

THE CHICAGO Crusader



Darlene Washington

RazzmatazzTV.com markets businesses and puts \$5 in your pocket

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RazzmatazzTV.com puts \$5 in your customer's pockets

Darlene Washington's entertainment and marketing production company RazzmatazzTV.com has produced an innovative way of marketing and highlighting businesses throughout Northwest Indiana and Chicago while giving their customers the opportunity to make some cash at the same time.

The production "\$5 Holla" is an online video promotion that promotes businesses while showing their customers being entertained while shopping or utilizing their services. Customer and employee appreciation is demonstrated by giving anyone who participates in a \$5 Holla session \$5 cash.

Washington, along with her son Trey, produce the commercial videos of area businesses and the services they provide in addition to including their customers in the promotion.

She said, "They are paying for an online videotaping that consists of videoing them, their employees and their customers. It's whatever they want. For instance when I did the business Salon Bonjour she wanted all of her stylists in the video. With the business K & G, they wanted one person to represent the business and one customer."

The businesses pay for the marketing while their customers receive the \$5 for being in the video. She said, "This is where we go into the show part of the video where we entertain people. They may answer funny questions or do celebrity impersonations for the \$5."

The immediate benefits of a business using RazzmatazzTV.com's "\$5 Holla" marketing is that they get an in store promotion to show customer appreciation to their employees and customers. The long term benefit is that they have an online video promotion that will be shown locally and globally.

In addition to "\$5 Holla" RazzmatazzTV.com has other shows on its site. One such program is "Spiritually Intriguing" which is an online video show that captures pastors of area churches giving spiritual advice and commentary on a range of societal issues that include hot topics in the news today.

Its mission is to develop stronger morals in society by addressing the issues in today's secular world through the ministers and resolutions to problems people face. Locally participating churches in "Spiritually Intriguing" include New Tabernacle M.B. Church where the pastor is Rev. Chet Johnson, Mt. Olive M.B. Church with Pastor Rev.



Charles A. Floyd, II and Trinity United Church of Christ and its Pastor Rev. Dr. John E. Jackson, Sr.

In addition to “\$5 Holla” and “Spiritually Intriguing” there is a collection of documentary style shows, newly created skits, mini-movies, celebrities, up and coming artists, romantic gestures and whatever else is razz worthy material. Washington created RazzmatazzTV.com in 2011 as a website for adults ages 18 years and older. She said, “This is for a mature audience and, so far, I’ve had over 5,765 views of the site.”