



LaRita Shelby, Writer/Producer:

LaRita Shelby is a veteran actress, entertainer, author and content creator. LaRita is the writer/director of the docu-short DAD Speak, which debuted at the S. E. Manly Film showcase in Los Angeles in October 2019. For seven years under Shall Be Productions, LaRita produced and hosted over 1,000 shows for the Armed Forces, Radio and Television network. She has appeared on television and in films and worked with producers & directors such as Oz Scott, Debbie Allen, John Landis & Oliver Stone, producer of the urban classic "South Central." As a writer, Shelby has been a hidden figure in the industry, writing for the nationally syndicated Tom Joyner Morning Show, Radioscope: The Entertainment Magazine of the Air and The Electronic Urban Report. Her early work as a playwright includes

Greased, Fried and Laid to the Side, which featured gifted actors like Chris Spencer, Buddy Lewis, Patricia Belcher, (former comedian & author) Eric Jerome Dickey and new Emmy Award winner Verneé Watson.

LaRita has authored the book: Dictation- Plays, Poems and Monologues for African Americans. Works from this book have been performed in New York, Memphis, Florida and St. Croix. Shelby is also the author of The Brand Beside The Brand: 10 Reasons to step from behind and stand beside the brand and the autobiography On My Father's Side.

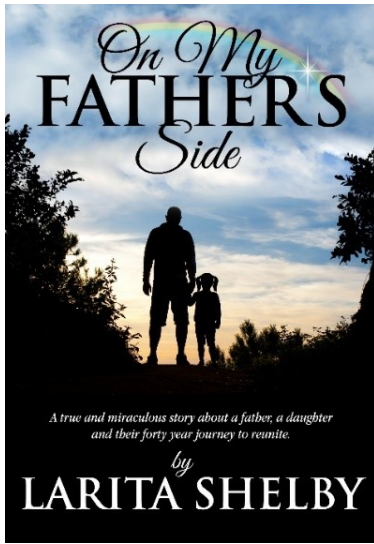
Via Shall Be Productions, LaRita is positioned to expand her brand of wit and inspirational storytelling to the big screen with her bio pic On My Father's Side, followed by Keyboard Bound: The Wally Holmes Project and Praises to the B. O. G. (a faith-based comedy). Past clients for multi-media production, performance and consultation include: McDonalds Corporation, Lincoln University, Logan Westbrooks Productions, The Black Hollywood Education & Resource Center, The Microsoft Theatre, Center Stage Advertising and Your Hollywood Local (which aired for one season on the CW30 in Memphis and on Fox 16 in Jackson, TN). As a Marketing, Branding & Media Relations strategist Shelby has had hands on experience with marketing and promoting major motion pictures, film festivals, streaming networks and televised programming.

LaRita is the mother of one son, Justin, who attends Valley Community College. She holds a BA in Theatre and Communication Arts from Loyola Marymount, and a Masters in Media & Communications Psychology (Summa Cum Laude) with a concentration in Media Leadership, from Touro University Worldwide. She and her partner Eddie reside in Studio City.

Awards include:

Lady In Red Honoree presented by Multi-Cultural International Motion Picture Association (MIMPA) 2020
Certificate of Appreciation Armed Forces Network & Defense Media Activity for Women's History Month 2019
Best Commentator Award from Girl Don't Be Scared Women's Conference 2018
Civil Rights in Labor Award from African American Heritage Fund LA Trade Tech 2017
Black Hollywood Education & Resource Center Community Service Award 2016
Unsung Heroes of Los Angeles Award from Hands For Hope 2015
Honorary Chair Award from Women's Theatre Festival of Memphis 2014

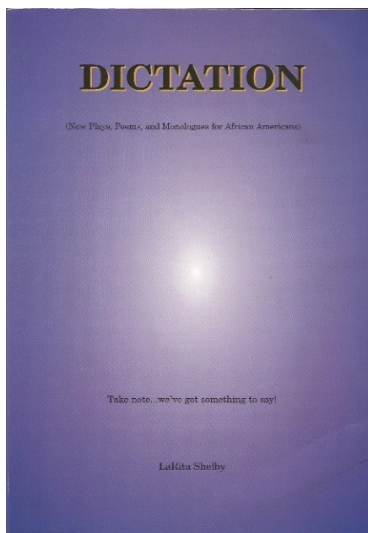
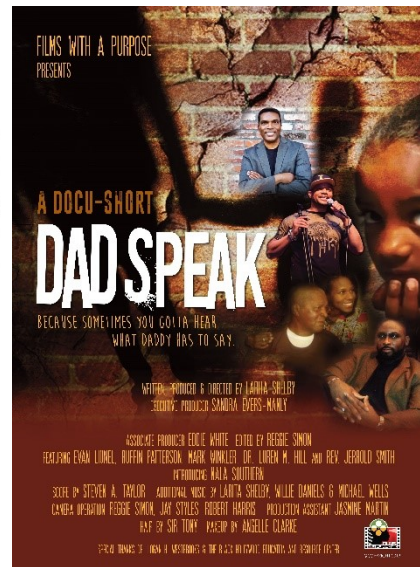
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