

# Proposal For Bridging the Gap

America / Liberia UNIA

Initiative



## OBJECTIVES

### RBG Educational Tool

Increase UNIA Membership

Revenue Generator for American and Liberian RBG Artists

Generate UNIA Chapter Proceeds

Bridge Relations with Americans and Liberians

Educate Young Liberian and American Children with emphases on Basic Reading, Basic Math, African History, Marcus Garvey History, Critical Thinking Education, Social Entrepreneurship/Business, cleanliness, and RBG values



# Initiative One

## Establish Annual UNIA Marcus Garvey Tour

Tour consisting of artists representing RBG principals / with at least 1 Liberian Hip-Co artist or group

### Objectives

Increase UNIA Membership

Educate the community about the philosophy and opinions of Marcus Garvey

Generate proceeds for local UNIA chapters

Create a revenue stream, and a platform, for Liberian and American artists who promote RBG principals.

Open communication lines between the black community and the UNIA

Provide an alternative to mainstream entertainment

Open communication lines between American and Liberian artists who represent RBG principals

Educate American and Liberian artists about Marcus Garvey, the UNIA, and RGB principals

### Philosophy and Opinions of Marcus Garvey



edited by Amy Jacques Garvey

Philosophy and Opinions of Marcus Garvey edited by Amy Jacques Garvey  
The Journal of Pan-African Studies 2009 eBook



## **Concept**

Every year the UNIA selects a group of artists and speakers to travel to selected cities with UNIA branches (at least 7 cities)

In each city, artists and speakers will host a morning lecture at a school or a location negotiated by the UNIA. Topics will be selected beforehand. Free PDF copies of “The Philosophy and Opinions of Marcus Garvey.” will be distributed. UNIA and Artists Books, T-shirts, and so on will be available for the general public.

Artists will partake in a Clean up the hood drive (picking up trash, painting, feeding the hungry, or whatever the local branch decides is needed that afternoon)

Evening concert will take place in a selected venue. Free PDF copies of “The Philosophy and Opinions of Marcus Garvey.” will be distributed. UNIA and Artists Books, T-shirts, and so on will be available for the general public. Local RBG artists will be selected beforehand to open the show.

Artists and speakers should be paid a flat amount for the tour. They should receive 50% of the agreed amount on arrival to travel. Hotels, food, and travel will be covered. Money for artists and speakers should already be allocated in an account before events. Artists and speakers should get a percentage of the remaining 50% after each show, until the final show.

How the proceeds generated from each event, is distributed, can be negotiated, but I suggest 40% of the money generated from the door goes to the local UNIA branch, 30 % to Hip-Hop Edutainment, and 30% to 1up Entertainment. Transparency is very important.

## **In Addition**

I propose that at least 1 American artist or group, representing RBG principals, be invited to perform at the annual Hip-Co festival in Liberia. I also think it would be beneficial to have a UNIA presence at the annual Hip-Co festival in Liberia. Funds can be set aside for a Liberian initiative.

## *Initiative 2*

# **Educate American and Liberian Children While Bridging the Gap between the Two**

Hip Hop Catz (Children's Initiative)



### **Suggestions**

Teach young American and Liberian children basic math, reading and writing using Sesame Street tactics, with RBG principals

Teach young American and Liberian children about Marcus Garvey, and about African history, using skits, cartoons and Sesame Street tactics.

Use Hip-Hop Catz to educate young children about the importance critical thinking, to show them the value of social entrepreneurship/business, and to show them how to be respectful and tidy (cleanliness).

Allow American and Liberian artists representing RBG to help with skits, music, and to have cameo appearances on shows and cartoons. Allow American kids to be introduced to African culture. Hip-Hop Catz can include Hip-Co artists, and Liberian Hip-co music in some of the episodes.

Teach young children about the Elements of Hip-Hop, and the moral responsibility that comes with Hip-Hop culture. DJing, Emceeing, Graffiti Art, and Breakdancing.

Educate young Liberian and American children about the destructive nature of mainstream rap.

Host children events for kids and invite, RBG artists to perform with Hip-Hop Katz. Host local family fundraisers for local UNIA Divisions.

Create DVD's and coloring books for children

Skits and cartoons should have more images of the RBG flag, and more images of Marcus Garvey. Skits should allow kids to become familiar with the continent of Africa, and should be able to recognize African countries, including Liberia.

There should be a monthly skype initiative for Liberian and American children to talk to each other, while learning from the Hip-Hop Katz.

---

**If these initiatives sound interesting, the next step would be to meet for Q and A. The next step would be for us to do some research, and present a rough estimate. Next would be to create a marketing and social media strategy, to and evaluate expenses, to see if the project is feasible. If so, set dates objectives, and deadlines, while hosting meetings and creating marketing material.**

**Contact:** Saye Menlekeh Taryor

**Phone:** 404-923-0255

**Email:** [Staryor@gmail.com](mailto:Staryor@gmail.com)



[www.facebook.com/sayemenlekeh](http://www.facebook.com/sayemenlekeh)



[@sayetaryor](https://twitter.com/sayetaryor)