Grammy award winning Rapper Yung Joc is Atlanta born. To release his music, he formed his own company, Mastermind. He later hooked up with Russell "Block" Spencer and released the hard club track "It's Goin' Down" in early 2006. The track became an Atlanta favorite and eventually landed on the desk of Sean "Diddy" Combs. A multi-million dollar deal with Bad Boy was inked and Joc's full-length debut, “New Joc City”, became one of the first releases. A year later the "Coffee Shop" single preceded the full-length Hustlenomics. Television called, and Joc became a featured cast member on the wildly successful “LOVE & HIP HOP ATLANTA” franchise. He also has a new show with Chilli of TLC, called “Fix My Plate”.

Streetz Morning Takeover premiered in Nov. 2016 and quickly became one of the top morning shows in ATL! In April 2020 the show was made available nationally through Superadio Networks.