

CRIME DECLINES BY DOUBLE DIGITS!

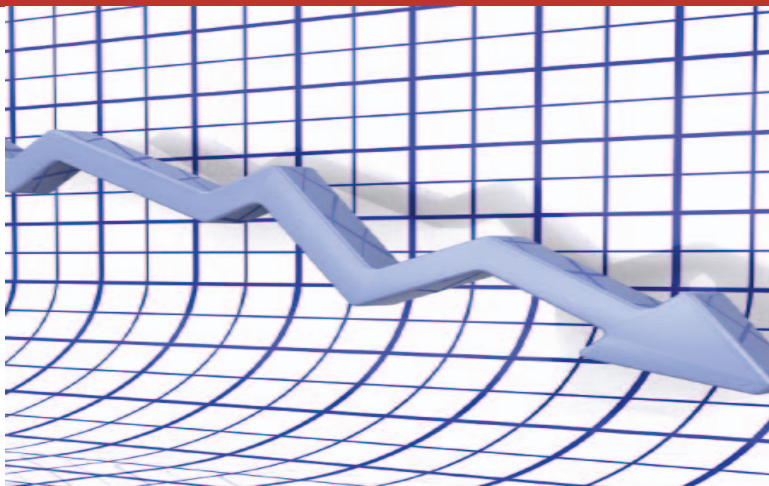
Hon. Peter Bunting, Minister of National Security has reported that figures from the first quarter of the year, have revealed that there has been a significant reduction in the number of reported crimes in Jamaica, and especially so



Hon. Peter Bunting, Minister of National Security

of murders. What is significant is that the figures are statistically relevant, since they are in double digits!

Referencing the figures from the first quarter of 2014, ending



The Minister, made the report in April, while addressing journalists at the Jamaica Police Academy, in St. Catherine, at a ceremony during which some 195 new Police Officers were added into the Jamaica Constabulary Force (JCF).

Giving details of the positive change being observed, the Minister said that over this period, **the number of murders were down by 12 per cent; all serious and violent crimes, down by 13 per cent; and accusatory crimes, 15%.**

Joint preventative Police/Community Activities credited.

Crediting the efforts of the Police operations in crime control and prevention, the Minister recognized the positive outcomes of crime-preventative joint community and police activities that had included Peace Marches, which he said had helped to build community awareness, and which had encouraged collaboration and understanding between the police and community members.

By working together to expose criminals, these communities had helped prevent violent interactions before they occurred.

Church credited for Community leadership.

He also credited the impact of the Church, which he said had been providing leadership in violence prevention within some of these communities.

The Minister observed that should this kind of collaboration be broadened island wide, then he felt certain that the downward trend of crime being currently witnessed would continue.

The Anti-Gang Law now in force!

The National Security Minister also advised against the use of threat and intimidation against witnesses of crimes done in some

instances by wrongdoers, as a means of circumventing the due course of justice.

He also warned against the use of similar threats against journalists who seek to carry out their duties in the reporting of criminal activity.

Such actions, said the Minister are not just as an 'offence' as they used to be, but could now be charged, by the courts under the new "**Anti-Gang Law**," as serious offences.

Under the provisions of this Law, said the Minister, the Police, are now empowered to bring the full force of the law against such persons.

**•MURDER
-DOWN 12%**
**•VIOLENT CRIMES
DOWN 13%**
**•ACCUSATORY
CRIMES: DOWN 15%**

FLASHBACK...

-A Profile on 'Sons' and 'Daughters' of
Central Jamaica!

A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER ST ELIZABETH, ST ANN, AND TRELAWNY

AUGUST 31, 2014

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REX NETTLEFORD OM.

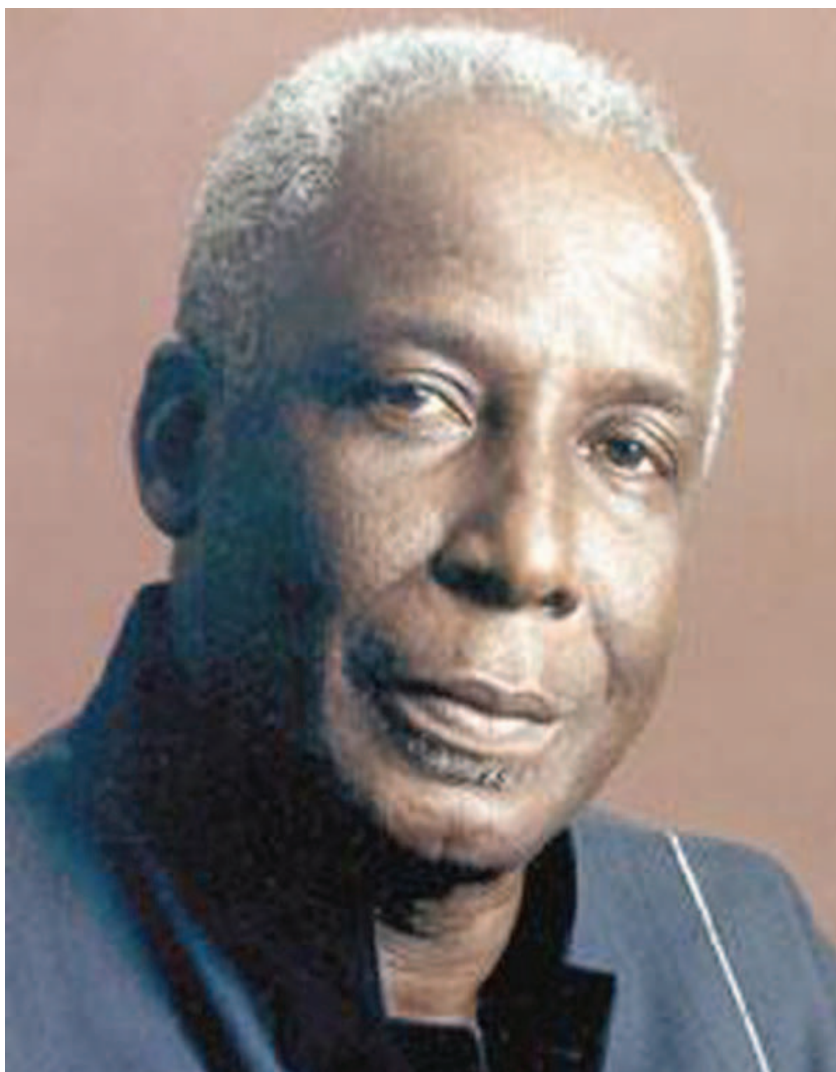
Ralston Milton "Rex" Nettleford, was born in Falmouth, Trelawny on February 3, 1933. Yes, he was a son of Central Jamaica, and not of Montego-Bay, St. James as many Jamaicans seem to think.

Most Jamaicans remember Rex as a talented artiste, who did much to preserve our culture in the genres of dance, poetry and prose, but he was also a Political Scientist, Trade Unionist, University of the West Indies Academician, and Vice Chancellor, and a true Jamaican Statesman!

As a boy, he attended Primary School at **Unity Primary School in Bunkers Hill** Trelawny. In fact it was here that his budding creative genius began to make itself obvious, as he sang and recited and even danced, in school concerts!

Amazingly, his gift as a choreographer was first demonstrated when at age 11 years, his skill was revealed as part of the **Worm Chambers Variety Troupe**.

He went to **Cornwall College, in Montego Bay**, for his secondary school training—perhaps the reason



Hon. 'Rex' Nettleford, OM.

for the confusion as to his place of birth.

At **Cornwall College**, he continued his winning ways in the arts, acting in the School's Drama Club productions, excelling as a poet, before moving on to the **University of the West Indies** where he received an Honours degree in History.

Rex Nettleford excelled academically, winning the 1957 **Rhodes Scholarship** to pursue further studies at **Oxford University**, where he read for a post-graduate degree in Politics.

He returned to Jamaica and the UWI, in the early 1960s, and quickly authored a study on the Rastafarian Movement in 1961.

He also further stamped a brilliant career in the Arts by forming in 1961, along with Eddy Thomas, The **National Dance Theatre Company of Jamaica (NDTC)**. Through the **NDTC** Rex Nettleford left Jamaica with a lasting legacy in the use of our music, dance and drama in unforgettable repertoires which have come to be acclaimed the world over!

He celebrated the artistic nuances of our colonial history and African traditions, while at the same time framed his creative interpretations through the use of the genres of our distinctive movements, language and music.

In addition, he formed the **University Singers** of the University of the West Indies (UWI), in which he assumed the role of Artistic Director, for over 20 years, with veteran musicologist, Noel Dexter as Musical Director.

At the UWI, he created history in being the first Alumnus to become Vice Chancellor. He also became involved in trade unionism, and conceptualized the **Trade Union Institute**, which he promoted within the Caribbean Region. It was later to become a model for the Caribbean, and the rest of the world!

An outstanding writer, Rex Nettleford published a collection of essays entitled *"Mirror Mirror"*, in 1969. He also edited and compiled the speeches and writings of National Hero Norman Manley in *"Manley and the new Jamaica"*, in 1971.

In 1968, he became the Director of the **UWI School for Continuing Studies** and thereafter, in 1975 of the **Extra Mural Department**. In 1996, he became **Vice Chancellor** of the UWI, an office he held until 2004,

His outstanding academic and cultural achievements and contributions to the life of Jamaica, the Region and the world at large have been variously recognised. He received **thirteen honorary doctorates**, including one in Civil Law from Oxford University, and locally, was awarded the **Gold Musgrave Medal**. -In 1975, the Government of Jamaica awarded him the **Order of Merit** for his cultural and scholarly achievements.

On **February 2, 2010**, Professor Rex Nettleford died from a heart attack in Washington DC., after having been in a coma for several days. **-EC.**

The Feedback Page ...



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER, ST ELIZABETH, ST ANN, AND TRELAWNY

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The on-going issue of Jamaican Ganja

It seems ironic, that just after the publication of the last issue of CJNews in which the laws relating to the possession and use of ganja had been outlined including he intended decriminalization of the use of a mere 'spliff'; one man has paid the ultimate price. Mario Deane has died allegedly from beatings received while being in a lock-up in which he was placed for the possession of a spliff of ganja.

The parents of the young man are understandably outraged, and so too are many of the citizens of Jamaica including UWI Mona Campus Principal, Professor Archibald McDonald, himself a medical doctor, who has condemned the circumstances leading up to Deane's death.



Other Feedback to our headline story includes the following comment from one Family Doctor:

"I believe that ganja should be considered for medical use, especially for the terminally ill."

It is a much better drug than morphine or pethidine for these patients. It gives a euphoria, which is to be preferred over the effects of the other drugs" -DR. S.

Plans are also afoot to have cases involving the possession of small amounts of ganja transferred to the Petty Session courts.

This would mean that "if a person is arrested for a ganja 'spliff' or about eight ounces of the weed, the matter is likely to be sent to the Petty sessions court for adjudication." However, the indiscriminate smoking or use of ganja in public spaces would automatically be referred to the Resident Magistrate's Court.

~OUR VISION~

"To be the newspaper of choice for all who wish to read news of Jamaica, whether located locally or abroad; and in particular to be the preferred newspaper for our youth, students of all ages, and visitors to the island Jamaica."

~OUR MISSION~

"To inform, educate and entertain."

~OUR VALUES~

Truth, Honesty, Accuracy, Constructive Critical Thought.

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- **IN THE RESPECTIVE PARISH LIBRARIES**
- **AS AN INSERT IN THE JAMAICA OBSERVER IN ONE SUNDAY OF EACH MONTH.**

ENJOY!

Editorial

"Before God and all mankind, I pledge the love and loyalty of my heart, The wisdom and courage of my mind, The strength and vigor of my body, In the service of my fellow citizens." - National Pledge of Jamaica.

I am dreaming of a new Jamaica! -A land of peace and love"...Yes. I know that the words are not original . They form part of the opening stanza of one of our former Festival Songs, but they aptly describe my current sense of joy and anticipation of success that I on this day in August 2014, feel for my country Jamaica which I pledge to serve with 'the strength and vigor of my body!'

Can't you feel it in your heart too, that a new day is dawning for Jamaica?

We could begin of course with the obvious; our prowess in **sports**, which has now become a global phenomenon, for we are not only emerging as national leaders in athletics, but we are now holding our own internationally in unaccustomed exploits such as swimming, shot putt, ladies' cricket and even Taekwondo for which we have been chosen as the venue for the World Championships...Who knew??

Then of course, this month's CJN headlines of a **downturn in our crime** figures, do give us something to celebrate! This is no mere flash in the pan, for any statistician will tell you when results are evident in double digits, that change has indeed occurred! I began to have hope for change in this direction from the events of the last election. There had been so much prayer preceding it, for peace in our land, especially during times of election.

Those of us who are older, can recall times in the not so distant past, when elections were synonymous with blood baths. Yet in the last election we had followers from both political camps dancing together, smiling with each other, instead of killing each other.

I saw that as a sign of change. Now the figures have shown that in fact, this is becoming a dawning reality. **Not that there is still not a far way to go, for there is, but the results are encouraging!**

For, what the recent crime reports show is that we as a people are beginning to take responsibility in the various ways in which we can make a difference, as members of the community, the Church, the Government the Private Sector, and the Police; and with this kind of collective effort, **the change has begun!**

My dream of a new Jamaica, also is being encouraged by the good news **the profits** that are being made by various companies. — And yes, we must be happy for them for the success of their corporate efforts, and the potential impact it can have on all Jamaica. For, as they thrive, so will everyone else, as employment and disposable income increase and spread over a wider spectrum of Jamaicans.

I celebrate our **students**, and their excellence in recent exams. We have become so blasé, that 9As hardly evoke applause, but what about the significant improvement in Mathematics and so many other subjects? There is so much to be thankful for! God be praised!

I am encouraged that we are managing to meet the expectations of the **IMF**. It is coming at a high price for some social programmes are being negatively impacted, but thank God, we are avoiding the worst.

I feel a breeze of change in Jamaica! Don't you?

Let us thank God for His mercies, and pledge to continue to use 'the strength and vigor of our minds and bodies' to continue to build a "*new Jamaica!*"

TOUGHER PENALTIES FOR STEALING ELECTRICITY

It is reportedly a pervasive problem in Central Jamaica, and the authorities are moving to clamp down hard on it. Reports from the Minister of Science, Technology, Energy and Mining, Hon. Phillip Paulwell, are that the Government will be imposing tougher penalties for persons found guilty of stealing electricity.

Mr. Paulwell said that the new electricity laws which are soon to be enacted this year will be stronger.

He was speaking on August 11, at the signing of a Memorandum of Understanding (MoU) between the Jamaica Public Service (JPS) and the Caribbean Maritime Institute (CMI), for the replacement of 200 street lights along the Palisadoes Road with LED lighting at a cost of \$5.17 million.—a move which is geared at reducing the cost of electricity use.

The law, the Minister said will also be geared at **encouraging energy conservation**, reducing the foreign exchange demands of the country.

CWM'S "NEW FACE" FOR CENTRAL JAMAICA!

A New FACE, (ANF) an acronym for: "A

New Faith And Culture Exposure" programme, as an initiative of the Council for World Mission (CWM), which aims at facilitating cross-cultural exposure to Christian ministry in the Caribbean context, comes to Central Jamaica this summer.

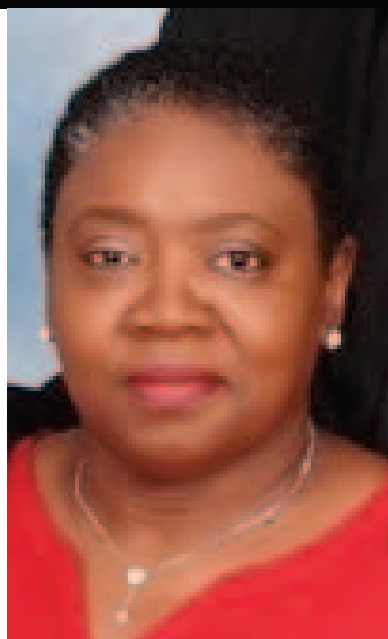
This international partnership of churches across the world which work together in mission brings together 12 ordained ministers from member churches to study together for seven (7) weeks in a ministry context which is different from their own home experience.

Host church – **the United Church in Jamaica and the Cayman Islands (UCJCI)** provides the congregational setting for their reflections.

The main objectives of the programme are to stimulate theological reflection and provide opportunity for participants to gain a cross-cultural perspective.

It is hoped that such exposure might be used to help participants to work in a multicultural context.

In this way, they will be better prepared to work with a



Mrs. Karen Francis,
CWM Regional Director for
the Caribbean.

church's international partners, equip them to work as a partner in mission, or to enhance a church's capacity in line with its human resource development strategy to better pursue mission priorities.

CWM's Regional Director for the Caribbean, **Mrs. Karen Francis**, has said that four of the seven weeks the **ANF** ministers will be deployed to congregational settings across Jamaica and Cayman to work alongside colleague UCJCI ministers.

During this time they will also focus their reflections on identified issues such as **climate change, economic justice and human trafficking**.

At the end of the placements the **ANF** ministers are required to present a reflection paper based on their experiences in the placement.

Participants will come from five of the six regions of CWM – **South Asia, Europe, East Asia, Pacific and Africa**.

Since the programme is based in the Caribbean Region, no participant will be included from this Region. Which will mainly fulfill the role as hosts.

"The main objectives of the programme are - to stimulate theological reflection and provide opportunity for participants to gain a cross-cultural perspective."

RADA GETS \$30M TO BOOST FOOD

The word is "Do not panic", there is enough food to go around, But nonetheless, provision is being made to ensure that the status quo as described in terms of the availability of adequate food supplies, remains so.

Consequently, some **\$30 million** has been allocated to the **Rural Agricultural Development Authority (RADA)** to ensure that farms get adequate water to sustain or increase food production in the face of an ongoing drought, particularly in parishes from which most of our food comes such as Manchester and St. Elizabeth.

This was disclosed by Acting Minister of Agriculture and Fisheries, **Hon. Derrick Kellier**,

The financial assistance being offered will also go to assist farmers, who have lost their farm products to fires, such as those which have variously occurred in Central Jamaica.

Mr. Kellier, made this announcement on Tuesday, July 29, at a press briefing at the Ministry's Hope Gardens offices in St. Andrew.

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Consumer Protection for Mobile Internet Services?



Stephen Wedderburn



At the end of June, Jamaica's two mobile telephone service providers, Digicel and LIME, moved to block access to what they referred to as "unlicensed Voice over Internet Protocol (VoIP) providers".

VoIP services allow people to make voice calls through the Internet rather than going through the traditional telephone networks. Perhaps the best known of the VoIP services is Skype, but it was VoIP providers Viber and Numbuzz that appeared to have sparked the block by Digicel and LIME.

The major reasons given by Digicel for the imposition of the VoIP block are:

"Unlicensed phone number based VOIP operators such as Viber and Nimbuzz use telecoms networks to deliver their services, but do not pay the requisite money for the privilege. Digicel believes that this unauthorised use of its

network amounts to illegal by-pass activity."

"With these unauthorised VOIP services putting enormous pressures on bandwidth – and customers' data usage experience being negatively impacted as a result – the company has been forced to take firm action."

At face value these arguments may appear to have merit, but upon closer consideration they do not appear to provide sufficient justification for the move by the mobile telecoms providers to block VoIP services. There are several consumer-related issues that arise from the VoIP block and it does seem that in Jamaica the protection of the consumer in this matter leaves a lot to be desired.

The suggestion that the telecoms companies are not earning revenues through consumers' use of VoIP services is not true. The telecoms companies may not be receiving revenues

from the VoIP providers but the consumers who use these services are paying.

VoIP services are delivered through the Internet and consumers pay for internet access when they use these services.

Payment by consumers rather than service providers is the basis on which most Internet services are provided.

For example, if a consumer uses the Digicel or LIME network to access news through the Internet from news providers such BBC, CNN, The Gleaner, Jamaica Observer, etc., these news providers do not pay Digicel or LIME for such access.

It is the consumers who pay Digicel and LIME for Internet access. The idea that the principle of consumers paying for Internet services should be varied in the case of VoIP services does not seem to be justified.

The telecoms companies seem to want to collect twice for the same service, both from the consumers and from the service providers.

The suggestion that higher usage of VoIP services is affecting network quality seems somewhat spurious.

Modern networks are designed to handle data intensive Internet traffic such as videos. VoIP services which use far less bandwidth than video should therefore not present a challenge to network quality

If there are real problems in accommodating VoIP traffic then this may be an indication that Jamaican mobile internet networks are not up to scratch.

It should also be noted that the more data intensive the services are the more the companies will earn from data charges for accessing their Internet networks.

The real problem that the telecoms companies have with VoIP appears to be that increasing use of VoIP services is eating into the market for traditional voice calls and text messaging services.

Many people are finding it more cost-effective to communicate by using VoIP-type services rather than making traditional phone calls or sending SMS text messages. This is partly a reflection of the continuing trend of the Internet replacing traditional methods of information delivery.

For example, traditional newspapers and magazines are struggling as people increasingly choose to get their information from the Internet rather than going out and buying paper copies.

Stephen Wedderburn is a consumer advocate on utility matter and a member of the Consumer Advisory Committee on Utilities. He may be contacted at: stephen.wedderburn@gmail.com

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JAMAICA SUGAR STANDARDS INTERNATIONALLY ACCREDITED!



The Central Laboratory of the Sugar Industry Research Institute (SIRI), Mandeville, was given the international mark of accreditation to the standard ISO / IEC 17025:2005.

This was awarded for its methods of sugar testing. This was the probably the first of its kind in the sugar world. This award was given in May 2013 by the Jamaica National Agency for Accreditation (JANAAC). JANAAC which is the body set up by the Government of Jamaica to grant the international mark of accreditation.

The first surveillance visit conducted by the agency in April 2014 showed that the laboratory was still in compliance.

International Standards play an important role in sustainable development. They facilitate global trade through the promotion of safety procedures, quality standards and technical compatibility in both the manufacture and analysis of products intended for worldwide trade.

The Central Laboratory (SIRI) has developed the necessary policies and procedures to guarantee:

- ✦ the integrity of samples
- ✦ confidentiality of customer information
- ✦ a commitment to improving the service it offers to its clients
- ✦ assurance of the quality of test results

To maintain and continuously improve the quality management system developed, the laboratory's management periodically conducts reviews of its analytical methods and procedures.

The laboratory participates in the proficiency testing of raw sugar organised by LGC Standards in the United Kingdom. This activity serves to improve the reliability

in the testing of samples and will lead to overall improvement in the quality management system.



The United Church in Jamaica and the Cayman Islands
in partnership with Council for World Mission

hosts the

A New Faith and Culture Exposure Programme – A New FACE

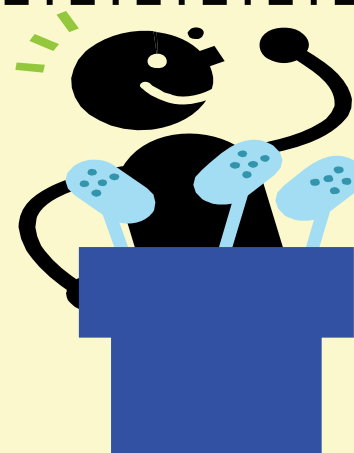
SEPTEMBER 1–OCTOBER 19, 2014

'A New Face', is a seven-week exposure programme for ministers from five of the six regions of the world who are part of the CWM family. CWM is a partnership of churches in mission. Ministers will be located in congregations in Jamaica and Cayman where they will experience ministry in the community from a Caribbean perspective.

Rev. Goo Heesook from South Korea, Rev. Riben Kakiber Adeang from Nauru and Rev. Emmanuel Mollick from Bangladesh will be placed at the Salem, Davyton and Bryce Charges in Central Jamaica.

If you encounter them...welcome them.

Help them to experience the friendship and warmth of the Caribbean!



Do you have something to say? Let your voice be heard, by sending us your opinion or news on events occurring in your community.

GIVE US A CALL AT: 343 –2855

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The Farmers' Page...



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER ST ELIZABETH, ST ANN, AND TRELAWNY

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NUFF ... NUFF FOOD...

-Says Acting Agriculture Minister!



Yes... the drought is upon us, and some careless fires have destroyed some farmlands, putting some 16,000 hectares of our farms out of commission, but the Ministry of Agriculture's Acting Minister, Derrick Kellier, wants Jamaicans to know that there is no need to panic. We still have enough food to go around!

The Minister was speaking at a Press Briefing held at the Ministry's Hope Gardens Offices, on July 29, when he sought to advise the media, and by extension the island that despite the fierce drought that there was still enough food such as potatoes and yams, as well as bananas and plantains to fill the needs of all Jamaicans.

Specifically, he said, there were some 4.7 million

pounds of Irish potatoes currently in storage, plus some 50,000 lbs to be reaped, which he said, would be enough to meet our national needs for the next two months! There was no need, he reiterated for panic, as we have some 200,000 hectares of arable farms.

BUT: -Vegetables being affected....

The Acting Agriculture Minister, did however admit that the drought had affected the supply of vegetables, which are more susceptible to the dry conditions which are now pervasive island wide.

Market vendors are also quick to point out, while supplies of tomatoes, carrots and other vegetables, are still available, the reduction in

amounts available, was being reflected in a **higher price** being asked for some of these vulnerable foodstuffs.

The Minister is projecting that there will be a fall-off in the supply of some vegetables by some 20% over the quarter July—September, 2014.



A good stock of Potatoes, enough to last the next two months!- says Actg. Minister.

PERCIVAL WILLIAMS & ANDREW WILLIAMS:

BEST DRESSED CHICKEN 'FARMER OF THE MONTH' FOR JUNE 2014



From left: Denandre Williams (grandson); Beryl Williams (wife); Percival Williams and Andrew Williams.



Percival Williams (right) with farm workers.

Although his career path led him into the field of accounting in the government service, **Mr. Percival Williams** would find his calling in 1988 when he built his first natural chicken house.

But it was in 2003 that he was persuaded by Best Dressed Poultry Operations to install his first tunnel ventilated house and although reluctant at first, today he now has four, with production capacity of approximately 100,000 chickens per grow-out period. Mr. Williams has also attributed the growth of his farm to the People's Co-operative Bank and Bank of Nova Scotia - the lending institutions that supported the business venture and allowed him to put in proper management and security systems.

I am so elated to be named the BDC Farmer of the Month for June. This will motivate me to do even better," Mr. Williams said. Working together with his

youngest son **Andrew** - who has been actively involved in the operations of the farm for about five years - Mr. Williams said his son's involvement is in keeping with the succession planning of the farm.

"I enjoy farming. It has helped me to provide for my family. I look forward to the next generation of the Williams family building on what we have achieved, for greater independence.

"I could not have achieved all I did without the support of my entire family- especially my loving wife Beryl - and the hard working team of farm workers. I am also very grateful for the support received from the Best Dressed Chicken team of which I am happy to be a part. May God continue to bless this company," said Mr. Percival Williams.

Look out for next month's winner!

HYPERTENSION — A KILLER.



“Hypertension already affects one billion people worldwide, leading to heart attacks and strokes”.

WHO also stated :

“Researchers have estimated that raised blood pressure currently kills nine million people every year”.

So many times we hear of high blood pressure where most sufferers are quick to suggest that it relates to some form of ‘mental stress’ recently encountered.

However, true holistic practices teaches us that blood pressure can increase for the following reasons:

Excess salt (sodium chloride) consumption – salt absorbs liquid and dumps it in the blood, resulting in an increase in pressure to enable continued circulation.

Hardening of the arteries caused by foods that absorb moisture from them cause’s arteries to lose flexibility, making it difficult for blood pressure to come down.

A deficit in the blood is usually present, leading to **Organ Starvation**, which in most cases is caused by improper nutrition.

Organ starvation is the most common and primary cause of high blood pressure also called **Hypertension**.

According to the World Health Organization (WHO),

The wholistic approach to understanding hypertension enables and empowers an individual to take proper steps to rectify their condition.

Hypertension is not a disease but a reaction to a disease which is essentially **Mal-nutrition**.

When the body is under nourished it begins to starve, the internal organs send a message of starvation to the glandular highway, which responds by trying to feed the body via the blood, which is the bodies transport system.

In order to send more nutrients and remedy the deficit, the pressure of the blood (blood pressure) is increased to make the delivery possible.

In many cases the blood is unclean and in a state of ‘liquid manure.’

Blood in this condition is unable to feed the body, resulting in conditions such as **Cerebral Infarction (stroke) or Cardiac Arrest (heart attack)**.

Blood that is congested (too thick), lacking in nutrients or in a state of liquid manure cannot feed the organs regardless of how high the pressure increases, as the blood would need to be cleaned, to allow nutrients to be made available for the organs.

Studies have revealed that cancer cells can take over 10 years to complete the transformation from a good healthy cell to a cancerous cell, this transformation involves oxygen starvation and suffocation.

Oxygen Deficiency is a key factor in Hypertension, making clear that this condition which is often excused as a ‘stress response’ is in actual fact **a very real early sign of Cancer**.

Although Hypertension is a reaction to a bodily condition, it also gives birth to many other conditions, if the blood is deficient then the whole body is also deficient.

The heart will be under strain providing this excess pressure.

The Kidneys work very closely with the heart under the function of compression (moving liquids), which will be strained and inevitably begin to malfunction.

The body is **One Organism**. All organs and systems are connected in a wholistic fashion therefore resulting in a wholistic disease.



Hypotension (low blood pressure), is also a dangerous condition that is often times undermined, all diseases are Bi-polar meaning they have two sides or wings, the objective is to stay balanced, medically referred to as Homeostasis, not too high and not too low, normal blood pressure is allowed a range in the region of:

Systolic (Top) number between 112-139 (from 132 is seen as pre-hypertensive).

Holistic principles teach us that numbers are a language; therefore the numbers generated from a blood pressure reading are in fact conveying ‘the condition of the body’.

It is therefore beneficial to have these numbers translated using a Holistic Blood Pressure Gauge.

The empowerment received by such a reading can enable the

sufferer to take the necessary steps towards finding the appropriate remedy.

The Melanin Clinic is equipped to provide a translation of the numbers and assist clients to make the necessary dietary adjustments, with Natural Herbal Programs that will help to address the deficit in the body, as oppose to the conventional ‘symptom treating’ with unnatural toxic drugs, that causes, creates and encourages unwanted side effects that do not heal or cure the condition... only sentencing the individual to a life of costly medication, Doctor and hospital visits and further deterioration to their health.

“Let Food Be Your Medicine... And Medicine Be Your Food...”

Contributed by Dr Hotep.

Pictures courtesy of atlanta-dailyworld.com & ionwave.ca

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hotep@melaninclinic.com
www.melaninclinic.com
Call: (876) 582-0182

Starting this issue: “Dear Doctor.” -See P. 10.

Write your letters dealing with Health to Dr. Hotep at the above address, and have your answer published in CJNews.

—All correspondence will be treated confidentially.

SPECIAL MEDICAL HEALTH FEATURE...



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER, ST ELIZABETH, ST ANN, AND TRELAWNY

AUGUST 31, 2014

PAGE 10

Starting this issue, we introduce a new Medical Health Feature: "Dear Doctor".

Your letters to Dr. Hotep, which will be answered in these columns may be addressed to him at:

Dr K. Hotep

Melanin Clinic
hotep@melaninclinic.com
www.melaninclinic.com

876-582 0182

Dr Hotep is a proponent of 'Ethno-Medicine', and was introduced to our readers in the "Health and Beauty" Feature of the June/July CJN issue.

Ethno-medicine, according to Dr. K. Hotep is the branch of medicine that seeks to address the biochemical variations within the human race.

He advances the principles of (W) Holistic Medicine which he says "refers to the inclusion of all aspects or members of the individual's life" including their background.

Dr. Hotep, holds Clinics in Kingston, Mandeville and Montego Bay, throughout the week.

NB:

Advice given by Dr. Hotep is strictly his own, and not necessarily that of CJNNews.

"Dear Doctor..."

Dear Doctor,

I have been having this on-going infection for a long time, no matter the medication I take the discharge won't stop, what you think is the cause, and what natural product can I take for it?

Susan, Trelawny.

Response:

Assuming the infection is in the uterus/vaginal area, first and foremost it is important to understand that the reproductive area is reflecting the condition of the whole body and therefore attempting to create balance by offsetting toxins through the vaginal orifice.

The objective is to help the body cleanse (create balance), promote the cleanse, not to shut it down or stunt it with drugs, do your best with the diet (eating habits) and seek out some natural antibiotics such as raw garlic and/or lemon, there are natural uterus cleansing formulas on the market.

You can also contact the **Melanin Clinic** for help in locating a suitable product and assessing your dietary habits.

Dr Hotep

Dear Doctor,

I am a 52 year old man, active and see myself as being in general good health, however I have recently noticed an erection problem, it's not as strong as it should be and I find myself getting up at night to urinate more frequently.

Winston, Mandeville.

Response:

There are many reasons for erectile dysfunction.

However, it usually comes back to the bodily condition of circulation.

There seems to be the onset of a Prostate Disorder (enlargement) causing the frequent urination.

I suggest you have your diet, (eating habits) assessed.

Ensure you are not consuming too much foods that absorb moisture from the body. Visit a Health Food store and seek out natural products that enhance and protect prostate gland.

If you need any assistance in this regard, you can contact us at the **Melanin Clinic**.

Dr Hotep

"The Only Health is W-Holistic Health"


CHIKUNGUNYA VIRUS HERE IN CENTRAL JAMAICA

The Chikungunya virus is reportedly here in Jamaica; with six of the recently eight reported cases, having been transmitted here in Jamaica. Cases have been reported in St. Thomas, St Andrew, St Catherine, and St Ann. There was also at press time, a suspected case being investigated from the Parish of Manchester and it is projected that there may be up to 20 cases by month end!

There is reportedly no cure for the disease which is transmitted by the *Aedes aegypti* mosquito and while recovery is possible, some persons have died from the disease.

The Ministry of Health is advising citizens to get rid of standing or stagnant water, which may provide breeding ground for the mosquitoes.

The flyer below is being distributed by the **UWI, Faculty of Medical Sciences**.



CHIKUNGUNYA VIRUS (CHIK V)

Testing available in Jamaica


This virus is transmitted via the same specie of mosquito which transmits Dengue.

Symptoms of the virus includes:

- Fever which lasts from several days to a week
- Pain, swelling, tenderness and stiffness of the joints, especially the hands and feet
- A rash usually occurs two to five days after onset of the fever.

If you have any of these symptoms and suspect that you have contracted the virus, please go to your nearest health centre, clinic or medical doctor.

Early Detection, Early Treatment. Get Tested



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SPECIAL INDEPENDENCE FEATURE



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER, ST ELIZABETH, ST ANN, AND TRELAWNY

AUGUST 31, 2014

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RUSHANE SANDERSON WINS FESTIVAL SONG 2014

CELEBRATING OUR INDEPENDENCE



FESTIVAL SONG
2014 IS

I LOVE JA- MAICA!

RUSHANE

SANDERSON

Is no stranger to the music world having been an active participant since his school days and a student at St. Mary High School where his talent was recognized by his friends and supporters who encouraged him to continue his musical path.

In 2012, as Deep Jahi, he entered the Magnum Kings and Queens of Dancehall competition and which he won, boosting his career and gaining the attention of the public.

Winner of the 2014 Jamaica Festival Song Competition, Rushane Sanderson, was apparently a surprise winner, and not the immediate favourite, but in the end he was the one to cop the coveted title as Festival Song King, for the August 6 Independence celebrations.

His song 'I Love JA' was liked by the crowd enough for him to win the coveted cash prizes of \$500,000, a trophy, and gift baskets.

"The song competition is organised each year by the Jamaica Cultural Development Commission (JCDC), an agency of the Ministry of Youth and Culture.

It seems however, that the members of the public and the media are missing former practice of having the festival song being released to them earlier, which practice would have made the Festival already well known on Independence Day.

Our country on August 6, marked our Independence celebrating 52 years as a nation. We are familiar with our black green and gold, and wear our colours proudly. We are proud of our athletes and other sports men & women. We know our National Anthem, and sing it with pride. But what does the average Jamaican know about how and why we became independent, and what was the status of existence in the years prior?

Do most of us know for instance, that for many years prior to the so-called "discovery" of Jamaica by Christopher Columbus, we were an island of free peoples: Arawaks and Tainos, who had come here from South America.

It was on Columbus' second visit to the then called "New World" that Jamaica was claimed for Spain, and when Spain took up official rule of the country in 1509, many of our native Arawaks and Tainos, became slaves, to the new 'owners' who then governed the island.

Many died from overwork

The Spanish rulers remained in charge of Jamaica for 146 years, before they were defeated by the English, on May 10, 1655, when the Spanish forces surrendered to the English forces with little or no resistance. The Spanish did not however give up their claim to the island until 1670.

Slavery continued under British rule, with the slave population added to by imports from Africa, until the vicious practice was abolished by Parliament in 1833.

Our population was further expanded by others who came as planters and indentured labourers from East Asia as well as from other countries.

British rule continued, but some local political control was won, as the People's National Party was formed in 1938, followed by the Jamaica Labour Party in 1943.

The first elections under Universal Adult Suffrage were held in 1944.

Jamaica gained independence on August 6, 1962, and remained a member of the Commonwealth of Nations.

The first Prime Minister was Sir Alexander Bustamante, then head of the Jamaica Labour Party.

THE FAMILY PAGE...

A page for Prayer, Meditation & Counseling!



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER, ST ELIZABETH, ST ANN, AND TRELAWNY

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Meditation Corner.

For our Meditation Corner in this issue, we look to the prayers of our children some of which were published as part of a Child Month Feature in May this year.

They have much from which we as adults may learn...

Dear God,

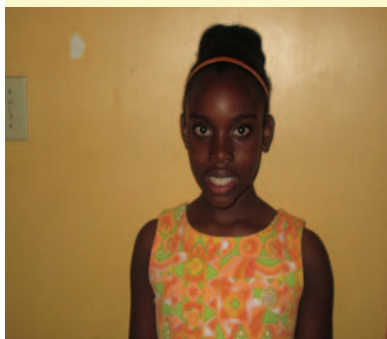
I thank you for what you have done .

I thank you for giving me parents, teachers, friends and especially giving your Son to save us.

LORD, please help the persons in the hospital, the homeless and the mad men

.LORD please forgive all our sins because we know not what we have done.

Protect us LORD. In your name we pray. AMEN.



Akelah Morgan



Akelah Morgan

Dear Lord,

I pray that you heal those who are paralyzed, those who have injuries, and those who are on hospital. Let those who live in Children's Homes be adopted, eat the right food and grow up to be responsible.

I pray that we will grow up to be trustworthy, humble, and faithful to you.

I pray that everyone will have eternal life and will grow in your words. Through the glory of your name. Amen.



'My Prayer'

Akelah Morgan

8 years old

Dear Lord, Please bless my family and all the families of the world.

Keep me safe Lord. I love you and I know you love me too.

Lord you are my best friend and my keeper.

Thank you Lord for protecting me at school and play.

You Lord are my strength and my salvation.

Amen

SINGLE PARENTING — WHAT ARE THE CHALLENGES?

A previous issue of this column on "parenting" started the discussion by suggesting that "parenting" is not just a huge part of a child's life, but a huge part of life.

Against this view, it was further argued that it was not surprising that some were of the opinion that "it takes a village to raise a child".

If the task of raising a child is tremendous to the extent that it takes a village to accomplish it, the challenges of single parenting are certainly not singular.

The Single Parent

It is generally considered that a single parent is one who is not living with a spouse or partner and who therefore assumes most of the daily responsibilities in raising the child or children.

Viewed this way, the single parent is usually accepted as the primary caregiver and the one whom the children reside the majority of time. In instances where the parents are separated, or divorced, children live with their custodial parent and have visitation or secondary residence with their non-custodial parent.

In Jamaica, and our western society generally, a child may end up living solely with the primary caregiver, usually the mother, or a secondary caregiver, usually the father.

The death of a partner has been the major cause of single parenting. Single parenting may also result from separation, child abuse/neglect, or divorce of a couple with children.

Custody battles awarded by the judicial court, or settled in other ways, determine with whom the child will spend the majority of his/her time. This may adversely affect the child in many ways and counseling is often recommended.

Typically, the primary caregiver in a single parent family structure, as a result of divorce or unplanned pregnancy, is a mother.

Over the years, fathers appear to have been the less common primary caregivers. Presumably, this could be attributed to the trend that the father, working most of the day away from home, has less bonding with the children.

Alternately, where the young child is still in need of nursing care, the mother would be regarded as better suited while fathers work outside of the immediate family environment.

However, it is not unlikely that the scenario could shift over the years as many fathers take on a more parental role as stay-home dads while more women are in the work place and are become secondary caregivers to the family.

Next month: the Mother or Father as single parent.



THE FAMILY PAGE...

A page for Prayer, Meditation & Counseling!



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Arianna Noble 10 years

**Thank you Heavenly
Father for all you have
done**

**For giving us your one
and only son**

**From I wake up in the
morning, 'til I lay my
head to rest**

**Thank you Father God
for being the very best**

**Thank you for life and
everything living**

**Thank you for forgiv-
ing us for all our sins**


**Thank you for your
blessings that you give
us each day**

**Which is why we lift
our hands to you in
adoration and praise**


**You are marvelous and
wonderful in every way
You provide us with
food and the breath of
life each day**

**You are worthy to be
praised in our daily
lives**


**And we lift your name
to higher heights**



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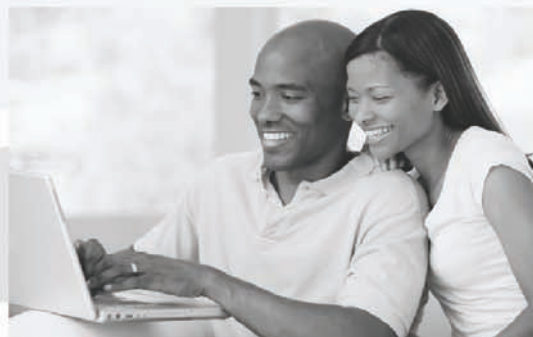
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EDUCATION PAGE ...

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Last month's:

S I D T A S

Here are the answers to the "CJN
WORD PUZZLE GAME #2

THE WORDS ARE:

- | | |
|----------|-------------|
| 1. Ads | 9. Sis |
| 2. Aid | 10. Sit |
| 3. Aids | 11. Sits |
| 4. Adit | 12. Dais |
| 5. Adits | 13. Said |
| 6. Its | 14. Staid |
| 7. Sad | 15. Sadist. |
| 8. Sat | 16. Tad. |

D R E N A H

Above is the NEW
PUZZLE Game #3, for
this month!

There are about 30 words of three letters or more that may be spelt from the letters above; including one word that uses ALL the letters. Solve it, and Win a basket of groceries from GRACE, valued \$3,000!



RESULTS OF THE CJN 'WORD PUZZLE' GAME

CATCH OUR NEW WORD PUZZLE!

Send your answers by September 19, 2014 to:

CJN "Word Puzzle"

Game#3 P.O. Box, 1094, Kingston 8.

OR Email at:

contact.cjnews@gmail.com

EDUCATION NEWS...

-BACK TO SCHOOL FEATURE.



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER, ST ELIZABETH, ST ANN, AND TRELAWNY

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In North America, cable television companies are seeing erosion of their markets as people switch from traditional cable companies and choose instead to get access to movies and television shows through Internet services such as Netflix rather than through traditional cable TV service.

This is much the same as what is happening to **Digicel** and **LIME** as people increasingly use Internet services to communicate rather than the traditional telephone call.

The local telecoms companies seem to be fighting a battle they cannot ultimately win. It is futile to seek to resist technological advance and try to lock people into traditional voice calls and text messages.

It is quite understandable that the telecoms companies will seek to do whatever they can to protect their traditional business, but **what is disappointing in the Jamaican situation is that the companies have been allowed to implement the VoIP blocks with no resistance from the Government and regulatory authorities.**

It is notable that when they implemented a similar block in Trinidad it had to be quickly withdrawn due to the intervention of the regulatory authorities there.

The Office of Utilities Regulation (OUR) has had some consultations on the matter, but we are yet to hear of any definitive position coming out of these consultations. The **Fair Trading Commission (FTC)** has been remarkably silent on this matter, even though they may have even greater authority in this matter than the OUR.

It is because there is limited competition in the mobile telephone market why the telecoms providers have been able to block VoIP. In a more diverse market they would have been much more hesitant to do so and the FTC should be ensuring that consumers are protected in situations where markets are not competitive.

While the matter of the VoIP block is being considered, it would make sense for the Government, the OUR and the FTC to consider as well other issues related to the provision of mobile Internet services in Jamaica. One such matter is the exorbitant prices charged by both companies in situations where consumers access mobile Internet without having previously signed up for a data plan. **This is known as Pay As You Go (PAYG) Internet access.**

Many people have been complaining about their phone credit disappearing quickly. The companies suggest that this is because of unintended Internet usage and propose that the solution is to educate people on how to turn off data on their phones. This may help, but based on very recent experience the companies are selling phones with data already turned on and are not offering any information on how to turn off the data. However, a major part of the problem is that the companies are charging exorbitant PAYG rates.

To see how extortionate the PAYG rates are, consider the following. One company offers a 500 MB mobile internet plan for \$100 and the other offers 250 MB for \$100.

The companies are therefore charging 20 cents and 40 cents per MB if you sign up for a \$100 plan. However for PAYG both companies charge \$40 per MB, i.e. on a plan \$100 gives 250 to 500 MB, but without a plan \$100 only gives you 2.5 MB -- which is an insignificant amount of data in this day and age. **- Looked at another way the same 500MB that one company is selling for \$100 on a plan would cost a whopping \$20,000 on PAYG.**

People are unwittingly being exposed to these exorbitant rates and it therefore no wonder that there are so many complaints of disappearing credit.

A somewhat similar situation occurs with shows and other events where if one purchases a ticket beforehand it costs less than if the ticket is purchased at the gate. ***Purchasing a ticket beforehand would be analogous to signing up for a data plan while purchasing it at the gate would be analogous to using mobile Internet on a PAYG basis.*** The concept that the PAYG price is higher than the pre-purchased price is one that is readily accepted by consumers in such situations. ***What consumers would not accept is a PAYG cost that 200 times the cost of pre-purchasing.***

I call on the OUR to investigate the possibility of setting maximum rates for mobile internet charges, similar to the step they took in instituting maximum termination rates for voice calls. This would prevent mobile telecoms companies from significantly overcharging consumers for access to mobile Internet. The Government, the OUR and the FTC must also ensure that Internet-based services such as VoIP, which are in common use globally, are not denied to Jamaican consumers merely to protect the profit margins of Jamaican mobile telecoms companies.

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EDUCATION NEWS...

BACK TO SCHOOL FEATURE.



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER, ST ELIZABETH, ST ANN, AND TRELAWNY

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PREPARING FOR SCHOOL- BOOKS, BACKPACKS, AND BULLYING...

So its is time to prepare for school again! "Back to School", is the agenda of most parents and many students, and so the preparations begin. In fact they should have started some time ago, for some of the preparations involve the expenditure of money which for most must be planned for over a fair period of time!

Books , Bags and Bullying are prime consideration but preparation for School fees, also calls for preparation of a fourth 'b', that of budgeting!

Here are some tips, excerpts of which we reproduce with the permission of the American Academy of Pediatrics. (AAP.



PREPARE YOUR CHILD.

- **Remind your child** that there are probably a lot of students who are uneasy about the first day of school.

- **Point out the positive** aspects of starting school. - Seeing old friends and meeting new ones. Refresh positive memories about previous years, when he/she may have returned home after the first day with high spirits because it had been a good time.

- **Find another child** in the neighborhood with whom your student can walk to school or ride on the bus.

- If it is a new school for your child, **attend any available orientations** and take an opportunity to tour the school before the first day.

If you feel it is needed, drive your child (or walk with him/her) to school and pick them up on the first day.

BACKPACK SAFETY

There is concern of the impact being made by large and heavy backpacks on a child's posture and general health.

- Choose a backpack with wide, padded shoulder straps

and a padded back.

- **Pack light.** Organize the backpack to use all of its compartments. Pack heavier items closest to the center of the back. The backpack should never weigh more than 10 to 20 percent of your child's body weight.

- **Always use both shoulder straps.** Slinging a backpack over one shoulder can strain muscles.

If your school allows, consider a **rolling backpack**. This type of backpack may be a good choice for students who must tote a heavy load.

Remember that rolling backpacks still must be carried up stairs.

TRAVELING TO AND FROM SCHOOL

Review the basic rules with your student:

Taking the Bus:

- Remind your child to **wait for the bus to stop** before approaching it from the curb.

- Remind your child to **look both ways** to see that no other traffic is coming before crossing the street, just in case traffic does not stop as required.

- Your child should not move around on the bus.

- If your child's school bus has lap/shoulder seat belts, make sure your child uses one at all times when in the bus.



Travelling by car.

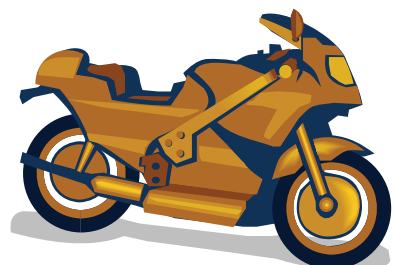
- All passengers should **wear a seat belt** and/or an age- and size-appropriate car safety seat or booster seat.

Your child should ride in a car safety seat with a harness as long as possible and then ride in a belt-positioning booster seat. **Your child is ready for a booster seat when he/she has reached the top weight or height allowed for the seat, .**



the child's shoulders are above the top harness slots, or his/her ears have reached the top of the seat.

All children younger than 13 years of age should ride in the rear seat of vehicles. If you must drive more children than can fit in the rear seat (when carpooling, for example), move the front-seat passenger's seat as far back as possible and have the child ride in a booster seat if the seat belts do not fit properly without it.



Travelling by Bike.

It is now a frequent sight to see some men transporting their children to school by bike.

- **Parents: always wear a helmet**, no matter how short or long the ride.

- **Ride in the same direction as auto traffic.**

- Use appropriate **hand signals**.

- **Respect traffic lights and stop signs.**

Wear bright-colored clothing to increase visibility.

EDUCATION NEWS...

BACK TO SCHOOL FEATURE.



A MONTHLY PUBLICATION FOR CENTRAL JAMAICA. - CLARENDON, MANCHESTER, ST ELIZABETH, ST ANN, AND TRELAWNY

AUGUST 31, 2014

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BOOKS, BACKPACKS, AND BULLYING...

Travelling by Bike contd.

White or light-colored clothing and reflective gear is especially important after dark.

- Know the "rules of the road."

Walking to school



- Make sure your child's walk to school is a **safe route**.

- **Identify other children in the neighborhood with whom your child can walk to school.** In neighborhoods with higher levels of traffic, consider organizing a **"walking school bus,"** in which an adult accompanies a group of neighborhood children walking to school.

- **Be realistic about your child's pedestrian skills.** Because small children are impulsive and less cautious around traffic, carefully consider whether or not your child is ready to walk to school without adult supervision.

- If your children are young or are walking to a new school, **walk with them the first week or until you are sure they know the route and can do it safely.**

Bright-colored clothing will make your child more visible to drivers.

BULLYING

Bullying is when one child picks on another child repeatedly. Bullying can be physical, verbal, or social. It can happen at school, on the playground, on the school bus, in the neighborhood, over the Internet, or through mobile devices like cell phones.

When Your Child Is Bullied

- Help your child learn how to respond by teaching your child how to: **1. Look the bully in the eye. 2. Stand tall and stay calm in a difficult situation. 3. Walk away.**

- Teach your child how to say in a firm voice. **1. "I don't like what you are doing." 2. "Please do NOT talk to me like that." 3. "Why would you say that?"**

- Teach your child when and **how to ask a trusted adult for help.**

- Encourage your child to make friends with other children.

- **Support activities that interest your child.**

- **Alert school officials to the problems** and work with them on solutions.

- Make sure an adult who knows about the bullying can **watch out for your child's safety** and well-being when you cannot be there.

- **Monitor your child's social media or texting** interactions so you can identify problems before they get out of hand.

When Your Child is the Bully

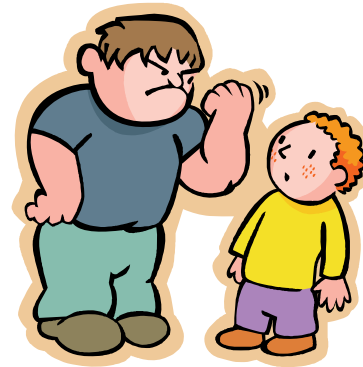
- Be sure your child knows that **bullying is never OK.**

- Set firm and consistent limits on your child's aggressive behavior.

- **Be a positive role mode.** Show children they can get what they want without teasing, threatening or hurting someone.

- **Use effective, non-physical discipline,** such as loss of privileges.

Develop practical solutions with the school principal, teachers, counselors, and parents of the children your child has bullied.



When Your Child is a Bystander

- Tell your child **not to cheer on or even quietly watch bullying.**

- Encourage your child to **tell a trusted adult** about the bullying.

- Help your child **support other children who may be bullied.** Encourage your child to include these children in activities.

Encourage your child **to join with others in telling bullies to stop.**

BOOKS AND HOMEWORK

Much of school has to do with books, their purchase and ultimately their use. The Ministry of Education has issued useful guidelines on booklists, and the purchase of books,



DEVELOPING GOOD HOMEWORK AND STUDY HABITS

- **Create an environment that is conducive to doing homework.**

Children need a consistent work space in their bedroom or another part of the home that is quiet, without distractions, and promotes study.

- **Schedule ample time** for homework.

- **Establish a household rule that the TV and other electronic distractions stay off during homework time.**

- **Supervise computer and Internet use.**

- **Be available** to answer questions and offer assistance, but never do a child's homework for her.

- **Take steps to help alleviate eye fatigue, neck fatigue and brain fatigue** while studying. It may be helpful to close the books for a few minutes, stretch, and take a break periodically.

- If your child is struggling with a particular subject, and you aren't able to help her yourself, **a tutor can be a good solution.** Talk it over with your child's teacher first.

- **Some children need help organizing their homework.**

- If your child is having difficulty focusing on or completing homework, **discuss this with your child's teacher, school counselor, or health care provider.**

- **Have a wonderful term with your child!**

"PREPARING TO SPEAK" - Part 2.

*In our continuing series on
MARKETING COMMUNICATIONS,
By: Elaine Commissiong.*



*In this Part 2 of our
discussion on:
"Preparing to Speak",
a vital step is...*

AUDIENCE ANALYSIS

Do your homework.

Ask the person who contacted you to speak, about the goals and objectives of the meeting/event. Find out as much as possible about your audience; the age group, gender proportions; i.e. how many males/females; their educational background and job titles if possible. This will help you to gauge their motivation. You may also find it useful to ask about recent speakers and their reaction to them. If you know very little about the organization or company you have been asked to address, then ask for

copies of annual reports, newsletters, and even training videos that they may have been exposed to.

Depending on availability, interview members of your potential audience so as to secure the required information. This is important for you to gauge how to pitch the content of your presentation, the words which you should use, and the general purpose of your speech/presentation.

Where you make your speech is very important and the size and composition of the audience greatly affect your potential success.

Further:

Do not be caught into the trap of agreeing to a speech of more than **20 minutes**. If you are asked to address an audience for 45 minutes to an hour, then make it clear that this will be a **presentation**, (as opposed to a speech), possibly involving the use of AV Aids, and or a Question and Answer Session.

Ask about the size of the audience which is expected.

If it is expected to be relatively small, question the proposed arrangement of the audience's seats. A horse-shoe arrangement, with the head table or lectern closing the "shoe" may be more appropriate than 'class-room style'. The former allows for a more intimate relationship between you as the speaker, and the audience, and provides you the opportunity to make one-on-one contact with each person in the room as you move around.

Remember that the more separated you are from your audience the harder it will be for you to communicate effectively.

Look at the expected number of persons and the relationship with the number of chairs laid out.

Remember that is it better to have too few seats than too many. As back-up, you could ask for extra chairs to be stacked nearby, or even at the back of the room.

-A room with nearly all or all chairs taken, looks better,



MAKING A GOOD SPEECH : Know your audience!

than one which has a significant number empty.

USING VISUAL AIDS.

Visual aids are just that - aids that add a pictorial dimension to what is being said. They are not intended to obscure or replace the verbal message.

If you are addressing an audience for a period longer than 20 minutes, the use of audio visual aids is strongly suggested.

If you are not technologically savvy, or even if you are, ask to have a tech support nearby to assist with set-up of the equipment, and to be on hand for trouble-shooting. This will allow you to focus on the main task at hand which is to deliver your presentation.

In you are using PowerPoint as a visual aid, remember the **"Rule of 7"**. No more than seven words per line, and seven lines per slide. This will ensure that your slides are not too crowded, and may be easily read by your audience - even those at the back of the room.

Use illustrations (photographs, drawings, clip art images), wherever possible to enhance your presentation.

Remember that even in these days of 'high tech' that 'low tech' tools such as flip charts and the chalk-board have their place and can be used effectively to make quick illustrations to establish and hold the interest of your audience.

Always have a back-up plan. Never depend solely on electronic aids. 'Murphy's Law' often applies; so along with your PowerPoint presentation, take along some other low-tech visuals that may be usable, just in case something goes wrong, negatively affecting Plan A. (**More next month.**)

Excerpted from "Principles of Public Relations," © by Elaine Commissiong, CJN's Editor in Chief, -a Communications Consultant, and Lecturer in Marketing and Communications at the UWI.

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"Do not be caught into the trap of agreeing to a speech of more than 20 minutes.

If you are asked to address an audience for 45 minutes to an hour, then make it clear that this will be a Presentation".

1..2..3,& RELAY GOLD AT COMMONWEALTH GAMES...

The Jamaican Flag flew proudly and high this year at the Glasgow-hosted 2014 Commonwealth Games!

"Here come the Jamaicans!"

Those were the words that heralded the first 1,2,3 wins of the Jamaican team.

The girls were first off the starting post to make their mark with the trifecta! They predicted the possibilities by establishing their "winning ways" in the heats. But the joy was when the promise was fulfilled in the finals! One two three, were: Stephanie-Ann McPherson, coming in at **50.67**; Novlene Williams Mills and Christine Day— gold, silver and bronze medal winners!

McPherson, is the first Jamaican to win the event at the Commonwealth Games since Sandie Richards who won in 1998 in Kuala Lumpur,. She said that she and her other team members had had as their goal the winning of the three medals for the race.—**And they did! - much to the great pleasure of the Jamaican people!**

This pleasure was further magnified when we copped gold in a number of other athletic events including the men's and women's 4x100m and the men's 400 metre relays.



A WIN without the usual Stars!

Jamaica won gold in the men's 100metre race, even without stars Asafa, Yohan and Bolt, as the newest 'star' on the horizon, **Kemar Bailey-Cole**, crossed the line in **10 seconds** flat, ahead of his British opponent Adam Gemili who came in in 10.10 seconds and fellow Jamaican, Nickel Ashmeade in 10.12.

The Relays...

There was more gold for Jamaica, when **Kerron Stewart**, **Veronica Campbell-Brown**, **Schillonie Calvert** and **Shelly-Ann Fraser-Pryce**

powered through in typical Jamaican style to win the gold for Jamaica in a games record **41.83 seconds**.

—And Jamaica's women's **4x400m women's relay team** ran a games record **3:23.82** seconds to win for Jamaica yet another athletics gold!

The line-up included 400m gold and silver medal winners **Stephenie-Ann McPherson** and **Novlene Williams-Mills** joined by bronze medalist **Christine Day** and **Anastasia Le-Roy** which enabled Jamaica to claim gold easily!

BOLT THE SUPERSTAR SHINES!!

But it was when Usain Bolt came on to the rain-wet track to boost our men's relay team that the excitement reached fever pitch. He gave the Commonwealth Games a display of showmanship and speed as he anchored Jamaica's 4x100-meter relay team to gold in a games record of **37.58 seconds!**

Many had doubted that he would have appeared, given the information of recent surgery on his left foot, but he was there, winning another gold for Jamaica, and a first

Commonwealth gold medal for himself.

Bolt excited the crowd with his usual dance before the race, also thrilling Commonwealth Games host Glasgow, with his own dance to Scottish pop anthem "500 Miles."

OTHER GOLD WON!

*Jamaica also shone in areas of sport other than the athletics, winning for the first time, a gold in the triple jump by **Kimberly Williams**.*

Jamaica also made its debut win in Shot Putt, when **O'Dayne Richards** produced a Games Record of **21.61 metres** in the men's shot putt final to win the country's first medal at the 20th Commonwealth Games in Glasgow, Scotland beating favourite Tom Walsh of New Zealand into second place.

Walsh, 22, had qualified for the final with a Game Record of 21.24 metres.

Gold for the future??

Alia Atkinson keeps on giving us hope of a possible gold in swimming coping two medals—a silver and a bronze in the Commonwealth Games!

Congrats to our team!



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