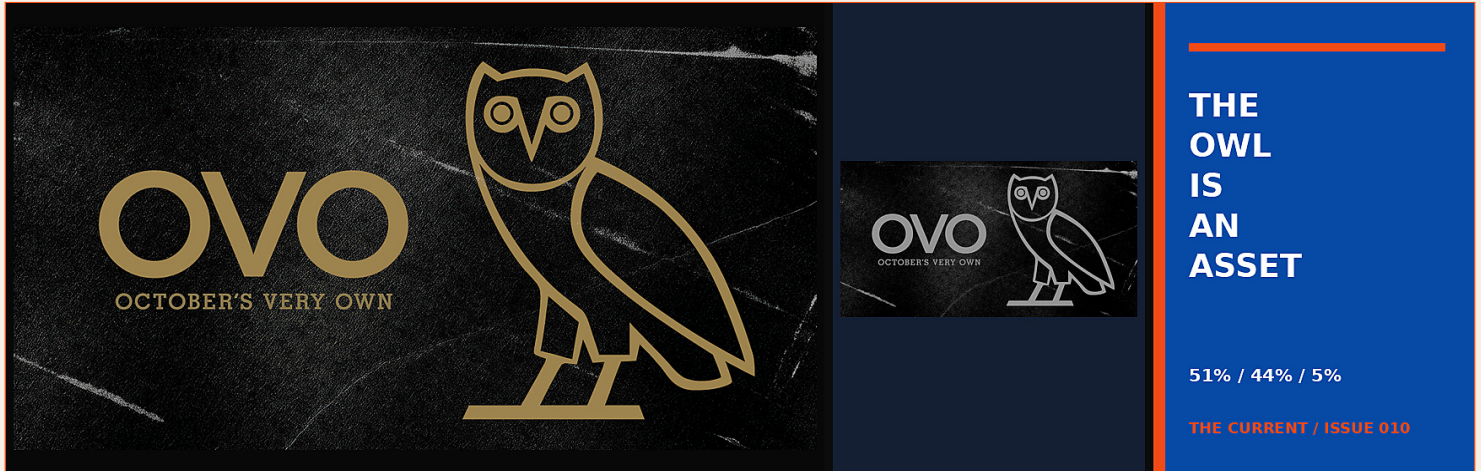
RANGE IS NOT COMPROMISE WHEN THE ARTIST'S IDENTITY STAYS IN CONTROL.

BOSS MOVES / HUSTLE TO BUSINESS

OVO - INTELLECTUAL PROPERTY - SCALE

DRAKE TURNED OVO INTO AN ASSET BIGGER THAN MERCH

A majority-stake deal shows how a city-coded lifestyle brand can become global intellectual property without the founder leaving the table.



OCTOBER'S VERY OWN / GLOBAL LIFESTYLE BRAND

THE OWL BECAME AN ASSET

Authentic Brands Group acquired 51 percent of OVO's intellectual property, while Drake retained 44 percent and Vince Holding Corp. took 5 percent with apparel and retail operating responsibilities. The structure treats OVO as more than a box of shirts.

TRANSFERABLE VALUE REQUIRES SYSTEMS

The owl, name, design language and audience can support stores, wholesale distribution, licensing and new categories. Consistent marks, clean ownership, documented partnerships and product quality turn cultural recognition into an asset another company can invest in.

THE CHECK IS NOT THE ONLY MEASURE

Majority ownership moves key decisions into a larger corporate structure even when the founder keeps a substantial stake. The real test is the rights retained, obligations accepted and whether scale makes the brand larger without making its meaning smaller.

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A BRAND BECOMES AN ASSET WHEN ITS MEANING CAN SCALE WITHOUT DISAPPEARING.

Source: Music Business Worldwide, Aug. 27, 2026.

RICARDA AMOR TEQUILA



"JUST A BETTER
TASTE OF LIFE"

**REMEMBER TO
DRINK LIKE A BOSS**





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