

South Florida Reggae Manifest

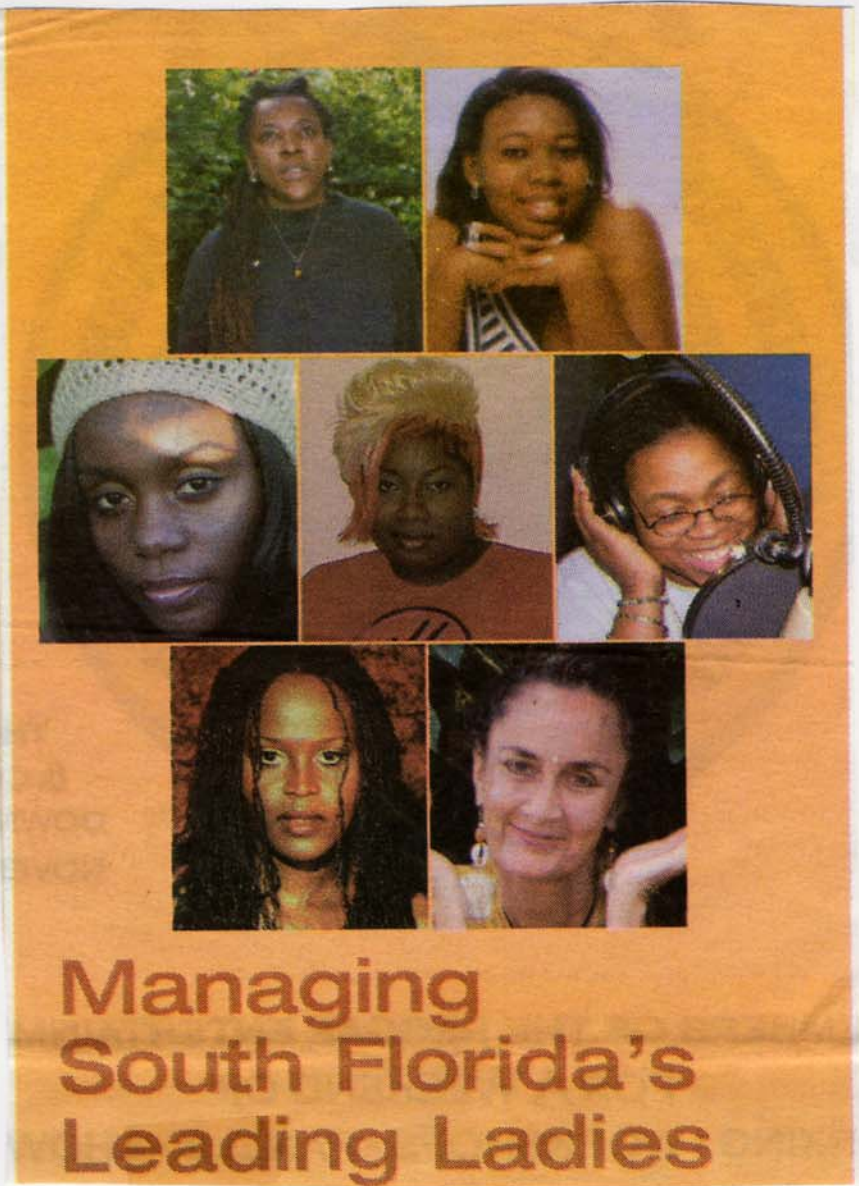
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COMPLIMENTARY



Managing South Florida's Leading Ladies

Article by **Ellie Campbell**

Marijah is another multi talented South Florida Reggae artist, with a history in music covering Jamaica, Hawaii and the West Coast to mention a few. Her manager, Debbie Allen, outsourced her after receiving a copy of her first CD "Spirit of a Woman," by a musician friend. "I played the album so often I thought it would melt down in my CD player," she laughs while reminiscing on how she first came into contact with the spiritual singer. "I was so impressed with what I heard that I approached her about management when I realized that she was doing everything herself."

Allen had previously been involved in artist management, but gave it up, frustrated with her protégé, who would

not listen to the good advice he was given. She thought long and hard before approaching Marijah, as she did not want a repeat performance of her past experience. "I soon noticed how she was completely different; and a genuine individual," says Allen. "Marijah isn't just a stage act or a studio artist; she lives and breathes her music, it's a part of her lifestyle, and I also saw how she respected and treated her band members."

Top row: Annette Brissette Fiona,
Middle row: Evette, Lady Spanna, Marcia Ball
Bottom row: Trini, Marijah

Managing South Florida's Leading Reggae Ladies An insight into managing some of South Florida's finest female talent

Marijah's characteristics make her easy to work with as an artist, allowing Allen to focus on being a good manager. She does not have any of the challenges she had before and expresses how Marijah is self sufficient, smart, and not the type of artist that needs constant guidance. "She knows who she is, and is very comfortable with her image and herself," says Allen. "Her environment is welcoming and her musicians are fiercely loyal to her because of her professionalism and her willingness to try new things or listen to suggestions."



Marijah

“Women are held to a higher standard in the business than men. Their behavior and appearance counts as much as their talent, if not more sometimes.”

The ongoing challenge, as with most female artists is getting venues for Marijah to perform; nonetheless, Allen handles this well and ensures that Marijah stays in the spot light regularly. However, she does wonder if female Reggae artists seldom make it onto Reggae concert rosters, as most promoters in the Reggae industry are men who do not think about them. The question remains unanswered, and Allen remains persistent in her efforts to push Marijah to the next level. So rather than dwell on these challenges; she moves forward and looks for the next gig.

Marijah's second album, 'Mystic Angel' is almost complete and ready for release. It was recorded in the studio with her full, live backing band.

"Marijah and I feel blessed to have found each other in the music business," responds Allen when asked what Marijah would say about their business arrangement. "I came into her life during a time when she was praying to find someone who would handle the business side of her affairs, and she inspired me when I was ready to give up on management. We are lucky to be a part of each other's lives; it has enriched us both!"



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