

Newsletter

Business Launch & Party

Because of you—our artists, partners, supporters, and community—the night was packed with energy, emotion, and possibilities. This is just the beginning.

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Our Goals This Month

We officially launched TRUE Media Global Group with industry experts leading workshops on winning strategies, then capped the night with the album release celebration for DotAveBoys, The Rebirth of Romero Bright.

What is TRUE Media Global Group?

TRUE Media Global Group is a unified ecosystem built to support artists, storytellers, and brands from idea to impact. Under one umbrella, we connect:

- TRUETV.tv – Music, video, streaming, podcasts, entertainment & media
- TRUE Sound Records – Recording, production, mixing, mastering
- TRUEVision Pixel – Film, video, photography & visual storytelling
- TRUEVibe Live – Live events, showcases, concerts & experiences
- Trumpet Artist Management – Artist discovery, development & strategy
- Ace Digital Mastery – Web, tech, e-commerce, hosting & digital solutions

OUR COMPANIES

We bring together the tools, people, and platforms needed to turn ideas into impact.



December 13, 2025

LAUNCH

THE PREPARATION



In the studio preparing tracks for launch and performances

In the weeks leading up to the event, the energy inside the studio was electric. Show tracks were pulled up on the screen, faders moving, lights low, and that familiar mix of focus and excitement filling the room. Each session felt less like “rehearsal” and more like building the live story we wanted the audience to experience on December 13th. Every pass through a song was a chance to tighten transitions, refine intros, and shape moments that would hit hardest on stage.

Onny approached the recording session like a full performance. She moved with the beat, practicing stage cues and breath control as if the crowd was already there. She worked closely with the team on timing, drops, and call-and-response moments designed to pull the audience in and make them part of the show.

Tanksley brought a different kind of intensity to the room. His focus was on dynamics—knowing when to stay laid-back and when to explode with power. He rehearsed key sections over and over, shaping how each verse and hook would land in a live setting. Working with the engineers and music director, he helped craft arrangements that gave space for him to shine while keeping the whole set flowing like one continuous story.

RBIII, transformed the studio into a staging ground for the December 13th experience. By the time the final tracks wrapped, every track had been shaped not just to sound good, but to feel like a moment—ready for the stage, the lights, and the audience that would be there to witness the Rebirth of Romero Bright.





The
Launch

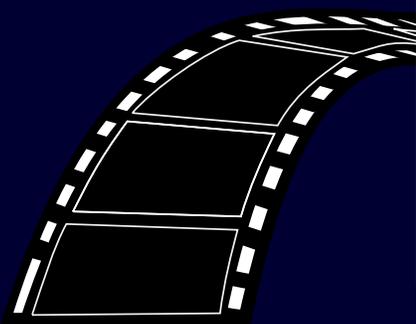
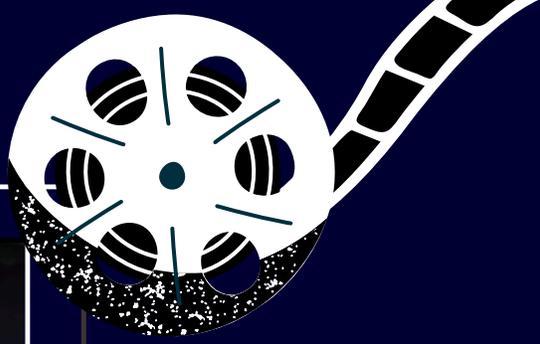


VISION *board*



Celebration





December 13, 2025

LAUNCH

THE HIGHLIGHTS



Family, friends, and fans turned this night into a truly special occasion.

Family, friends, and fans turned this night into a truly special occasion. Your energy filled the room from the moment doors opened – smiles at check-in, laughter during the mixers, cheers during performances, and heartfelt support during the awards. What could have been “just another event” became a real celebration because you showed up, engaged, took photos, posted, clapped, danced, and believed in the vision of TRUE Media Global Group and the DotAveBoys.

Our Hostesses, Bria and Judayah did an outstanding job guiding the entire evening from start to finish. They kept the energy high, the transitions smooth, and the audience fully engaged. Their professionalism and presence truly elevated the experience and helped make the launch night unforgettable.

Elijah Adefope a Business and legal affairs attorney focused on the intersection of media, technology, and the creator economy. A former Lead Counsel at Substack, he has deep experience in music and intellectual property, creator and influencer agreements, and media/tech contracts. He now advises private equity and venture-backed companies, as well as artists, creatives, and entrepreneurs.

Family, Friends, Fans, - Thank You for a special evening full of laughter, joy and happiness. Your support and energy inspires us to continue and to do more. We look forward to seeing you at the next event.



