

[Back to Portfolio](#)

MaStep Productions, LLC

2007 - 2011 in Oakland, CA

- [‘The Maleena Lawrence Show’ Clip](#)
 - [‘Dee Dee’s Blog Spot’ Episode 1](#)
 - [Business Card](#)
 - [Article in ‘The Post’](#)
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I am the co-founded of this production company where I produced, directed, and hosted 2 Bay Area TV programs: ‘Dee Dee’s Blog Spot’ & ‘The Maleena Lawrence Show’. The mission of the company was to give voice to local artists and community members.

MaStep Productions, LLC was a grassroots company that Maleena and I put a lot of heart and soul into. Our company name is derived from our names: it’s a blend of the first two letters of Maleena and the first four letters of my last name, Stephens. We commissioned local artists to design our business cards, write original music, do makeup, paint backdrops, etc. Running this company taught us a lot about community and artist collaborations.

We launched the company with “The Maleena Lawrence Show” and premiered “Dee Dee’s Blog” spot after a successful 1st season. In the clips I provided, you’ll see a clip of [‘The Maleena Lawrence Show’](#) where Maleena interviews an African American female country singer named Miko Marks. After Beyonce’s country album, this doesn’t seem like such a big deal, but in 2007, when Urban and Country stations were completely separated, it was almost unheard of to showcase this type of artist. It is one of the reasons why Miko Marks still has this interview on her YouTube page, almost 17 years later. I also included the first episode of [‘Dee Dee’s Blog Spot’](#). The premise behind this show was to highlight the business behind the music industry.

We created an LLC for this company in March of 2007 and had several years of successful content. In addition to the TV shows, we attended events in the Bay Area and Los Angeles, creating content and segments for other local stations. We dissolved this company in 2011 because both Maleena and I moved to LA. I moved upon acceptance to the USC MFA program and Maleena moved to expand and continue working on her craft. She and I still talk about having MaStep make a comeback!

[Back to Portfolio](#)