her mark: Oakland

Deyo was a

driving behind the first Detroit Electron ic Music Festival.

started her own company

represents

electronic pio-neers as

Kevin

Saun-

## Being 'Bold': Barbara Deyo breaks out on her own



Meeting Bar-bara Deyo is something like a quick study in networking. She bounces into the Royal Oak coffee shen with more shop with more energy than a double shot of

STEPHANIE double shot of A. CASOLA espresso and makes herself comfortable on a plush couch showing no evidence of her nonstop work schedule.

It's been one year since Barbara Doyo left her mark behind the scenes at the first Detroit Electronic Music Festival and sho's settled easily into her niche the once-underground electronic music seene. Her demeanor snys it all. She's here to stay.

## Making up for lost time

Making up for lost time

A makeup artist for 14 years, Deyo still works at Birmingham's Red Salon four days a week. That's where she found a new direction in her career when she met Carol Marvin, CEO of Pop Culture Media and producer of the festival. Marvin hired Deyo as a publicist lost year.

Since splitting ties with Pop Culture Media, Dayo has launched her own company, Boldface Media in Royal Oak. Despite the way she seemed to appear on the scene out of thin air, her client roster now bonsts names like legendary techno piener Kevin Saunderson. Deyo established herself in an industry that's been building momen

tum for more than a decade. "I'm a rookie," she admits. "I had a lot of proving to do to peoplo."

Perhaps born media savvy, Doyo studied journalism at Santa Moniea College in Los Angeles and lists among previous employment, work at an NBC affiliate in Los Angeles, Detroite UPN 60 and radio stations like WJR and WPLT. Her job descriptions ranged from radio intern to makeup artist for tolevision anchors. Hor mentor at WJR radio, Rick Wiggins, taught her about writing and producing for radio — experience she counts as invaluable now.

One conversation with Saunderson inspired Doyo to launch her own company. Knowing he didn't have a publicist in the U.S. she began working with his KMS label and Boldface Media was born. "DEMF gave me credibility." she said, "but working with Kevin, people don't question me anymore.

She's since taken on marketing and public relations for a brand new festival – Life Fest — to be held noon to 1 a.m. on Aug. 25 in Windsor's Festival Plaza. The techno lineup is hush-hush for now, but Doyo promises something spectacular. The festival will bring 18 performers to two stages as a benefit for AIDS research and the Arts Council of Windsor.

Her efforts currently lie with the Focus Detroit Electronic Music Festival, since Saunderson is set to perform with Inner City. Deyo is responsible for set-

## BOLDFACE **MEDIA PRESENTS**

ECKDK

11:30 p.m. to 4 a.m. Saturday, May 26 at St. Andrews Hall, Detroit. Sponsored by Trust the D.J. Performes include (on the main floor) D. Wynn, Kevin Saunderson, Derrick May and (downstairs) Carl Craig, Kenny Larkin, Stacy Pullen.

EKMS' Encore

11:30 p.m. - 6 a.m. Monday, May 28 at The Works, Detroit. Performances by (in the front room) 11:30 p.m.-1 a.m. Heath Brunner; 1-2:30 a.m. Gene Farris; 2:30-4 a.m. D. Wynn 4:5:30 a.m. Gary Martin and (in the back room) 11:30 p.m.-1 a.m. Heath 1 a.m. Herdest Cummings; 1-1 a.m. Hedest Cummings; 1-1 a.m. Herdest Cummi

Visit http://www.bold face-media.net for details.

ting up his interviews and promoting the world-wide event. Shortly after, Saunderson will join longtime cohorts Juan Atkins and Dorrick May on the Focus stage for the Area:One tour, jump-started by superstar DJ Moby.

Saunderson knew just what to say when asked about his publicist and friend. He appreciates

her "go-out-and-do," her ability to "make something happen." "I think she has a great personality. She's an energy addict." Dayo admits she's never been one to ask for much help. And as a publiciat, her work day never truly ends. But she wouldn't change a thing. "I get such a sense of accomplishment," said boyo. "Especially at the DEMF, we all worked so hard. Now (Life Feat) brings that together on a smaller scale." Boldface Media has already expanded to include a partner—Angela Napier, who will be booking and managing artista. "She's such an inapiration to me," said Napier, a Royal Oak resident. "I have never seen a woman so motivated in my entire life. There is no one else in Detroit that I have met that I would rather work with She's respected and she stands by what she believes in."

believes in."
How does she choose her clients? It's simple — she has to believe in what they do. "I want to help bring them up to the fore-front," she said. "I'm working

front, she said. I'm working with Detroit's up-and-coming artists to help Detroit's talent show."

The DEMF taught Deye she can do anything. 'A lot of it is just instinct,' she said. 'Last year I had 80 artists to deal with and press from all over the world. Now I just have to deal with Kevin. It's a lot easier just focusing on him... I'm much more relaxed about it."

If Deye takes a break, you'll



6 p.m. - Perspects

7 p.m. - Funk D'Void

Stephanie Angelyn Casola writes about popular music for the Observer & Eccentric News-papers. She can be reached at (734) 953-2130 or c-mail at sea-sola Goc. homecomm. net. To send a fax, dial (734) 591-7279.

## **DEMF 2001** LINE-UP

Saturday, May 26 Ford Focus Main Stage

Noon - Norma Jean Bell 1 p.m. - Francisco Mora 2:30 p.m. - Kirk Degiorgio 4 p.m. - P'Taah

5 p.m. – Kirk Deglorgio

6 p.m. - Mark D'Clive-Lowe 8 p.m. ~ Tartoise

9 p.m. – Jazzanova 10 p.m. – D. Wynn 11 p.m. – DJ Bone

11 p.m. - DJ Bone

CPOP Stage
Noon - DJ Genesis
2 p.m. - Norm Talley

6 p.m. – Glenn Underground 9 p.m. – Nobukazu Takemura

9:30 p.m. - Derrick Carter Miller Genuine Draft/

Noon – DJ B\*Len\*D 1:30 p.m. – Terrence Parker 1:30 p.m. - Terrence Perker 3 p.m. - Afronaught 5 p.m. - Kooky Scientist 7 p.m. - Kelli Hand 9:30 p.m. - Suburben Knight Bacardi/ Real Detroit Weekly Stage

Noon – Laughing Gas 1:30 p.m. – Halon 3 p.m. – Tadd Mullinix

4 p.m. - Prefuse 73 4:30 p.m. - Quaker Cage 5:30 - DJ X DJ

7 p.m. – Kit Clayton 9 p.m. – Autechre 10 p.m. – Jay Denham

Sunday, May 27 Ford Focus Main Stage

Noon - Drumr 1:30 p.m. - Optic Nerve 3 p.m. - John Acquaviv

5 p.m. - Laurent Garnier Live set 8 p.m. - Kid Koala

9:30 p.m. - Saul Williams 10:30 p.m. - Mix Master Mike

CPOP Stage

■ CPOP Stage
Noon – Michael Geiger
2 p.m. – Keith Worthy
4 p.m. – Rick Wilhite
6 p.m. – Alton Miller
9 p.m. – Mork Ferina
■ Miller Genuine Draft/
■ Mater Starte

Motor Stage Noon - Don Q 2 p.m. - Deity

2 p.m. - Deity
3 p.m. - Don Q
4 p.m. - Dwele
5 p.m. - Dwele
6 p.m. - Bloary Star
8 p.m. - Bloary Star
8 p.m. - Stacey Pullen
Bacardi/
Real Detroit Weekly Stage
None - Mitch Watcott

12:30 p.m. - IBEX 1 p.m. - Kevin Reynolds

2:30 p.m. – Maersk 3:30 p.m. – IBEX 4 p.m. – Todd Sines

5 p.m. - 1BEX 5:30 p.m. - Titonton 6:30 p.m. - IBEX

7 p.m. – Common Factor 8 p.m. – Detroit:Fashion 9 p.m. – Strand & Shake

10 p.m. - Twonz Monday, May 28

Ford Focus Main Stage
1 p.m. – Dark River Collective
3 p.m. – Carl Cox

om Noise Go 8 p.m. - Inner City

9 p.m. – Juan Atkins CPOP Stage

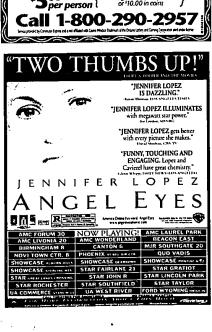
find her out dancing at a club or a party, or you won't find her at all - because she's enjoying some peace and quiet. "I'm only doing things that make me happy," she said. And it's not a bad philoso-nby

6 p.m. - 1:Cube 9 p.m. - Doc Martin E Milier Genuine Draft/ Motor Stage Noon - Legal Alien 1 p.m. - John Briggs 2 p.m. - Legal Allen

2 p.m. - Legal Allen
3 p.m. - Sudden
4 p.m. - Jim Masters
7 p.m. - Ayro
8 p.m. - LTJ Bukem/MC Conrad
8 Bacardi/
Real Detroit Weekly Stage
Noon - Mirko & N Twen
2 p.m. - Olle
4 p.m. - Olle
6 p.m. - Dy Di'jital
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Juan Atkins







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