



# Rhode to Africa (R2A)

## An Interview Series & Concert Series

Presented by



Dear Media Colleague,

On behalf of the **Rhode to Africa** Project, we are writing to request your support. With you and your organization's help, we can make a community and media initiative a successful and widely-enjoyed one. But what is Rhode to Africa (R2A)? **A Podcast/Interview Series and a Concert Series.**

The R2A Podcast Series will consist of four 30-minute audio interviews with African musicians who are living locally and regionally. The audio series will be produced by 2007 Metcalf Diversity in the Media winner, Reza Corinne Clifton, and located on her website, [RezaRitesRi.com](http://RezaRitesRi.com). It will also be available on iTunes, and marketed through flyers, press releases, media appearances, Facebook, Myspace, e-newsletters, and text messages. The goal is to draw a broad and diverse group of listeners to conversations exploring such questions as what does African music sound like in the 21st century? In the case of these artists, who are based in New England, does it reflect their communities and experiences here locally?

The R2A Concert Series offers a chance to hear the musical responses to these questions and represents another marketing strategy for drawing in listeners for the interview series. Musicians featured in the series will perform each Sunday in October at The Blackstone, a music venue in Pawtucket. The concerts will be part of the Rhode Island Council for the Humanities (RICH) Freedom Festival, a month-long set of activities organized to launch an initiative celebrating African American Heritage in RI.

Besides the artists themselves, organization and media partners like Mount Hope Neighborhood Association, Inc. (MHNA), The Liberian Community Association of RI, RICH, and RI Future.org have lined up to support R2A. As organizers of this project, we are proud to pioneer this new media model and thrilled with the early and broad display of support. But this support also helps us reflect on a concern about the interviews being accessible only on the internet. We know that media organizations like yours are still the top choice for many - due to strong leadership, professionalism, and quality programming/content. For that reason and more we reach out to you; with the aim of garnering your support.

Included with this correspondence is more information on R2A and a document detailing ways your organization can assist and join us. First and foremost on that list, of course, is fully airing the series or excerpts of the 30-minute interviews. For more information or additional discussion, please contact Project Co-Director Reza Clifton at 401-497-5246 or at [rezaclif@gmail.com](mailto:rezaclif@gmail.com). To hear or read other samples produced by Clifton or for info/updates on R2A, visit [www.RezaRitesRi.com](http://www.RezaRitesRi.com).

Thank you for taking the time to review and consider this request. We hope that you will choose the Rhode to Africa.

Cordially,

  
Reza C. Clifton, Project Co-Director  
Rhode to Africa

  
Raymond L. Watson, Executive Director  
Mount Hope Neighborhood Association, Inc.

Supported by organizations and partners like



RHODE ISLAND COUNCIL for the HUMANITIES

Beatbox Studio, Bashment Sounds, The Liberian Community Association of RI, [www.RIFuture.org](http://www.RIFuture.org), Oasis International, The Providence Black Repertory Company, The Rhode Island Young Professionals (an auxiliary of The Urban League of Rhode Island), & RI State Representative Joseph Almeida.



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The Voices of Liberians, Cape Verdeans and other Africans in RI

## There are many ways to support Rhode to Africa (R2A):

- Make a partial or full donation to Mount Hope Neighborhood Association, Inc. for \$4,500 or less. All funds contributed are tax deductible, and all checks should be made payable to “Mount Hope Neighborhood Association, Inc.”
- Air each 30-minute conversation weekly in October during local, public, or special programming slots. (Photos, performance footage, and video from some of the conversations can also be made available for television programming.)
- Publish a written excerpt from one or more of the conversations in a print or online publication, journal, blog, or e-newsletter.
- Air an abbreviated or promotional segment of one or more of the conversations daily / weekly in October on local programming or during public service slots.
- Schedule a weekly slot in October on one or more of your organization’s pre-existing programs to interview R2A’s Project Directors, participating artists, and/or partner organizations about highlights of the podcast, previews or footage of the concert, and/or a discussion on issues facing African immigrants and descendants in the region.
- Host the podcast series or event/newsletter updates by dedicating a page or section of your website to the podcasts or written and visual promotions.
- Host an abbreviated or promotional segment of the podcasts on your organization’s website.
- Host on your website a link to the R2A page of RezaRitesRi.com or directly to the 4 audio conversations.
- Using the official R2A flyer/image, advertise (at no cost) the Podcast Series, Concert Series, or both in your publication, on your website, in e-newsletters, print newsletters, website, and/or event programs, etc.
- Officially co-host one or more of the podcasts by participating in a conversation about Africans in New England.
- Officially co-host one or more of the concerts by holding a meeting or social event to correspond with one of the performance nights
- Officially co-host one of the concerts by advertising it and attending/sending staff to the event with marketing materials, organizational merchandise for giveaways, etc.
- Host a listening party and group discussion/event around one of the podcasts or co-host one alongside Mount Hope Neighborhood Association, the R2A Project Directors and/or one or more series sponsors or participants.

**Organizations who support R2A will be thanked, rewarded and acknowledged. In what ways?** (The following examples depend on outside media coverage of the R2A Concert Series and Podcast Series; the timing of commitments and partnerships; completion of necessary paperwork; and/or level of support extended.)

- Acknowledgement on RezaRitesRi.com and other pre-specified marketing materials
- Acknowledgement that will be audible on one or more of the 4 podcasts.
- Invitation to participate in marketing/guest media appearances for the project.
- Space at The Blackstone for distributing giveaways and organizational materials or just for members of your organization to be seated.
- Participating in at least one of the audio podcasts in one or more of the following ways:
  - As a guest interviewer – in person or with submitted questions
  - As an interviewee with commentary to appear on a podcast.

**For more information or to discuss additional ways to support the Rhode to Africa Concert Series and Podcast Series, contact Reza Clifton, R2A Project Director at 401-497-5246.**

Presented & Supported by

RezaRitesRi.com, Mount Hope Neighborhood Association, WRIU 90.3 FM, Rhode Island Council for the Humanities, Beatbox Studio, Bashment Sounds, The Liberian Community Association of RI, www.RIFuture.org, The Providence Black Repertory Company, Oasis International, & RI State Representative Joseph Almeida.