Maurice White: “It’s All About Love”

By Jocelyne Hudson-Brown / Inquiring News-CT

Maurice White, 74, the founder of Earth Wind & Fire passed away on February 4th. His legacy will forever be one of love and spiritual uplifting and enlightenment through music. White was born in Memphis, TN, a famous drummer long before he created EWF. He was a member of the Ramsey Lewis Trios (RLT) and played on songs for Etta James, the Impressions and toured with the Drifters. He left the RLT in 1969 and formed the band we now know as EWF shortly thereafter.

The music White produced for EWF was a mixture of jazz, soul, R&B, infused with African and Latin rhythms, gospel and the Phoenix Horns. The band sold over 90 million records the old fashioned way, one fan at a time.

An EWF concert was always a diverse multicultural event which was a testament to the body of work White created. During the big budget concert heyday EWF shows featured theatricals that were million dollar productions and delivered a stage show that was beyond compare. White’s brother Verdine levitated while playing his guitar, the drummer spinning around never missing a beat, the whole group getting into a giant pyramid that rose high in the air, broke into pieces and when the smoke cleared they were standing linked arm-in-arm in front of you on stage. Audiences went crazy. There was always an encore, there had to be.

White stepped touring in 1994 citing the rigorous of being on the road. In 2000 he announced he had Parkinson’s Disease and made few public appearances thereafter but remained active behind the scenes. Faith, hope and love are the foundations upon which all human beings thrive and White managed to capture that musically. He is the recipient of 6 Grammy Awards, a member of the Rock & Roll Hall of Fame an NAACP and BET Award winner. He also produced music for the Emotions, Barbra Streisand, Neil Diamond and Cher. EWF was the band tapped to play the White House after President Obama was elected and held his first social event. Heaven has just gotten another bandleader. The angels are in for quite a treat. Oh what music they will be making now!

Witnesses Note: EWF is scheduled to receive a Lifetime Achievement Award at the 2016 Grammy Awards airing Feb 15th on CBS. The announcement was made on January 31.

Jocelyne Hudson-Brown is a Society of Professional Journalists Award winner and longtime correspondent for Inquiring News. She can be reached jhbnpr@yahoo.com.

CASE Names Dwight Bachman, Eastern Public Relations Officer, Major Award Recipient

Bachman delivers acceptance speech at the Westin Copley Place Hotel and Resort in Boston. Behind him is Dave Nuscher, chief communications officer for the Boston-based American Academy of Arts and Sciences.

Dwight Bachman, center, is congratulated by Endia Cordova, left, Dean of institutional advancement and community engagement at Manchester Community College, and Manchester Community College President Gina Glickman, winner of CASE’s Chief Executive Leadership Award.

Boston, MA - CASE; the national Council for the Advancement and Support of Education, has named Dwight Bachman, public relations officer at Eastern Connecticut State University, as recipient of its Quarter Century Circle Award. CASE presented the award, one of its major awards, to Bachman at its Annual District One Conference on Jan. 27 at the Westin Copley Place Hotel and Resort. The award recognizes advancement and communications professionals who have served for 25 years or more for higher education institutions and other educational nonprofits.

Former Eastern President and Connecticut State University System Chancellor David G. Carter hired Bachman at Eastern in 1990. He is responsible for helping to create and manage a comprehensive public relations plan to preserve and enhance the image of Eastern. He has written thousands of press releases and feature stories, and produced award-winning publications promoting the University; placed hundreds of Eastern’s students, faculty and staff on radio and television shows and established numerous mutually beneficial relationships between Eastern and the community.

Students are Bachman’s pride and joy. In May 2013, Nana Owusu-Atynam, in her senior class address at Commencement, described Bachman as “a wonderful boss.” Kate Hamer, Eastern’s 2012 Barnard Scholar Award, described him as “one of the most influential people in her life during at Eastern,” based on all the fun she had “learning about public relations from Mr. Bachman.”

In 2014, Bachman participated in the White House Initiative on Africa. In 2013, he was named as a “Special Person” for the Connecticut Department of Higher Education Distinguished Service to the Community Award. In 2012, Bachman was inducted into the East High School (Waterloo, IA) Hall of Fame for his accomplishments in the public relations profession.

In 2007, he awarded Eastern’s prestigious Dr. Martin Luther King Jr. Distinguished Service Award. His internationally televised, 12-part television series, “Dr. Martin Luther King Jr.: A Look Back,” has been described as “a gift for future generations.” In 2002, Eastern Returns, Eastern’s annual back-to-school comprehensive marketing tabloid on which Bachman served as managing editor, won the Independent Newspaper Publisher’s Association “Best in the Nation” Marketing Insert Award. Bachman also serves on the national Public Relations Society of America’s Diversity Committee, and the board of directors for Willimantic, CT-based Project Genesis.

Prior to Eastern, Bachman served as a radio and television news producer for 13 years in Washington D.C., Baltimore, NYC and in Stamford and West Hartford. WTOP All News Radio in Washington D.C., where Bachman served as morning editor, nominated him for a George Peabody Award, the world’s oldest and most prestigious prize in electronic media, for researching, writing, and producing an eight-part series on the highly celebrated Allan Bakke affirmative action case.