

TENTH ISSUE MAIN COVER 2024



ISSUE 10



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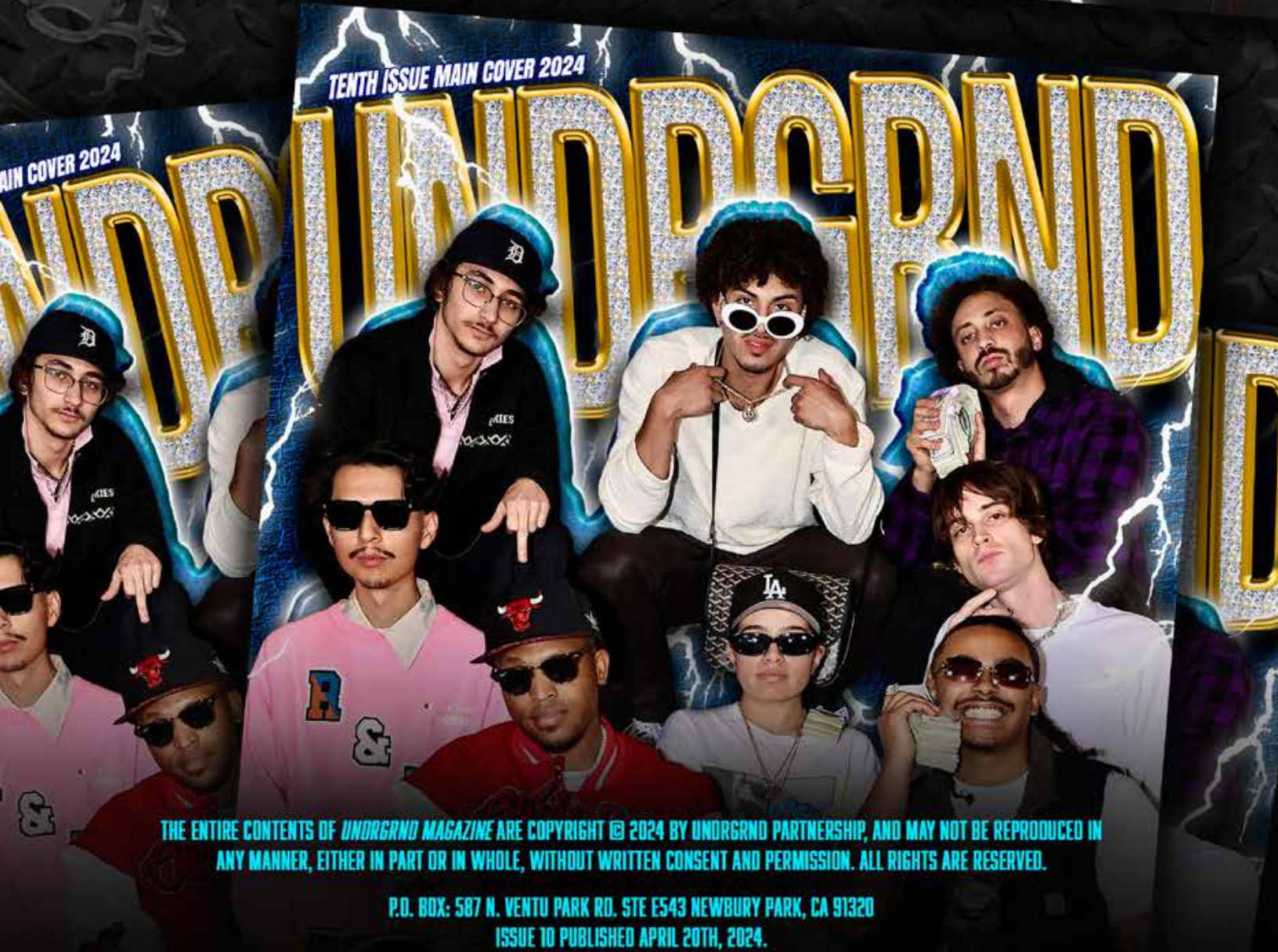
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MALIEK MILLER DRU LIRA D SUMMERS AJOHNETTE YZ CHOPPA AUZI TAYLOR

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ISSUE 10
RELEASE EVENT

UNDRGRND BREAKING SOUND LA

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STREETWEAR
AWARD WINNER
2020-2024

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THE BAY TO LA

ISSUE 10

MAIN & EXCLUSIVE COVERS

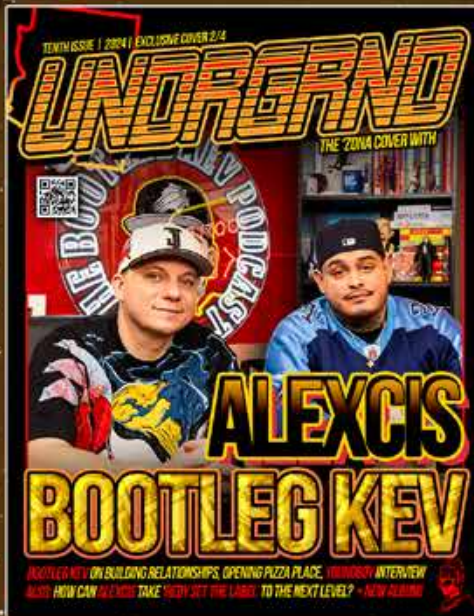
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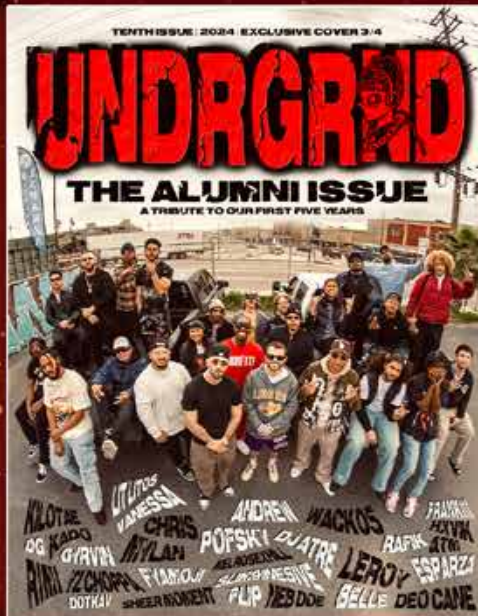
ISSUE 10
MAIN COVER



RJMR LA
EXCLUSIVE COVER 1/4



BOOTLEG KEY & ALEXCIS
EXCLUSIVE COVER 2/4



THE UNDERGRND ALUMNI
EXCLUSIVE COVER 3/4



RAUNII, DOMINIKA, ADISS, PES01M
EXCLUSIVE COVER 4/4



Photo by AJ Lopez
Lul AB performs a freestyle in front of the *UNDRGRND* Magazine Wall

YZ Choppa (left), Dru Lira (right) in Downtown Los Angeles
Photo by Noah Cudal





LODA LIFA

**"I'M A STUDENT OF THE GAME,
SO I HAVE TO KEEP
GETTING BETTER
AT MY CRAFT."**

FILL THOSE STATS:

"I STARTED WRITING RAPS AND LEARNING TO PRODUCE BOTH IN 2013. I DEVELOPED A VOICE AND A MINDSET, SO I NEEDED A BEAT TO RAP ON. MY MOM GOT ME A LAPTOP AND MY OLDER COUSIN GOT ME LOGIC AND A COUPLE OF PLUG-INS. IT WAS JUST LIKE STARTING A VIDEO GAME – YOU JUST GOTTA FILL YOUR STATS UP AND GET BETTER AT IT."

BUILDING UP

"I LOST A LOT OF THINGS IN 2023. MY PREVIOUS JOB, AND I WAS VERY SICK AT ONE POINT. IT WAS A MOMENT OF CHANGE FOR ME THAT I HAD TO PIVOT AWAY FROM. I CAME OUT STILL ALIVE, STILL BETTER, AND STILL ME. I CAME OUT WITH [SONGS LIKE] "LIKE THAT" AND IT BECAME A FAN-FAVORITE. THAT WAS THE BEAUTY OF 2023."

LOOK GOOD, FEEL GOOD

"I WAS ABLE TO LINK WITH A MENTOR, MICHAEL AVELAR, AND HE WAS ABLE TO HELP ME IN DIFFERENT WAYS. HE'S A STYLIST, SO HE WOULD HELP WITH MY CLOTHES AND FASHION. AS MUCH AS I LOVE MAKING THE MUSIC, I ALSO LOVE PUTTING ON AN OUTFIT THAT REPRESENTS THE MUSIC."

'WEST2K' SUBGENRE

"WEST2K IS ESSENTIALLY A SUBGENRE IN HIP-HOP. IT'S WEST COAST/MIDWEST FLOW MIXED WITH Y2K SOUNDS. I LIKE A LOT OF CINEMATIC STUFF – KANYE WEST, THE NEPTUNES, PHARRELL, MICHAEL JACKSON, DOM KENNEDY, HIT-BOY, DR. DRE, AND KID CUDI. ALL OF THAT COMBINED DESCRIBES THE WEST2K SOUND."

"MEXICANS, BRO"

"MY PARENTS ARE OLD SCHOOL. MY DAD WOULD ALWAYS PLAY KOOL & THE GANG, MICHAEL JACKSON, LIONEL RICHIE, THE BEATLES. MY MOTHER PLAYED '80S AND '90S POP SONGS ALL THE TIME. LAST YEAR, I SAW MY MOM WATCHING A FERGIE VIDEO, SO SHE KNOWS WHAT'S UP. AND THE SPANISH MUSIC TOO. MEXICANS, BRO – WE LOVE THE ORGAN AND WE LOVE PERCUSSION."

MUSIC AS THERAPY

"MAKING BEATS IS THERAPEUTIC. IT COMES MORE NATURALLY TO ME THAN WRITING SONGS. BUT MY FAVORITE PART IS WRITING AND RECORDING 'CAUSE I GET BETTER EVERY TIME. PUTTING EVERYTHING TOGETHER IS THE MOST EXCITING ASPECT OF MY ARTISTRY."

DRU LIRA



NAME
DRU LIRA (BORN "ANDREW LIRA")

CITY
MONROVIA, CALIFORNIA

BORN
OCT. 2, 1998 / LIBRA

MAKING MUSIC
10 YEARS

PROD | ENG
DANNY MEJIA

MUSIC INFLUENCES
YE, THE NEPTUNES, HIT-BOY

NOTABLE MOMENTS
PERFORMING AT UNDS STORE;
BACKYARD SHOW W/ 300 PEOPLE

HOBBIES
PLAYING RETRO GAMES, HITTING
FLEA MARKETS & RECORD STORES

OTHER HUSTLES
DESIGNER / INVENTORY MGMT

FAVORITE MOVIE
BEVERLY HILLS COP (1984)

FAVORITE FOOD
DIN TAI FUNG

PET PEEVE
DISRESPECTFUL PEOPLE

DROPPING SOON
WEST2K EP ("THREE SONGS,
COMING END OF SUMMER")



YZ

CHOPPA



name **YZ CHOPPA** making music **7 YEARS**
city **SANTA BARBARA** sign **SAGITTARIUS**
music influences **A\$AP ROCKY, YOUNG THUG**
KANYE WEST, KENDRICK LAMAR
recent project **"WHOISYZ?" (2023)**
19 TRACKS (FEAT. DJK, HAYES,
JNUG, MARCO JAVIER)
dream collab **BABY KEEM,**
METRO BOOMIN
hobby **COOKING**
also **PRODUCES**
& ENGINEERS

"Putting out an album that's clean as f*ck — top to bottom — is what proves to me that you're a solid artist"

YIMM

50/50: "I'm half black, half Latino. My mom's Mexican, my dad's black. There's a big Latino community here in Santa Barbara. I was raised by Latinos primarily so that's family to me. Black people are my family, too. It's equal all the way around. Family events are where my wild side shines."

PROJECT DRIVEN:

"You always hear about the type of artist you have to be to succeed. I take some of that advice, but I've heard, 'You got to put one song out because most people are not gonna listen to your album,' and all this negative shit about releasing albums. Fuck that. What were the OGs doing? Putting out albums."

"ROYALTY":

"It was my first studio session. I wrote a song dedicated to my cousin called 'Royalty.' It's about the feelings, the 'what-ifs,' and the experiences after losing my cousin. What if she was still alive? What would we be doing? We'd be living in royalty and living lavishly because our dream was to be successful and make a lot of money. I recorded the song at Studio77 in Vegas."

MEETING ONDRGRND: "I saw my homie post *ONDRGRND* on socials. I clicked through it about four or five months ago, and I needed to do some shit like what they were doing. I saw a post that they needed artists for their next issue, but it was 23 hours old and the post was about to expire. We got it done and I was advertised inside Issue 9. It went smooth and it was a hit from there. Shout out to everybody from Issue 9 — they're all homies, easy to connect with."

SOUND SWITCH: "There was a point in 2020 when I wanted to dabble in the deep melodic rap sound, like XXXTentacion. Then I took a break from making music, and when I came back, my girl put me on to Brent Faiyaz and some similar artists, and it inspired me again. It wasn't really until 2021 that I made my first real melodic rap song."

SHOOTOUT A STUDIO:

"I've been rocking with FL since day one. I had just the trial for three years throughout high school. I was a kid back then with no money. My parents barely funded it — the most they ever spent was like \$200. But I've been rocking with FL ever since."

ALBUM ON THE WAY:

"I'm working on it right now. I've been doing music for seven years, and I feel like I'm barely getting started. It's been a learning process as I keep growing."





KING OF THE WEST COAST?

**RJMRLA HAS THE CITY'S APPROVAL,
AND THE MASTER PLAN, TO
RIGHTFULLY WEAR THE CROWN.**

**BY ANDREW MASON
& MICHAEL POFSKY
PHOTOS @MUSTYLAB**



Rodney Brown Jr., a.k.a. 'RJMrlA,' is the epitome of the underground rap star. The 30-something-year-old Los Angeles native has been relevant for over a decade now, had his 2015 hit "Hoes Come Easy" turn RIAA Gold late last year, and promises a 2024 with multiple project drops.

But in a city so criticized for 'tearing down its own people,' how has RJMrlA—whose stage name is as bold and braggadocious as they come—managed to maintain the respect from not only the fans, but his rap peers for so long? Despite not gaining traction 'til his mid-to-late 20s, RJ began writing music "way back before high school. I've been rapping before I could even understand rap."

He tells *UNDRGRND Magazine* memories of his mom playing Snoop Dogg throughout his childhood, a major musical inspiration in RJ's developmental years. RJ himself admits that he did not expect the support from top LA talent right off the bat. He recalls his 2017 show at The Novo DTLA, a night RJ brought out hip-hop icons Schoolboy Q, OT Genasis, YG, and of course, Snoop.

(cont. next pg.)

"It's surreal meeting somebody you first met on TV," RJ says of Snoop, emphasizing that receiving the approval from such LA staples added to his confidence as a growing act.

If somebody like Snoop Dogg could get behind a new rapper calling himself 'Mr. LA,' then nobody could tell RJ nothing.

**"MOST PEOPLE
SEEK VALIDATION
FROM THE INTERNET,"
RJ SAYS.
"IM INSPIRED BY
STEPPING INTO
ROOMS THAT PEOPLE
DREAM ABOUT."**

The full story of RJ's come up—with bangers like "Hoes Come Easy" (2015) and "Get Rich" (2016), Rolling Loud appearances, international tours—is documented well already, and chances are you know the story.

But if RJ is going to claim the throne of the West Coast, he needs more than just acceptance from LA rap elite and some smash hits. What proves RJ's really king is his longevity, the long term trajectory. The fact that this deep into his career, RJ's dropping some of his best work yet, running his own OMMIO ENT label, touring independently, and taking care of a family.

In November 2023, he released *OMMIO Grillz* a full-length collab project with DJ Drama and the East Coast legend's Gangsta Grillz series. A month later, RJ was featured on Big Hit's *The Truth is In My Eyes* album, *UNDRGRND*'s vote for the most authentic hip-hop release of the year.

"Big Hit's a dope person and he's got a story to tell," RJ says of the recently freed Big Hit, who spent a majority of his adult life incarcerated. "He's a living testament of where we don't want to be, but sometimes with the cards we're given, and with the state of the judicial system, that's where we end up."



RJ took his feature on "Red Lotion" a step further, partnering up with Big Hit and Jay Worthy for a timeless music video. Jumping to February 2024, RJ released his Valentine's Day inspired *The B*tch Tape*, a 12-track project featuring Ty Dolla \$ign and OMMIO ENT artists Siete7x and Bree Carter. The tape's lead single "Just A Fuck," produced by *UNDRGRND* alumn, LowTheGreat, showcases hard hitting West Coast energy with the classic hooks and fire bars we want from RJ.

"I've played [*The B*tch Tape*] for feminists and they love it," RJ says, "so if I can get past that, I can get past anything."

How has RJ been able to keep the energy of the city so up in recent years? RJ admits he took some time away from releasing new music during peak COVID. Instead, he spent this time learning new ways to attack the game and promote himself, observing newer players like Zoe Osama and Kalan.FrFr, amongst others.

"People look at me like a prophet," he says. "I'm just really in tune with what's going on."

RJ says he also solidified his team and support system during the pandemic, and feels like for the first time he can truly fill the role of "a boss."

"Being a boss means having employees," RJ says. "For the first time in my career, there's finally a 'Team RJ'. For the longest time I relied on my talents, but there are people who know how [to promote an artist.]"

Part of RJ's newfound mentality has been taking better care of his brain and body. He tells *UNDRGRND* that while he exercises, does breathing work, and reads and writes to keep his mind at rest, his biggest focus is staying "high vibrational."

RJMrLA's hunger for continued stardom is nothing less than inspiring. Sometimes you have to take a step back, observe the game and know when to strike. Aside from the major co-signs and a gold record, it's RJ's master plan that's made him a shark in the hip-hop world.

And for that, we say he truly lives up to the West Coast crown he has acquired.





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XXIII SILETTES



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MEMORY LANE 2
TOUR

MAY 10
DB.BOUTABAG
▶ THE 2KLOCKS TOUR



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VENTURA

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OFF THE XTRAS
TOUR



MAY 31
THA DOGG POUND
(KURUPT &
DAZ DILLINGER)



MAY 7
OHGEESY
& 310BABII
OFF THE XTRAS
TOUR PART 1

MARCH 21ST, 2024

KALAN.FRFR'S TWOFR UNIVERSITY TOUR

VENTURA MUSIC HALL

W/ 310BABII, POFSKY, KACEYFAMILY, ELIJAH BANX & DJ ATRE

PHOTO BY NOAH CUDAL



VENTURA

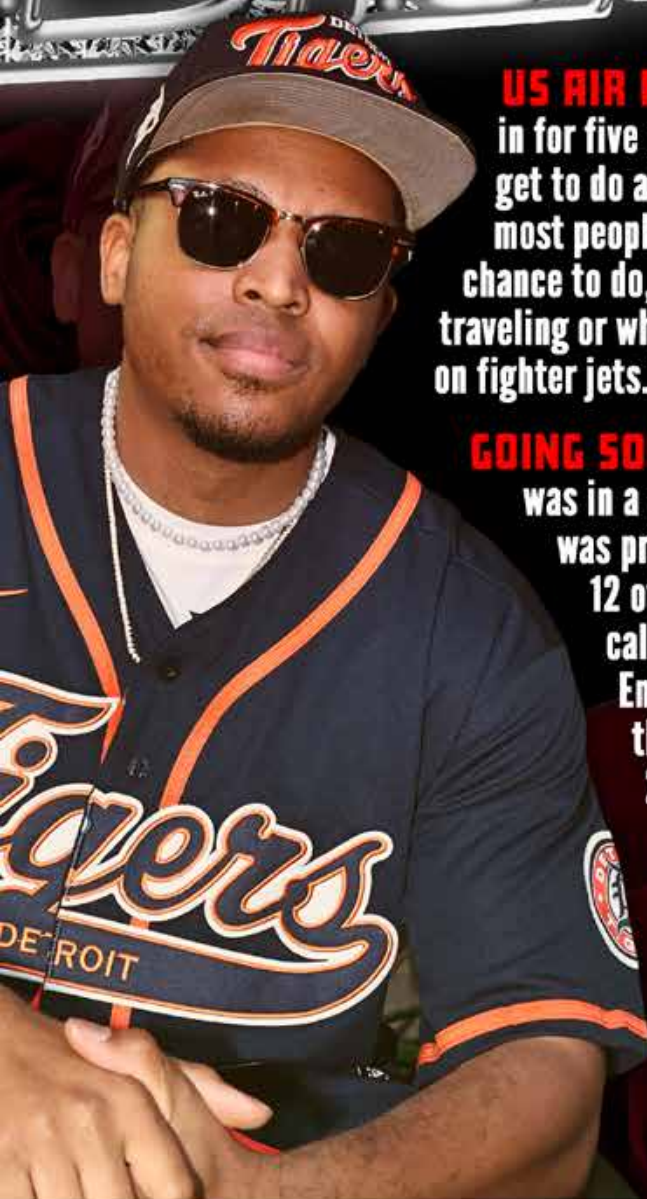
MUSIC HALL



UNDRGRND MAG AND VMH PRESENT

Kaban. FrFr
TWOFR UNIVERSITY
Tour
3.21.2024

DIS SUMMM



US AIR FORCE: "I've been in for five years. It's cool, you get to do a lot of things that most people don't get the chance to do, whether it's traveling or what I do, working on fighter jets."

GOING SOLO: "Originally, I was in a whole group. There was probably about 10 or 12 of us at one point, called Franklin Gang Entertainment, and that started around 2015. But by like 2018-2019, I was the only one who was still doing it, so that's really when the whole solo thing started."

FASHION SENSE: "I have a clothing brand called 'Summertime.' My friend who studied fashion design gave me the idea. I have T-shirt's, jackets, hoodies, hats, conditioner, soap—all kinds of stuff. We're working on an exclusive summer line with swimsuits and leggings."

FROM CASSETTES: "My inspiration came from a box of old cassette tapes that my mom gave me and said to play it 'instead of whatever's on the radio.' Public Enemy, N.W.A, Run-D.M.C., EPMD, stuff like that. I spent hours listening to every single cassette tape that was in there. Listening to all of that 80's and 90's is what inspired me to even start writing music on my own."

STUDIO MINDSET: "I don't like to have big a group and I don't really take a lot of breaks. I like to get in there and get as much done as possible."

" WHAT MOTIVATES ME NOW IS PEOPLES' REACTION TO THE MUSIC AND THE **FEEDBACK** THEY GIVE ME "

ARTISTS



NAME
D SUMMERS

CITY
DETROIT, MI

NOW LIVES
FRESNO, CA

OCCUPATION
US AIR FORCE

MAKING MUSIC
8 YEARS

BIGGEST INFLUENCES
CHRIS BROWN
ZAPP & ROGER
THE WEEKND

PRODUCER
DREDAMOST

SIDE HOBBY
TAEKWONDO

RECENT ALBUM
HOUSE PARTY



LIBRA



name: Lul AB city: Tucson, AZ
born: 10/19/01 sign: Libra
making music: 4 Years dream collab: Peso Pluma
high school: Palo Verde Magnet
music influ: Kidd Zeeno, Drake, Anuel AA, Bad Bunny
side hustles: Entrepreneur, Gambler
opened for: Kalan.FrFr, Mike Sherm
recent project: Proceed With Caution (9 tracks)





ARIZONA MUSIC SCENE

"Tucson has a big Latino community because it's so close to the border. You'll hear a lot of bandas, reggaeton, hip-hop and rap. There're a lot of talented rappers in Tucson, and a ton of good local shows downtown where people definitely pull up to support."

TRUE HIP-HOP HEAD

"I started writing raps when I was 11 or 12. I originally wanted to play basketball, but it was a long shot. When I graduated high school during COVID, I realized that music was my real passion. I began writing music and listening to beats with my friend, Kidd Zeeno."

PROCEED WITH CAUTION (2023 PROJECT)

"The creative process was very unique and at first overwhelming. I wanted to put something out that was good, but I didn't want to overthink it. I put a group of songs together that match each other while still giving different vibes and maintaining upbeat energy. I started it back in 2020 and took my time to release it, three years later. I was proceeding with caution."

"LOTERIA" WITH DJ FLIPPP

"The song's not out yet because I want to shoot a music video. DJ Flippp produced that song and told me I should film it in Tucson. He gave me the general idea for the video — I'm in the club with a lot of bad bitches. If I can get the girls to pop out, I can get the city to pop out. I need the music video before releasing it for streaming."

PLOTS FOR REST OF YEAR

"I have a new project coming out with just pure Spanish songs. Spanish is my first language but I have spoken English more throughout my life. It's definitely more difficult constructing a song in Spanish but I've written about 50 songs in Spanish. My Mexican family played a lot of old school Latino songs, like Enrique Iglesias and Shakira."

BOOTLEG KEV & ALEXCIS

by Michael Pofsky & Andrew Mason
photography by Brian Ticas



WATCH THE FULL
BOOTLEG KEV
& POFSKY
INTERVIEW FOR
UNDRGRND
MAGAZINE HERE
(YOUTUBE)





B

ootleg Kev has built his media empire from pure genuinity and a knack for networking. In 2024, this is certainly a lost art amongst the modern media landscape. Call upon most hip-hop platforms and news aggregators, and you won't be suprised to find outlets quick to exploit the subjects of their content. It's a world of yearning for viral online moments and creating what we all commonly know as "click bait." Keep in mind this is typically done with the journalist's advantage of not necessarily ever facing the artist in discussion "face to face."

Bootleg Kev has done quite the opposite in his multifaceted mogul journey. The Phoenix-native who got his name from "bootlegging" knock-off rap albums in the early 2000s, has today found the balance between running a reputable news source, while building mutual respect with artists, managers, and other industry personnel.

"My business model is that I'm a 'relationships guy,'" says Kev. **"I want people to know that if they come on my show, it's like a safe place for them. I'm not gonna release anything they don't want out, stir up controversy for clicks. I'd rather not release an interview than make someone look crazy."**

His approach has paid off. Kev's YouTube channel boasts nearly 400k subscribers, while his radio show is syndicated across the country in cities like Las Vegas, Oxnard, Phoenix, Pittsburg, and Tampa Bay. Some of his top interviews include Berner, Jelly Roll, Kevin Gates, Lamar Odom, GloRilla, Boosie Badazz, and E-40. In late 2023, Kev took the journey to Grave Digger Mountain in Salt Lake City, capturing a rare interview with NBA YoungBoy, a chart-topping rapper famous for being cut off to both the press and public (partly due to YoungBoy's well-documented long term house arrest).

With Kev's background starting in the radio environment, he quickly climbed up the ladder in the field. He spent his 20s moving to different states, taking opportunities to be an on-air host and build his personal network. He recalls working at a Las Vegas radio station in the early 2010s, where he was allowed to cut up and post the video content of guests for his own personal use. At this time, YouTube content related to artists was pretty juvenile, leaving Kev a key gap in the market for him to capitalize on. Check out his channel, where you can still find freestyles and content from legends like Kendrick Lamar and J. Cole from their early come-up eras.

After working at multiple top stations in LA, Kev began putting together his own platform. Today, we see the YouTube & streaming targeted "The Bootleg Kev Podcast," as well as his independent daily hip-hop radio show.

"It's important not to burn bridges in the entertainment industry," says Kev. **"I still have working connections, even with places that fired me."**

Outside of his career in media, Kev has a very entrepreneurial spirit. He owns "11:11" — a nightclub in Scottsdale, AZ, with his restaurant "Well Seasoned," next-door. His newest venture opened in March 2024, a poppin' pizza spot in Burbank, California by the name of "What Up Dough."

Left to Right: Bootleg Kev, Pofsky, Alexcis, Andrew Mason



In the music lane, Kev also heads Redy Set The Label, with star signee "Alexcis," a fellow Arizonian.

"Alexcis is signed to my 'imprint,'" Kev says in a recent sit-down. **"He's one of my best friends, he's like my child [Laughs]. He's lived with me for a few years."**

Along with the Bootleg Kev co-sign and push, Alexcis carries his own in musical talent and likability. He provides high-energy hooks with smooth lyricism, and has worked with artists like T-Pain, Wiz Khalifa, and Snow Tha Product. Despite the face tattoos, he's not an intimidating presence, but instead the first to shake your hand when you enter a room.

Long before signing to Kev, Alexcis tells Andrew Mason of *UNDRGRND Magazine* memories of singing outside of stores for money as a teenager in the Phoenix area.

"I just had this hustler mentality," Alexcis says. **"I'd pull up with a guitar outside of Ross. 30-60 minutes, I'd make \$60-\$100, go buy weed and Taco Bell. When it came to surviving, getting money, it was always like 'I could do this, why not? The worst people gonna tell me is no.'"**



THE
**BOOTLEG
 KEV**
 SHOW



After bouncing between Arizona, California, Nevada, and multiple management agreements, Alexcis inevitably linked up with Bootleg Kev.

"We met at this sushi spot at like four in the morning [in Vegas]," Alexcis says on his first time meeting Kev in-person. "He had shouted me out before though, on his podcast."

Today, the two work closely to build up Alexcis' music career. April 2024 brought the release of *Who Can I Run To?*, a 12-track project featuring Zoe Osama, Lucien Parker, Coyote, and others. In true Bootleg Kev and Alexcis fashion, the drop was kicked off by a release party at Kev's 11:11 club in Scottsdale.

Kev and Alexcis are ultimately a model duo in our hip-hop media world. Built off the foundation of solid relationships and consistent content, the two will continue to make their voice heard in the modern hip-hop and media landscape.

Follow Bootleg Kev and Alexcis on Instagram at @bootlegkev and @alexciswroteit, and stream *Who Can I Run To?* out everywhere now.

Left to Right: Xiris, Bootleg Kev, Alexcis, TKRUNITUP



AUZI!

TAYLOR

MUSIC INSPO: "My inspiration comes from lots of different sources. Musically, it started for me when I would go on road trips with my mom, dad, and sister. They would play their favorite songs from their favorite bands, like Neil Young, Fleetwood Mac, The Beatles, and Sting. When I got a little bit older I started getting my own CDs — like Linkin Park and blink-182. I kinda went on this huge roller coaster with aggressive styles of music."

SKATING, GUITAR & DRUMS: "I still love skateboarding 'til this day, but I picked it up around the time I found music, around 11 or 12 years old. When I got my first skateboard, it also just completely took my life over. It's not something I do so much anymore but I still have my boards. When I need to go to the store and pick something up really quickly, I'll just skate over to the store. I'll always skateboard, just like I'll always play drums and guitar."

MOVING TO LA: "I had come to Los Angeles on tour with a band, and I had the day off, so we went walking around Hollywood Blvd. and we passed Musicians Institute (MI). I did a little bit of research about it and it sounded like something cool that I wanted to be a part of. When I got home from that tour, I got signed up to go audition for MI. I flew back out here, auditioned, and was accepted into their drumming program. That's when it was kinda solidified for me that I can do something with an instrument, that I can really do something musically."

BIGGEST PET PEEVE: "I knew when I started doing interviews that this would come up, and I'm so happy you just asked me that. My biggest pet peeve is, and will forever and ever be, snoring. I hate snoring. It's not your fault but I still hate you. It's so funny you asked me that."

"I'M KEEPING AS
BUSY AS I CAN,
MAKING CONTENT
I ENJOY"





name
Auzi Taylor

gov't
Austin Taylor Andes

born in
Yuba City, CA

raised in
**Reno, NV
Lakeside, MT**

making music
14 years

music influences
**Bert McCracken
Stevie Nicks
Travis Barker**

notables career moments
**House of Blues Show;
Recording music with
Kevin "Thrasher" Gruft**

hobbies
**Painting abstract art;
Hunting for restaurants;
Skating & snowboarding**

dream collab
**Sonny Moore
("Skrillex")**

FAMILY MATTERS: "I have super supportive parents. I live pretty far away now, but my parents were always at my shows back home. They would always buy merch and everything. That's really something I can't take for granted."

WISHING WELL: "The first EP that I did is called *Wishing Well* — those songs were just built up in me for such a long time. I'd kinda been fucking with alcohol at a really, really irresponsible level for about a good ten years. All of your relationships fail, and if not fail, they go through it for sure. A lot of that EP was me working through that. I sobered up about a year and a half ago and got clean."



10 ISSUES

THE FIRST ISSUE OF *UNDRGRND* MAGAZINE WAS RELEASED ON JANUARY 17TH, 2020. WITH COVID JUST A COUPLE MONTHS FROM THE HORIZON, IT WAS DEFINITELY AN INTERESTING TIME TO BE STARTING A SMALL BUSINESS.

BUT HERE WE ARE, **10 ISSUES DEEP**. AND AS WE TURN THE PAGE TO **FIVE YEARS OF UNDRGRND THIS UPCOMING JANUARY**, IT'S IMPORTANT TO HIGHLIGHT THE ARTISTS WHO HAVE MADE THE RIDE SO SPECIAL. WE AS A MAGAZINE, AS A COMPANY, ARE NOTHING WITHOUT THE TALENTED, INDEPENDENT, LOCAL CREATIVES WHO UNDISPUTEDLY ROCK THE *UNDRGRND* TITLE WITH PRIDE, SOME FOR HALF A DECADE NOW.

THANK YOU TO EVERYONE WHO HAS BEEN ON ONE OF OUR COVERS, BOUGHT A PAGE OR ADVERTISEMENT INSIDE, PULLED UP TO A SHOW, COPPED A MAG, OR EVEN JUST REPOSTED SOMETHING ON INSTAGRAM. THE *UNDRGRND* MOVEMENT IS STRONG,

AND IT'S ONLY JUST BEGINNING.

— ANDREW MASON & MICHAEL POFSKY
UNDRGRND CO-FOUNDERS & OWNERS



Photo by Gavin Banksy



UNDGRND



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ISSUE 1 THE 805

Release Date: January 17th, 2020

Release Event Location: Lion City Studios in Downtown Ventura, CA

Cover Artists: Pofsky, KollegeKado, Deo Cane, Belle, Tuesdayys, Rafik, Mikey G

Photographer: Josh Seiden

Graphic Designer: Max Kolomatsky

Writers & Producers: Andrew Mason & Michael Pofsky

Andrew's Favorite Memory: "That first show at Lion City, the night UNDRGRND really began. I had never been part of a hip-hop show before, and it felt like we were at Staples Center, even though there were probably like 200 people there."



ISSUE 2 THE 805 PT 2

Release Date: January 17th, 2021

Release Event Location: Ozzy Lima's Kustom Kulture Tattoo Shop in Reseda, CA

Cover Artists: BOBBYBEENFRESH, Frankiii, Chris The Thrillest, B-Work, Ty Fighter, OG David James, Jakeyy, Mind Off, J.ME, LeoohhDaFool

Photographers: Josh Seiden, Luizzy G, Chandler Martineau

Graphic Designer: Max Kolomatsky

Writers & Producers: Andrew Mason & Michael Pofsky

Andrew's Favorite Memory: "BOBBYBEENFRESH inviting us to his hometown of Grover Beach to film his Issue 2 documentary. We met many artists that day who we're still close to. Niko Cochi\$e & I ran it up in 2-v-2 pickup basketball...IYKYK."



ISSUE 3 SCENES COLLIDE

Release Date: May 28th, 2021

Release Event Location: The Lab Creative Studio in Ventura, CA

Cover Artists: Luey, Trey Anthony, Vanessa Lynnae, CharGoal, FYAMOJI, Big Dub, Rimi, Knotti, L.I.R.A., Roger Wayne

Photographers: Josh Seiden, Luizzy G, Chandler Martineau

Graphic Designers: Liz Bradford, Damien Bruz

Writers: Malcolm Bowman, Aleena Ali, Cooper Clark, Francisco Molina

Producers: Andrew Mason & Michael Pofsky

Andrew's Favorite Memory: "The release party was one of my favorite shows ever. Someone got a real "UNDRGRND" tattoo, and CharGoal debuted his flame guitar"



ISSUE 4 SIN CITY

Release Date: August 27th, 2021

Release Event Location: The Truth Spot LV in Las Vegas, NV

Cover Artists: Kareema Walters, Zelly Vibes, Nidia Martinez, LeRoychops, Las Vegas Profit, 1K

Photographers: Luizzy G, Searcy Productions, Dax from Artist Haven

Graphic Designer: Liz Bradford Writers: Sean Golonka & Lauren Mason

Producers: Andrew Mason, Michael Pofsky, Uraina of OMNI Models

Andrew's Favorite Memory: "Pofsky & I drove to Vegas earlier in the summer to meet everyone for the first time. There's a hilarious classic clip of us with LeRoy at a 'Jack in the Box' drive-thru — one of the first "viral" UNDRGRND clips, lol."



ISSUE 5 THE CENTRAL COAST

Release Date: December 4th, 2021

Release Event Location: Dairy Creek Golf Course in San Luis Obispo, CA

Cover Artists: Big Ray, Marie Flows, KaceyFamily, FG Thrilla, Endless

Photographers: Luizzy G, Chandler Martineau, AJ Brown

Graphic Designer: Liz Bradford

Writers & Producers: Andrew Mason & Michael Pofsky

Andrew's Favorite Memory: "Our Media Day up in San Luis Obispo. This issue had great energy, and I could tell these artists were really proud to rep their hometowns. Doing this magazine opened up my eyes to how beautiful the Northern 805 / Central Coast area really is."



ISSUE 6 LOS ANGELES

Release Date: August 4th, 2022 Producers: Andrew Mason & Michael Pofsky
Release Event Location: Los Globos Nightclub in Los Angeles, CA
Cover Artists: Lotto Rocket, Maka, Mister, Bossmann, Ride4Blackk, Elijah Banx, Griff Tyler, Chosin Few Exclusive Cover: AzChike
Photographers: Luizzy G, Gavin Banksy Graphic Designers: Liz Bradford, AJ Brown
Writers: Noah Soria, Miss Dixon, Zohair Ali, Courtney Beavers
Andrew's Favorite Memory: "Interviewing AzChike, maybe my biggest interview still to this day. Having Chike and all of the Mackk&Co artists behind the mag had Issue 6 popping and really leveled us up as a brand and company."



ISSUE 7 SCENES COLLIDE PT 2

Release Date: March 31st, 2023
Release Event Location: The Six Social House in Downtown Ventura, CA
Cover Artists: Ruggo, Preach It 2 Em' Chris, YG Dreamz, Decifer, Esparza, Gyrvin, Aaron California, Fl!p, DG, S4G Lotto Exclusive Covers: Azjah, Garren, Cozz, Sitting On Stacy x Strange Case, OHNO Graphic Designer: AJ Brown
Photographers: Brian Ticas, Gavin Banksy, Sam Dearborn, William Carlos
Writers: Aspyn Sewell, Kaprisha Island, Elle Rodriguez, Noah Soria
Producers: Andrew Mason & Michael Pofsky
Andrew's Favorite Memory: "Cozz! When Pofsky locked in Dreamville's very own, I was honestly in shock. Having a J. Cole co-sign, co-sign us, was and still is, huge."



ISSUE 8 THE NEXT GEN

Release Date: August 24th, 2023 Producers: Andrew Mason & Michael Pofsky
Release Event Locations: Los Globos (LA); Mrs.' Olson's Coffee Hut (Oxnard)
Cover Artists: Papil Red, Hana Tabbara, Tha Real Brown Boy, Kilo Tae, Neb Doe, Wack05, Sheer Moment, Aux Dior, .KAV, MelroseXHill
Exclusive Covers: Tru Carr, LowTheGreat, DJ Carisma, Gina Views
Graphic Designer: Andrew Mason Photographers: Brian Ticas & AJ Lopez
Writers: Malcolm Bowman, Aspyn Sewell, Francisco Molina, Merlin John, Patu Ong
Andrew's Favorite Memory: "Pulling off back-to-back shows for the first time in UNDRGRND history. The birth of our "release weekend" concept, instead of just a singular "release event." Shoutout to Tru Carr for partnering on an event with us!"



ISSUE 9 FOURTH QUARTER

Release Date: January 11th, 2024 Producers: Andrew Mason & Michael Pofsky
Release Event Locations: Los Globos; Adults Only Bar (Hollywood)
Cover Artists: Yung Curry, Yung Sela, Heir the Prophecy, Mylan.theParies, BRODIE, Lit Litos, Slim9ine5ive, ATM, Zuma Quintero, Hxvik
Exclusive Covers: Rucci & Sai Baby, The Hit Family, Trouble Kidd, Storm DeBarge, Goddamnitdupri Graphic Designer: Andrew Mason
Photographers: Brian Ticas, Noah Cudal, Inmar Bonilla, Jaiden Spencer, AJ Lopez
Writers: Aspyn Sewell, Patu Ong, Miss Dixon, Lauren Mason
Andrew's Favorite Memory: "The Issue 9 team was probably the most supportive group of people we've ever had on our covers. They really took advantage of the opportunity, and have collabed on each others' music a bunch since the mag."



ISSUE 10 THE LEGACY GOES ON

Release Date: April 20th, 2024 Producers: Andrew Mason & Michael Pofsky
Release Event Location: Adults Only Bar on Sunset Blvd. in Hollywood, CA
Cover Artists: Ethan Ferrari, Dru Lira, Lul AB, Auzi Taylor, YZ Choppa, D Summers, Maliek Miller Exclusive Covers: RJMrLA, Bootleg Kev & Alexcis, The UNDRGRND Alumni, The Slovakian Group (Raunii, Dominika, ADiss, & Peso1M)
Photographers: Noah Cudal, AJ Lopez, Gavin Banksy, Hayden Sellers
Writers: Patu Ong & Aspyn Sewell
Andrew's Favorite Memory: "This was the first promo run that we introduced the mic performances in front of the 'mag wall' at the studio. I loved how cool the freestyles came out and how excited the artists were to see theirs."

Left to Right: Andrew Mason, Lit Litos



Hxvik, ATM, Aspyn Sewell



Photos by Shane Gomez / @visualize_time

Mylan.theParies, ATM

twitch.tv/elkoinbag

EL KOIN BAG



Straight out of Carson, CA comes "Koin," a streamer with the goal of building a "self-sustaining" community through his growing Twitch platform. The sole founder and operator of the "El Koin Bag Community," Koin primarily streams games like *APEX Legends* ("I'm looking for a third teammate, hmu"), *Resident Evil*, and recently, *Fortnite*. But as Koin tells *UNDRGRND Magazine*, he has dreams of leading an audience far larger than just video game heads.

"The gaming is just a platform that I use to bring in organic response," he says. In 2024, Koin has slowly gathered a following on Twitch, people Koin says are driven by hard work, selflessness, and group victory.

"I want to bring together people looking to succeed and help others," he says. "Even as simple as people gifting each other [Twitch] subscriptions."

To add to his credibility as a gamer, Koin is a Senior Game Tester at Good Gamer Group (GGG), where he plays and provides feedback on new games before they are released to the public. He has even built his own PC. But above all, Koin wants readers to know he is a true "jack of all trades" when it comes to his own personal skill set.

"I'm diverse," he says. "I haven't started IRL streams yet, but once I get my setup built up more, I'm going to do that too. I'm just working on growing the brand right now."

Follow Koin on Instagram @the_bag_of_koins, and officially join the El Koin Bag Community on Twitch by scanning the QR code on this page or visiting twitch.tv/elkoinbag.

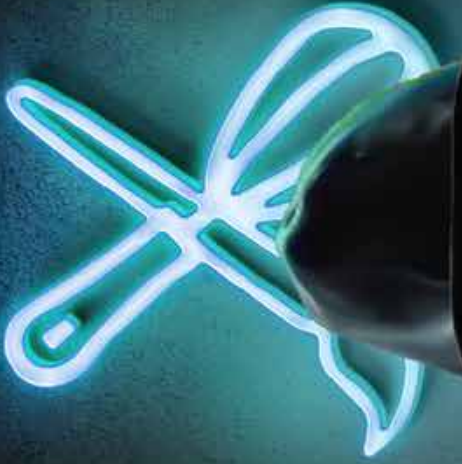


twitch



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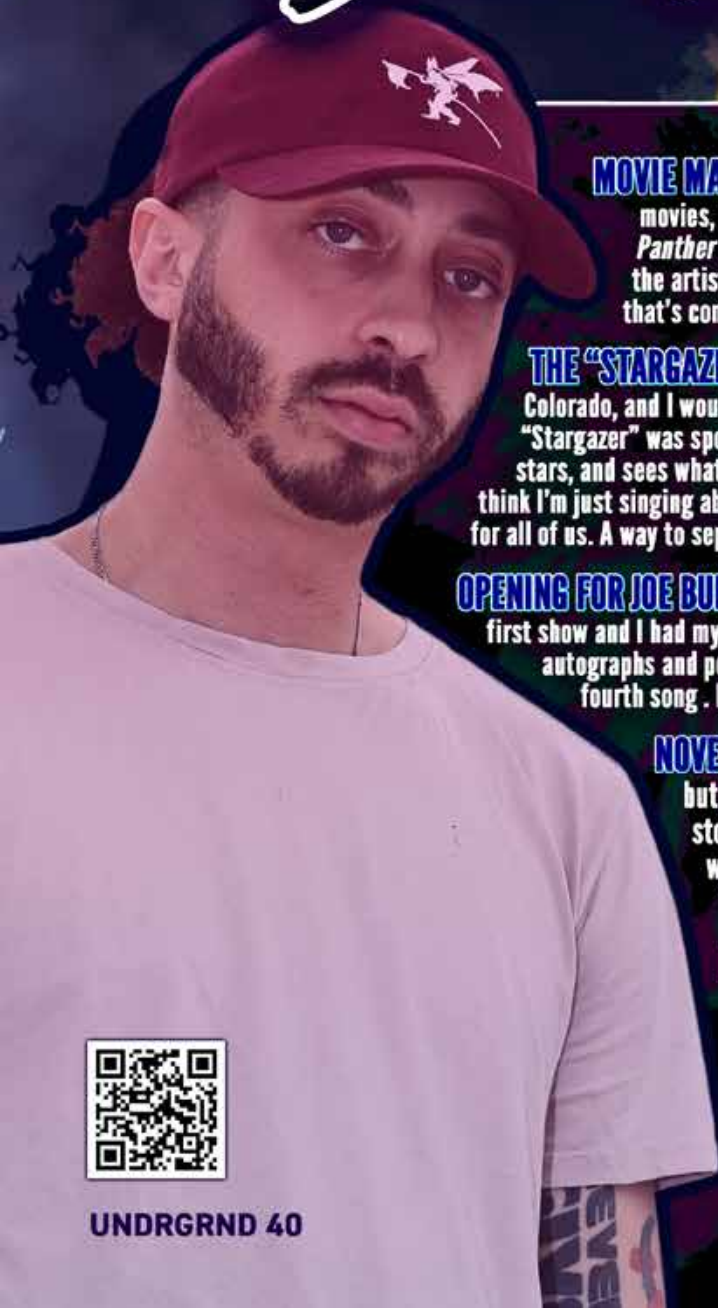
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MALIEK MILLER



MOVIE MAKER: "I went to LA Film School to make soundtracks for films. I love superhero movies, Pokémon, all that stuff. When I saw Kendrick Lamar executively produce the *Black Panther* soundtrack, [that opened my eyes]. I wanna work on a *Batman* movie, put together the artists, engineers, producers. I actually wrote my own short film with my own scoring that's coming out when my next album does (*Stargazer: Cosmic Awakening*)."

THE "STARGAZER" CHARACTER: "My grandma always smoked cigarettes on the patio in Colorado, and I would go outside to watch the stars with her. It was one of those nights when "Stargazer" was spoken into existence. Stargazer fights for the underdog, gets his inspiration from the stars, and sees what the universe has for him. My artist name is Maliek Miller, but I don't want people to think I'm just singing about me. Making a character is a way that I can create these stories and messages for all of us. A way to separate the artist from the man – two different people with two different mindsets."

OPENING FOR JOE BUDDEN: "One of the greatest, funniest, and worst moments of my life. It was my first show and I had my buddy plug my phone in and pretend to DJ my set. Joe Budden is signing autographs and people are starting to enjoy my music, but my phone died halfway through the fourth song. I bumped into him later and he said, 'I don't think that was good, but keep trying.'"

NOVEL IN THE WORKS: "It's been in the works since 2019. It's a superhero novel but it's not like Marvel or DC. It will have heroes but it's more focused on the storylines, characters, and mindsets rather than the action. Similar to *The Boys* where it does have action, but you'd rather see how the story shakes out more than just wanting to see them beat the shit out of each other."

RECENT ALBUM: "*Sonic Epiphany* (2023) is a concept album and the soundtrack for an upcoming film. People don't call me a singer or a rapper – they say that I'm a storyteller."

UPCOMING ALBUM: "*UPSIDE DOWN LOVE* – a 27 song project in honor of turning 27 this year on the 27th. There are nine songs per category: *UP* are positive love songs; *SIDE* are confused, conflicted; *DOWN* are sad, emotional love songs. It's a love playlist and an emotional rollercoaster."



K R

“At my last show,
a random person
came up to me and
said, ‘I felt like you
and me just had a
therapy session
together.’
I fucking
love that and
needed that.”

NAME Maliek Miller **BORN** Colorado Springs, Colorado **NOW LIVES** Huntington Beach, California
B-DAY July 27, 1997 **ZODIAC** Leo **NOTABLE CAREER MOMENT** Opening for Joe Budden at Los Globos
COLLEGE LA Film School **FAVORITE RESTAURANT** Mrs. Fish **FAVORITE MOVIE** *Cop Out* (2010)
PRODUCER Aidan Payne (“PYNES”) **HOBBIES** Playing basketball; Writing comics & films
DREAM FEATURE Tate McRae **MUSIC INFLUENCES** Johnny Rain, KYLE, PARTYNEXTDOOR, Linkin Park
SIDE HUSTLES Independent Visions production company; AAU Basketball Coach at “Team Quachro”

ETHAN FERRARI



NAME ETHAN FERRARI **CITY** DETROIT & LAS VEGAS **BORN** 4/29/2005
MAKING MUSIC 5 YEARS **INFLUENCES** YE, FRANK SINATRA, BEASTIE BOYS
PROD / ENG NIKOLAS NOIR **FAV MOVIE** FAST TIME AT RIDGEMONT HIGH (1982)
SIDE HUSTLE BUSSER **RECENT ALBUM** A LESSON IN FUNKADELICS (2023)

“It’s like a big buffet and we’ve got the lyrical eats. There’s something for everybody.”



FROM THE D TO LV: "I'm from Detroit, but I'm not from the boonies. I was fortunate enough to receive a pretty good upbringing. The thing about Detroit, it's not really *where* you are, because one street down can be just as shitty as the next. It definitely contributed to being able to see all walks of life from an early age."

ANDREW NOIR: "Andrew has been nonstop working, and was the first person to convince me to hop on a song. We started uploading everything to SoundCloud. Just as much as I write every single day, this dude's listening to my voice and making these beats. After a while I was like, 'Why would I work with anyone else?' He's the best producer in Vegas."

IT'S IN THE BLOOD: "My dad knew a lot about music. When D12 was touring as a group, he was big with Eminem. He would help get them shows and stuff. We don't ask my dad for help like that, but music has always been around."

CROSSING THE LINE(S): "Coke was the worst vice I picked up. When you're doing coke, chances are you are not just doing coke, so it's super dangerous. It had been a daily activity for about a year until I went on a bender with some friends. Woke up a few days later, damn near got fired from my job because I missed work....that was the last straw."

2024 PLANS: "Keep doing the same thing. Going to these open mic events and pushing ourselves and build up a brand. We're laying down a strong foundation. It's 100 feet deep in cement. This shit ain't going nowhere. We never really had a set, sit-down plan. I think that's the beauty of it."

BEHIND THE SCENES:

HOW RAUJII INTRODUCED
UNDRGRND MAGAZINE
TO SLOVAKIAN ARTISTS
DOMINIKA MIRGOVA,
ADISS, & PESOTM.

BY MICHAEL POFSKY
PHOTOS BY GAVIN BANKSY





FIRST MET LOS ANGELES NATIVE AND ARTIST, RAUNII, BACK IN 2022 AT DASH RADIO IN HOLLYWOOD, CA. AFTER FINDING OUT THAT WE HAD A VERY GOOD MUTUAL FRIEND IN COMMON – THE HOMIE CHXP (RAUNII’S ENGINEER) – WE QUICKLY FORMED A FRIENDSHIP AND STARTED TO WORK TOGETHER.

SINCE THEN, HE WAS ALWAYS TELLING ME ABOUT HIS FRIENDS FROM SLOVAKIA, WHO NOT ONLY MADE MUSIC LIKE US, BUT DID IT AT AN ELITE LEVEL IN THEIR HOME COUNTRY. OF COURSE IT SOUNDED DOPE, BUT I DIDN’T REALLY REALIZE HOW SERIOUS IT ALL WAS UNTIL THE NEXT TIME RAUNII WENT OUT THERE. I WAS BLOWN AWAY WHEN I SAW RAUNII’S VIDEOS OF HIM PERFORMING OUT OF THE COUNTRY. I THEN STARTED TO PAY CLOSER ATTENTION TO THE MOVEMENT THEY WERE CREATING OUT THERE IN SLOVAKIA. (CONTINUES NEXT PAGE...)

ADISS

DOMINIKA



RAUNII AND TOP-CHARTING SLOVAKIAN ARTIST DOMINIKA MIRGOVÁ RELEASED A RECORD CALLED “BOMBOM” IN MID-2023, PRODUCED BY SLOVAK ENGINEER AND PRODUCER, ADISS. AND I WAS SO PROUD OF MY HOMIE! DOMINIKA IS A HUGE ARTIST FROM THEIR COUNTRY, AND HER EMBRACING AN AMERICAN ARTIST WAS A VERY COOL SITUATION TO WITNESS.

THE TYPE OF SHOW I RUN IN MY OWN BUSINESS VENTURES IS THAT IF YOU’RE CLOSE WITH ONE OF OUR FRIENDS, YOU BECOME CLOSE WITH US. SURE ENOUGH, THAT’S EXACTLY HOW OUR ISSUE TO SLOVAKIAN EXCLUSIVE COVER CAME TOGETHER. RAUNII TOLD ME THAT ADISS, DOMINIKA, AND VIDEOGRAPHER AND ARTIST, PESOIM, WOULD BE COMING TO CALIFORNIA TO DO SOME NETWORKING AND SEE THE STATES IN EARLY 2024.

RIGHT WHEN I MET THE SQUAD IT WAS GREAT VIBES, AND I WAS HONESTLY BEYOND IMPRESSED WHEN THEY SHOWED THE *UNDRGRND* TEAM THEIR MUSIC AND CONTENT. THEY'RE A PERFECT TEAM. DOMINIKA IS NOTHING SHORT OF A SLOVAKIAN SUPERSTAR, KNOWN MAINLY FOR HER POP & HIP-HOP SOUND. AND ADISS IS ESSENTIALLY THE MASTERMIND BEHIND ALL OF THIS. HE IS NOT ONLY PRODUCING BEATS AND ENGINEERING VOCALS BUT ALSO WRITING MELODIES AND LYRICS FOR DOMINIKA, WHERE PESO THEN SHOOTS MOST OF HER VIDEOS. ADISS IS ALSO HIS OWN ARTIST, RELEASING MUSIC, DOING SHOWS, AND SEEING SUCCESS IN SLOVAKIA WITH HIS RECORDING STUDIO.

IT WAS EXCITING HAVING THE SLOVAKIAN GROUP COME USE OUR UNDRGRND PRODUCTION STUDIO OVER THE COURSE OF ABOUT A MONTH EARLIER THIS YEAR. THANK YOU RAUNII FOR BEING THE LINK BETWEEN ALL OF THIS, AND WE CAN'T WAIT TO GET OUT TO SLOVAKIA TO CONNECT WITH THE TEAM'S FRIENDS, FANS, AND FAMILY. IT WAS A PLEASURE GETTING TO KNOW YOU ALL.

UNTIL THEN, SLOVAKIA!



RAUNII





Photo by Noah Cudal
The Issue 10 Main Cover group takes position for our cover photo

Top Left to Bottom Right: Lul AB, Maliek Miller, Andrew Mason, Auzi Taylor, Ethan Ferrari, D Summers / Photos: Noah Cudal & AJ Lopez



VENTURA COUNTY

DANGER

IN THE 805
PRESENTS

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LISTEN TO
DANGER'S
FIRST EP
HERE!



EP #2 COMING SOON...

UNDRGRND 50

805 REPORT:



Cub

CUB FLORES:
THE VENTURA RAPPER
FIRST REALIZED HE
"HAD SOMETHING
TO SAY" DURING
HIS TIME IN
THE MARINES.



Having unique experiences to write about is a major advantage for up-and-coming artists trying to separate themselves from the pack. Cub Flores, a Ventura native who spent one term deployed in the Middle East & Asia, mixes deep and traumatic lyrics with traditional, hook-friendly West Coast flows — all the while reppin' hard for 'The 805.'

The Ventura High School alumnus began recording raps in the early 2010s, when he would sneak off to his homie's home-studio during their frequent house parties. After graduating school, Cub enlisted for the Marines, a decision that would take him across the planet throughout his early 20s. While stationed, Cub continued recording regularly, and making music became a way for him to express the emotions he felt.

Since returning from his time in the Marines, Cub earned his degree in Exercise Science from Cal Lutheran University in Thousand Oaks, CA. He's dropped a handful of singles and videos in the past few years, including two new tracks in April 2024 — "Gym Bae" and "Be For Real." Cub tells *UNDRGRND Magazine* that he is also learning how to play the guitar, further adding to the Ventura local's impressive musical versatility.

Follow Cub Flores @cubtheking on Instagram, and check out his website at cubflores.com.





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