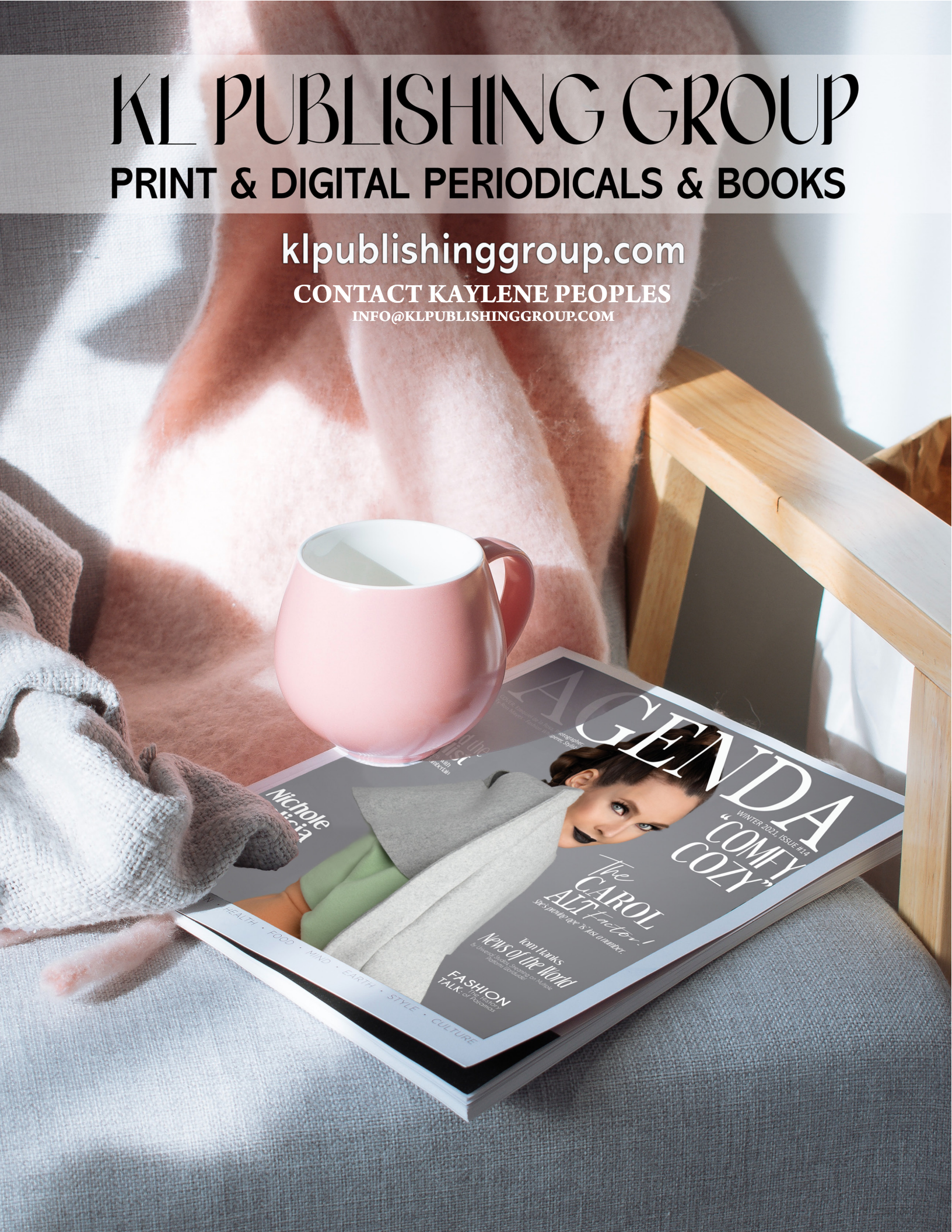


# KL PUBLISHING GROUP

## PRINT & DIGITAL PERIODICALS & BOOKS

[klpublishinggroup.com](http://klpublishinggroup.com)

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KL Publishing Group is a publishing company that puts out periodicals, ranging from fashion/Lifestyle to music, and beyond, as well as publishing memoirs, podcasts, and more. Predominantly publishing print and digital, using standard styles (Chicago, Oxford, AP) depending on the platform, our team of copy editors and proofreaders are an integral part of KL Publishing Group's infrastructure. Periodicals include AGENDA, VIRTUOSO BASS, and very recently launched, SCHMOOZE JAZZ.

PERIODICALS: A G E N D A

AGENDA is the fashion and luxury lifestyle book periodical (previously referred to as “magazine”) that has been telling the story behind the story since the Spring of 2004; it is in print and was previously started as an online magazine up until Fall 2014. With a diverse readership, consisting of 60-percent women from various backgrounds, ranging from college age to middle-aged and beyond with an average income of 100,000.00. AGENDA is credited for being the first online magazine to stream video and documentary-style interviews. In print since 2014 (including the Special Editions and Collector’s Issues), the magazine has consistently put out breathtaking coffee table keepsakes with content, including fashion, beauty, photography, interviews, entertainment, and more. This is not a throwaway periodical after a read.

SPECIAL EDITIONS:



AGENDA Special Editions are content rich books ranging from 232 – 265 pages and beyond. These very special, exquisitely visual books are time capsules. A true keepsake, honoring great journalism, fashion, photography, columns, historical retrospectives, and more . . . all timeless content – a forever book!

Series: Special Edition  
Paperback: 236 - 242 pages  
Publisher: KL Publishing Group (First Published, September 2014)  
Language: English  
Product Dimensions: 8.5 x 0.6 x 11 inches

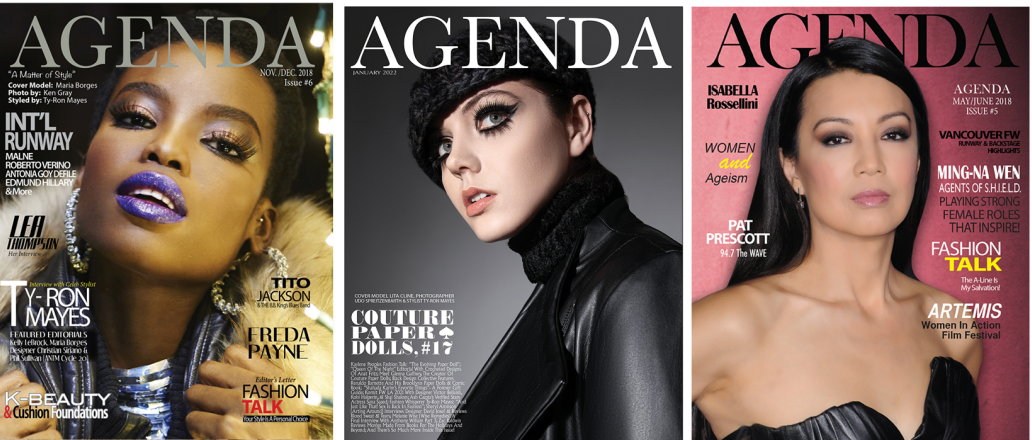
COLLECTOR’S ISSUES:



AGENDA Collector’s Issues are special focused issues that usually feature one main topic, curated with content to support that. These books are photography-rich with intensive and researched content. They are only published every few years, are timeless, and ideal for the mantle, coffee table, are visually aesthetic, and make great gifts.

Series: Collector’s Issue  
Paperback: 166 pages  
Publisher: KL Publishing Group (First Published, September 4, 2015)  
Language: English  
Product Dimensions: 8.5 x 0.6 x 11 inches

THE PERIODICAL:



AGENDA originally started online with the premier issue with Bai Ling on the cover in 2004. The magazine was online for 10 years before publishing the first “Special Edition” book in 2014. After releasing “Fitness Couture,” the first collector’s issue in 2015, then came Special Edition II, in 2016. Promptly one year after those three epic releases, came the first of many “periodical books” that were sequential, starting with AGENDA Issue #1 in September 2017, through the current issue #19. AGENDA is much like a magazine, but more “bookish” in its content.

Series: “Book Periodical”  
Paperback: 151 Pages on Average  
Publisher: KL Publishing Group (First Published, October 7, 2017)  
Language: English  
Product Dimensions: 8.5 x 0.6 x 11 inches



# MUSIC MAGAZINES:

KL Publishing Group prides itself on exemplary publications. Our periodicals have internationally famous photographer Ash Gupta (Ben Affleck, Jennifer Laurence) and top New York City photographer Udo Spreitzenbarth (Catherine Zeta Jones, Damon Johns) with *America's Next Top Model* wardrobe stylist Ty-Ron Mayes (Oprah, Tyra), three-time Emmy-winning journalist Shahada Karim (Fox, CBS, ABC), award-winning entertainment journalist Sheryl Aronson, and multi-award-winning entertainment professional Kaylene Peoples who is the founder of KL Publishing Group and AGENDA. This is AGENDA's core team for the highly respected fashion magazine that is known around the world, setting the very high bar for what was a natural progression . . . The music magazine! SCHMOOZE JAZZ, has featured Dave Koz and Gerald Albright in their first issue, and VIRTUOSO BASS has its own music celebrity monopoly with Grammy-nominated bassist Bunny Brunel as the editor at large, spotlighting jazz bass icons Ron Carter, Stanley Clarke, Kyle Eastwood, and others. KL Publishing Group has expanded, and is currently publishing their second memoir, written by Kennedy Center Honors award-winner actor/playwright Levy Lee Simon. The company will be publishing scholarly works and audio books in 2023.



VIRTUOSO BASS is the premier lifestyle magazine for bassists. Editor at Large and world renown bassist Bunny Brunel shares his vision for the magazine. For the premier issue, jazz bassist/composer Kyle Eastwood is featured. The newest issue features the legendary upright bassist Ron Carter. (In Print: 8.65 x11.25 Ranging from 45 - 79 Pages)



SCHMOOZE JAZZ is a music lifestyle magazine that features the genre of contemporary/smooth jazz with interviews, endless CD/single reviews, biographies, concert reviews, great photography, and even greater stories!

(In Print 8x10, 63 Pages)

Read about how Agenda and KL Publishing Group came to be.

<https://www.agendamag.com/agenda-magazine-goes-print-available-worldwide-a-true-story/>

## AGENDA Magazine Goes Print! Available Worldwide, a True Story...



KAYLENE PEOPLES: AGENDA'S FOUNDER & EDITOR IN CHIEF

Want to know the backstory of how *Agenda* went print? The magazine's founder Kaylene Peoples has been asked that question repeatedly in interviews and amongst her colleagues. Not many people know that it took her six months and endless rejections before her magazine was finally allowed to be a part of Amazon's (Createspace) publish on demand platform. At the time, there was only one publish on demand print magazine on Amazon.com, a lifestyle periodical from Australia—a woman publisher nonetheless. “Getting a magazine to pass the approval process in 2014, was near impossible unless you wanted to have your images in frames with absolutely no bleed.” Recalls Kaylene Peoples. “I had to translate a German document after months of searching and trying to figure out their [printer] specs with no access to the much needed printer driver!”

Let me take you back to March 2004, before *Agenda* was even online . . .

“When I launched the website, it was a lot of work managing the concept. It would take me several weeks to put out an issue. Because you see, even though it was online, it was still a magazine with a table of contents, filled with articles and fashion, not to mention all the video I was streaming. *Agenda* was NEVER a blog. I started to notice after I'd been doing it for about a year, other online magazines would stream video, too. But I was the first.”

The fashion and lifestyle magazine ran into a few snags. It went print, but the first edition didn't meet Ms. Peoples's standards. She unpublished it and redesigned almost a third of the magazine's content, upgrading it with superior editorials and replacing a handful of articles. Kaylene recounts how difficult and laborious the whole experience was.

“I wish I could say that it was easy, but it was the exact opposite. Now I understand the meaning of ‘printer hell.’ I was sequestered in that fiery pit for what seemed like an eternity. There was disappointment from the contributors and the stress of what seemed like my first born coming out breach. But I managed to mold our first issue into the product I had envisioned; it just took awhile.”

### The News Sub-Headline in November 2014 Press:

In 2014, *Agenda* put out its first print issue. It is a 232-page glossy, full color with breathtaking photography, features, reviews, articles, and interviews. The premier issue is called *Agenda* Special Edition Issue 1, subtitled “Fall Is Fascinating” for the autumn 2014 fashion season. The print edition promised to deliver enduring content, making *Agenda* Special Edition 1 an “archivable” time capsule.

After ten years online and 54 issues later, a lifelong dream came true. Once upon a time there was a teenage girl who pored through all the popular fashion magazines: *Vogue*, *Elle*, *Seventeen*, *Vanity Fair*, *Harper's Bazaar*, *Allure*, etc. She always dreamed of having her own magazine someday. After a career as a model, she dabbled in filmmaking and has always been a musician. This now “all-grown-up” woman published her first online magazine, which incorporated all of her loves: fashion, multi-media, and music. Back in June of 2004, actress Bai Ling appeared on the cover of *Agenda*, and the first fashion magazine online to ever stream national runway shows and documentary-style interviews was born. *Agenda* magazine ([agendamag.com](http://www.agendamag.com)) became very popular in its niche very fast. *Agenda* started out with great photography, interesting journalism, fashion reviews; and it even created focused columns, book reviews, entertainment and travel. The popular online magazine gained the attention of the Oprah show, and was highly sought after by top designers and stylists. And some of the segment interviews aired on television.

After *Agenda* became comfortable in her skin, she started to diversify with more fashion, human-interest stories, commentary, and valuable insights on a hotbed of topics. The readers of *Agenda* have watched their beloved magazine grow up, and Kaylene Peoples, that once teenager with a dream has steered her magazine's ship through the exotic yet sometimes murky waters of the Internet.

“ . . . one of the most creatively ingenious visual reads you will ever experience.

It is a kaleidoscope of visually stunning images and informative mind-bending intellectual subjects. When you purchase *Agenda* [much like a good novel], you will definitely find it hard to put down. Immerse yourself into *Agenda's* pages until you experience it from cover to cover.” –Photographer/ Painter Devino Tricoche

“I have been mocked for putting out a print magazine. In fact, most print magazines already existed for years before they went online. I literally did the opposite. My magazine was online for years before going print; I did it backwards, according to a few scrutinizing fellow online publishers. I was told back in 2006, when I first inquired about going print, that it would cost upwards of 2.5 million dollars to sustain a print magazine for two years before I would see any return, if any, or if I didn't completely fail first. Getting an investor to put that kind of money into something that seemed so risky kept me from putting [agendamag.com](http://www.agendamag.com) to paper. However, when publish on demand platforms emerged, such as LULU, I started to see a way to live my dream. It only took a few years after that before Amazon's Createspace (now Kindle Direct Publishing) made it affordable to print and relatively affordable to purchase. I had decided to go for it with Amazon. Other companies were not realistic in their pricing. Some charged as much as \$60.00 for a 40-page magazine. I couldn't see anybody paying for that, which is precisely why I persevered until *Agenda* finally passed review.” —Kaylene Peoples

What else will you find on the pages of *Agenda*? Runway shows . . . a lot . . . and beautifully photographed; fashion interviews and articles; accessory reviews; and bestseller book reviews. The first Special Edition in print of *Agenda* magazine is filled with timeless content by talented writers and photographers past and present: Kaylene Peoples, Lee L. Peoples, Glenn Gordon, Anthony Heredia, Eveline Morel, Marilyn Anderson, Tonya Carmouché, Shahada Karim, (Wire Image founding photographer) Arun Nevader, Ash Gupta; Fashion Whisperer Ty-ron Mayes, Melanie Wise of Wise Remedies, book reviewer Zac Baldwin and a bevy of stylists, photographers, makeup artists, and art directors. And *Agenda* is on the advisory board for the Black Design Collective, headed by former Halston Creative Director Kevan Hall. Peoples has featured African American designers, including Project Runway's Rodney Epperson, Byron Lars (In Earnest, Mattel) Sergio Hudson, and Apotts supporting the Black Design Collective in every issue since January 2020. The nonprofit founded in 2019 by Angela Dean (former president), Kevan Hall, and TJ Walker, was established to create more exposure, mentoring programs, how to raise capital, and create generational companies for Black designers. (<https://firsttakepr.com/2022/08/26/black-design-collective-is-the-focus-of-agenda-magazine-issue-18/>)



*Agenda's* beauty section covered products that had been tried and tested first.

“I don't review any products that I have not personally tested for at least 30 days—that's why the title, ‘30 Days for 30 Nights.’ How can one know if the product really does what it promises if it doesn't stand the test of time?” —Shahada Karim, *Agenda* Beauty Editor

The magazine was much like a TIME LIFE book. It had a hard cover with art paper inside. It didn't feel like a fashion magazine, more like a coffee table book. But one of the most impressive features was the diverse table of contents, which stretched from fashion to architecture to travel. Really, there was nothing like it. Kaylene was told often that her magazine was produced before the world was ready for it. In a system where print magazines are diminishing and getting thinner every year, to invest one's time on a 232-page luxury periodical didn't seem practical to some people.

Being the second fashion magazine on Amazon's ‘publish on demand’ platform worldwide, we are proud to be the first to represent (in print) the United States for fashion and lifestyle.

*Agenda* has since published print issues (not just special editions and collector's issues). After almost a year hiatus from being online, *Agenda* returned with a vengeance. Since that first special edition, out came the fitness-focused “Fitness Couture,” collector's issue, followed by *Agenda* Special Edition Issue 2, then releasing two more collector's issues, the second being “Artemis Women Kick Ass!” and the third titled, “Changemakers.” Inspired by Kaylene's destination wedding, *Agenda*: “Untraditional Bride,” Special Edition 3 was published in the middle of the pandemic. It featured a Disney-themed pandemic wedding . . . and is still a big hit!



# KAYLENE PEOPLES

## “A LOT OF FIRSTS”

### THE FULL BIOGRAPHY

Kaylene Peoples is what you'd call a quadruple threat. She was a runway model and a two-time Miss California. The former Miss Anaheim America made history as the first Black woman (the other being Miss Inglewood) to compete in the Miss California America Pageant. Peoples won two state pageant titles after that pageant (Miss California Young Miss and Miss Golden State). Considered a prodigy, she mastered the flute at an early age and studied piano. At UCLA, she majored in Ethnomusicology and Composition, studied flute with Hollywood session player Sheridan Stokes, and studied with Oscar-winning composers David Raksin (LAURA) and Henry Mancini (PINK PANTHER). Oscar-winning composer Jerry Goldsmith (THE OMEN, MULAN), who was the keynote speaker at Kaylene's graduation requested they play piano together. "It was an experience I'll never forget. He had so many gems of wisdom and I learned a lot about being a composer with integrity from Jerry. I don't know how many aspiring composers get that chance!" Recounts Kaylene Peoples.

After receiving her bachelors, Kaylene applied for an elite Masters program in Film Scoring under the direction of Academy-Award-winning composer Walter Scharf (FUNNY GIRL, WILLY WONKA & THE CHOCOLATE FACTORY). Out of 5,000 applicants, Peoples was Scharf's number 2 pick after seeing her string arrangement for this very tiny, select group of composers he wanted to mentor. There were only six in the program, and not only was Kaylene the youngest and one of the only two women in the class, but she was also the only person of color. It's interesting to know that Peoples was not only the first Black, but also the first of two females to graduate from UCLA with a degree in composition. Kaylene Peoples has written and conducted countless string arrangements for Capitol Records, Universal Republic, Polygram, Warner Bros., and Elektra Records. she has composed major musical works, including three neoclassical symphonies and a ten-Act ballet which she composed and conducted, called APOCALIPTICA. The ballet ran for a month at Santa Monica College. Her orchestration skills can be heard on several albums and movie sound tracks, including AMERICAN PIE 2, SERENDIPITY, RUBY, UNWIND by Oleander, and, REDEMPTION, her own multi-award-winning feature film that she not only directed, but scored, edited, and wrote the screenplay. REDEMPTION was Kaylene's first film, and she was on a streak, winning (1) The Hollywood Underground Film Festival 2002 for Best First Time Director presented by Arthur Hillier; (2) Goldie Film Awards 2003 - (won 2 awards) for Best Picture and the Grand Prize Jury

Award; and (3) Florida Film Festival 2003 for Best Picture. Kaylene is also an L.A. Music Awards-winning Producer in 2000, for Best R&B Album of the Year and Best New Artist Christina Fasano's SPIRITUALLY WET. Peoples recorded her first jazz album ALL JAZZED UP! in 2005. Her single, "Do You Remember," was played across the country and climbed to the top of the Independent charts (AC40/NMW! Top 100 Chart/FMQB & ACQB! and Indie 100 chart). In 2015, Kaylene Peoples MY MAN made quite the impression on jazz lovers through the airwaves and in concert. The single "Giant Steps," where she featured flutist Hubert Laws, won "Best Jazz Song" for the Akademia Music Awards in December 2015. Kaylene's 2017 Holiday EP, CAROL OF THE BELLS, can be heard on i Heart Radio, and her 2020 release, Romantic Bossa-nova on Sirius XM & Pandora. The single, "Corcovado," features Bunny Brunel, and has been featured on several playlists and podcasts around the world (Brazil, Spain, Australia, Japan, USA). "Dindi (Alt)," which is another fan favorite can be enjoyed on Chordify, as well as streaming outlets and various playlists. Ms. Peoples's music is featured regularly on podcasts & playlists world wide. Kaylene not only enjoys a solo career, but she is the flutist for the Grammy-nominated jazz-fusion band CAB. She has performed/recorded with Bunny Brunel, Hubert Laws, Bobby Lyle, Stanley Clarke, Patrice Rushen, Virgil Donati, Larry Dunn, & many, many more!

Not just an entertainer, Kaylene Peoples has evolved from modeling to magazine publisher! She is the founder and editor-in-chief of the fashion periodical, AGENDA, and is also the executive editor for the music magazines SCHMOOZE JAZZ and VIRTUOSO BASS. Also a philanthropist, she founded the Agenda Foundation, a 501 (c) 3 that offered film education and job opportunities to foster youth who were aging out of the foster care system. And now . . . as a former ghostwriter (composer) for countless television shows and feature films from 88'-the late 90s, Kaylene has founded Bella Composers—a Performing Arts nonprofit for women composers. Bella Composers sponsored the first woman composer's competition and was the curator for the First Annual Artemis Women In Action Film Festival - "Women Powered Music Competition" for the festival's 5th and 6th Editions. As a Who's Who of Publishers (KL Publishing Group), a United States Senate honoree for her dedication to youth in the community, as well as other honors from Cambridge, Strathmore, Stanford, and other accolades, Kaylene Peoples is a respected influencer, mentor, and a force to be reckoned with!

"I did REDEMPTION because I so badly wanted to score a movie. I had discovered that a career I spent my entire life preparing for, and my parents spending their hard earned money to give me the training I needed to be competitive, was an ol' boys club. No production company wanted to trust a woman with their film. And I was tired of ghost writing music for TV shows and not receiving credit. I could get work arranging, but I wanted to score movies. So, I became a director."



## agenda magazine

Kaylene Peoples started her passion for fashion when she modeled professionally. The opportunity to wear clothes by famous designers from around the world spurred this life long love affair. In 2004, Kaylene launched AGENDA, creating the unique online fashion magazine. Filled with rich editorial content, in-depth interviews, fashion runway and high-end photography, AGENDA was the first online magazine to stream broadcast quality runway and documentary-style interviews. AGENDA is now Print since 2014.

"I wanted to find a way to offer fashion, lifestyle, entertainment, and video to my online audience. It made more sense to start a fashion magazine online during a time when print magazines were launching and failing every two years. My intention was to have a lasting presence," states Kaylene Peoples.

Kaylene Peoples went to UCLA and earned a degree in music, and she has won countless awards in her lifetime including local and state beauty pageants (Miss Anaheim America, Miss California Young Miss, Miss Golden State), United States National Achievement Award for Music, and Who's Who in Music, Cambridge's and Stanford's Who's Who in Business, multiple film awards as a Director and Producer, and she is an award-winning LA Music Awards Producer. Kaylene has been a fashion keynote speaker on several occasions and panel member in fashion industry forums; and is one of the most quoted fashion editors in Los Angeles.

"Having attended and reviewed countless runway shows since launching AGENDA, one tends to get a pulse on

what's trending in the industry. I have watched the world of fashion evolve over the last 18 years and I have witnessed the world embrace all body-types, cultures, and social media," adds Kaylene Peoples.

Kaylene Peoples has attended fashion shows multiple seasons in New York, Miami, and Los Angeles, and is known for her keen eye and fashion sense. For AGENDA magazine, Kaylene has styled actors, musicians, and reality TV stars: Katie Cleary, Joanna Krupa, Adrienne Curry, Bai Ling, Max Ryan, Oleander, Apollonia Kotero, Farrah Abraham, the Soho House staff, and even Playboy Bunnies.

In 2010 through 2011, Kaylene Peoples co-founded AGENDA Loft with WireImage founding photographer Arun Nevader, which served as a salon—style venue. She co-produced several turnkey fashion shows, including Kevan Hall, and launched several designers' careers. The venue received accolades from LA Times, Apparel News, Examiner, World of Stage, and more.

As one of the most photographed magazine editors in LA, Kaylene has appeared in countless publications, including LIFE, ESSENCE, MUJER, ZIMBIO, etc. Kaylene performed in concert at the House of Blues Sunset Strip and was written up in APPAREL NEWS for her outfit choice—an Octavio Carlin original . . . and was touted as a "Renaissance Woman."

Kaylene Peoples continues to be a force in the field of fashion publishing as she forges new paths, offering high-quality reporting to fashion readers worldwide!