

November 1, 2010 / Arts & Entertainment / Caribbean / Music

## Jamaican PM launches Vision 2030

BY VINETTE K. PRYCE

SUBSCRIBE

 SHARE ON FACEBOOK

Don't miss our updates:

Jamaica's Prime Minister Bruce Golding told his island/nation that in the year 2030 his country will emerge a first world nation to be reckoned with. In an address aired from Jamaica House last Wednesday, the leader said programs are now in effect to improve conditions for all citizens. He took a backseat in detailing exact provisions already in place to ensure such a lofty aim -- yielding to experts in various capacities of enhancements.

Specialists in communications, health, education and other areas explained how Jamaica will eradicate some of the obstacles to progress and move forward to a leadership position in the Caribbean region. Vision 2030, Golding said is not entirely his but one conceived by the previous administration helmed by the People's National Party and one he approved as leader of the opposition Jamaica Labor Party.

"This is a bi-partisan project," Golding stated, "it will take the full cooperation of both parties as well as all the citizens."

### David M Gets Double Exposure From National Campaign

The name David Minott is about to become a musical connection and household name. Acclaimed in his homeland Jamaica as David M, the worldbeat artist and songwriter recently sealed affiliations with Double Exposure, a well-established public relations/-management entity. Although the Black-owned firm which emerged on Seventh Ave. boasts a long list of

celebrated music clients -- Dione Warwick, DMX, Damian Marley, Shabba Ranks, Patra, Mary J. Blige etc -- partnering with significantly uplifting projects has been their stronghold.

On the verge of being signed for major record distribution, David M is now positioned to capitalize on DE's next major project.

Recently, the ambitious talent stopped into New York on a whirlwind campaign to kick-start his 2011 national campaign. The project he said was initiated by Angelo Ellerbee, CEO & President of Double Exposure, and one that should engage all African-Americans who use their cell phones to text or call with paramount frequency.

First he was presented with a proclamation from Irvington, New Jersey Mayor Wayne Smith.

Smith was impressed with Minott's integration of images of some of America's Civil Rights advocates he incorporated in a video presentation entitled "Lest We Forget."

Due for implementation and heavy rotation on the first day of Black History Month, the video has been tagged as the anthem for a one-hour cessation from phone use. The aim is to amplify a campaign of awareness Ellerbee perceived and branded -- "Our Silence Speaks Volumes -- The Black Out."

Details of the campaign will be released on Jan. 17, 2011, the birthday anniversary of Dr. Martin Luther King. However, what is evident is that David M's composition will provide the soundtrack for the campaign. His video -- the vehicle to project a television promotion throughout the blackout period and beyond.

Allegedly, Nielsen Report revealed that African-Americans are "voracious consumers of cell phones and their applications than any other ethnicity in the USA."

Their buying power accounts for \$800 billion, the report stated.

Ellerbee contends, and David M agrees that "Lest We Forget' can be a poignant reminder of how far African-American have come" -- since slavery.

The Caribbean native is no stranger to the spotlight, although much of his work has been relegated to his homeland performing at the local Rebel Salute annual, a Bob Marley tribute at a Kingston landmark and an upstate NY bill, he said media on the island has "been kind."

"I have gotten a lot of love from all the radio stations and newspapers in Jamaica," David M admitted.

"I have been writing for a number of artists -- Gregory Isaacs, Freddie McGregor, Coco T, JC Lodge -- and they recognize that but mostly I have pretty much stayed in the background throughout."

A burgeoning talent for many years, he was forced to delay an active pursuit yielding first to law school and later to a family business.

Although always on the periphery writing for some of the most illustrious singers, the songwriter dedicated much of his time to the business he and his brother inherited when his father died.

According to Minott -- Minott Chemicals hired 70 to 80 people prior to the brothers' takeover and now finds 1300 on the regular payroll.

Recession made some employees redundant he said but mostly "business is good."

Apparently good enough for the musically-gifted businessman to take an hiatus for at least a few days.

His David M monicker has been engaged in numerous projects, including a tribute to Haiti after the devastating earthquake and an ode to Black acheivers suchg as former South African President Nelson Mandela, Dr. Martin Luther King and others.

Fifteen years in the making, David M's songwriting skills and ambition was jolted to fully execute his lyrics when President Barack Obama was elected to the highest elected position in the United States two years ago.

"I really intended Lest We Forget for Taurus Riley," he stated, "I gave it to Dean Fraser but Dean said 'no man you have to do this.'"

David M showers kudos on Riley's mentor Fraser, musician Gibby, producer/drummer Sly Dunbar and heaps loads of accolades on producer studio owner Gussie Clarke who he said encouraged him to go forward as singer/songwriter of the breakthrough track.

Black Enterprise Magazine has featured David M for a spread in this month's issue.

Many more spotlights are pending for Double Exposure.

Catch You On The Inside!