Senate Resolution No. 2313

BY: Senator PARKER

COMMENDING Playbook MG upon the occasion of presenting "The Artist Reset: Discovery, Visibility & Power in Today's Music Industry" on June 17, 2026, in conjunction with the celebration of New York Music Month

WHEREAS, It is the sense of this Legislative Body to recognize and pay tribute to those organizations whose commitment to empowering artists, amplifying underrepresented voices, and investing in the future of New York's music industry has enriched the cultural and civic life of this State; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commend Playbook MG upon the occasion of presenting "The Artist Reset: Discovery, Visibility & Power in Today's Music Industry" on Tuesday, June 17, 2026, in conjunction with the celebration of the 9th Annual New York Music Month, the City of New York's official music festival presented by the Mayor's Office of Media and Entertainment; and

WHEREAS, New York Music Month, now in its 9th annual edition, is New York City's official celebration of its vibrant music industry, featuring more than 60 free events including performances, expert-led talks, workshops, and masterclasses across all five boroughs - an investment in the full music value chain that supports not only the artists audiences see on stage, but the entire ecosystem of creators, industry professionals, and cultural workers that gives New York its irreplaceable sound; and

WHEREAS, Playbook MG was co-founded in 2014 by Marie "Driven" Theodore and Jean Jones with a mission to engineer branding experiences that convert audiences into advocates, amplifying awareness, and igniting interest for artists and brands across the music, sports, and lifestyle industries; with an outbound messaging network reaching millions nationwide, Playbook MG has established itself as an industry leader in strategic communications, cultural storytelling, and the kind of authentic, community-rooted advocacy that changes careers; and

WHEREAS, At the heart of Playbook MG is its co-founder Marie Driven, a Brooklyn native, powerhouse publicist, entrepreneur, and media personality, recognized across the industry for her commitment to Caribbean cultural visibility in the mainstream, having built her career on the conviction that Caribbean artists and cultural voices deserve to be heard on the largest possible stages; as the host of Hot Ones Caribbean on TEMPO TV, she brings her signature edge and charisma to the screen, interviewing celebrities while spotlighting Caribbean excellence on a global stage; and

WHEREAS, "The Artist Reset: Discovery, Visibility & Power in Today's Music Industry" reflects Playbook MG's enduring commitment to equipping

artists with the knowledge, connections, and power they need to navigate a rapidly changing industry on their own terms, understanding that visibility without power is not enough, and that the artists who sustain this city's musical culture deserve both; and

WHEREAS, This Legislative Body is proudly moved to honor Playbook MG, its co-founders Marie Driven and Jean Jones, and all who will gather for this event in the conviction that the future of New York's music industry belongs to those who show up, learn, and build together; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend Playbook MG upon the occasion of presenting "The Artist Reset: Discovery, Visibility & Power in Today's Music Industry" on June 17, 2026, in conjunction with the celebration of New York Music Month, and to extend congratulations and deepest appreciation to all who make this event and this festival possible; and be it further

RESOLVED, That copies of this Resolution, suitably engrossed, be transmitted to Marie Driven and Jean Jones, co-founders of Playbook MG, in recognition of their outstanding contributions to the music industry and the cultural life of New York City.