



## **Why Are So Many Hip Hop Artists In Trouble With The Law? Angelo Ellerbee offers a possible answer...Artist Development!!!**

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New York, NY...Hip Hop music has endured its fair share of criticism. From attacks that charge its lyrical content for glorifying gratuitous violence, denigrating women and promoting drug use, to the fanatical religious pronouncement of "devil music," the art form has managed to thrive against all the odds. The highly publicized East Coast/West Coast rivalry, the deaths of Tupac Shakur and the Notorious B.I.G, and the ill fated Sean "Puffy" Combs concert at a college campus have certainly contributed to the persisting overall negative perception. Amidst all the furor, record sales continue to climb, the music continues to dominate airwaves and awards shows, and hip hop as a culture, continues to make valiant strides into the mainstream American consciousness. But for all the accomplishments, accolades and attention, reports of infractions against the law by many high Hip Hop artists, continue to plague the culture. In recent times, some of the leading protagonists i.e. DMX, Jay Z, Black Robb, The Madd Rapper and Sean Combs have been the subjects of major criminal investigations.

Is this the result of a conspiracy? Is this the lack of Artist Development? Is this a mere coincidence?

"Labels and management are often so busy focusing on the bottom line, the record sales, the chart positions, that the personal and professional development of the artist is left," states Angelo Ellerbee, CEO/President of Double XXposure, a New York based Public Relations and Artist Development company. "Berry Gordy was astute enough to understand that if he intend to immortalize the Motown sound he had to focus on the development of his artists to ensure longevity in their careers. The result is a body of music that has stood the test of time."

Celebrating 15 years, Double XXposure has patterned its Artist Development program after the Motown and MGM examples, in which highly trained professionals were recruited to instruct aspiring artists, actors and actresses in various disciplines pertinent to their careers as entertainers. The program's curriculum includes sessions in etiquette, social interaction, travel and tourism, media training, industry terminology, choreography etc., and is the brainchild of Ellerbee, and an entertainment industry veteran who has worked as a fashion designer, model, actor, and dancer. His philosophy on life is, "Nothing of value is instant. I don't like instant coffee, I like my coffee brewed. Too many artist today are concerned with overnight success, they want instant fame and fortune and neglect to understand that it is the 'brewing' process that actually ensures longevity in one's career."

Often called the Henry Higgins of Hip Hop, Ellerbee's past client roster spans the full gamut of musical genres and reads like the who's who in music. It includes Mary J. Blige, Patra, Shabba Ranks, Joycelyn Brown, The Emotions, Isley Brothers, Kool & The Gang, Laura Branigan, Dru Hill, Changing Faces, Coko, and many others. Currently representing Dionne Warwick, DMX, Rome and Ginuwine, Ellerbee feels strongly that more time and effort should be invested in the development of artists before they are thrust in the spotlight. "Someone must take the time to prepare them, to help them through their transition from anonymity to stardom."



And while media continue to have a hey day dishing the dirt on celebrities, scrutinizing every move in search of the next sensational headline, Angelo Ellerbee asks a simple question, "We know the problem, what is the solution?"

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