





Brainstorm Ideas for Discussion

Cee Bee (Colin Brown) 10th May 2015

Contents

- ▶ Introduction
- ▶ Mission Statement
- ▶ Strap Line or Slogan
- ▶ RFUK Executive Committee
- ▶ RFUK Team Roles & Responsibilities
- ▶ Competing Organisations
- ▶ Aims & Objectives
- ▶ UK Reggae Music Issues/Challenges
- ▶ RFUK Services & Members Benefits
- ▶ Directory/Database
- ▶ RFUK Website Proposal
- ▶ Social Media
- ▶ Resource Requirements
- ▶ UK Reggae Music Charts
- ▶ Finance
- ▶ RFUK Launch Party
- ▶ UK Reggae Music Industry Conference
- ▶ Miscellaneous Ideas
- ▶ Things To Do
- ▶ Useful Links

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Introduction

I've put this presentation together with the hope that I've captured and structured most of what we've discussed in the two meetings held to date.

Hopefully we now have a document that can bring about some focus for our discussions.

NOTE: The Mission Statement was derived from a posting by Lorna in the RFUK Facebook Group

Feel free to comment and contribute.

Best Regards, Colin





Mission Statement

Mission Statement

Reggae Fraternity UK has been created to promote and facilitate reggae artists in the UK.

We will be giving and accepting advice about how to bring reggae music forward in a professional setting.

We will have bi-monthly meetings with industry professionals to help develop our status on the reggae map.

Britain has a rich diversity of reggae artists and we are here to bring it to the next level.

We are happy to hear from radio deejays, reputable promoters, producers and likeminded people. UNITED WE STAND.





**Suggestions for
Strap Line or
Slogan**

Suggestions for Strap Line or Slogan

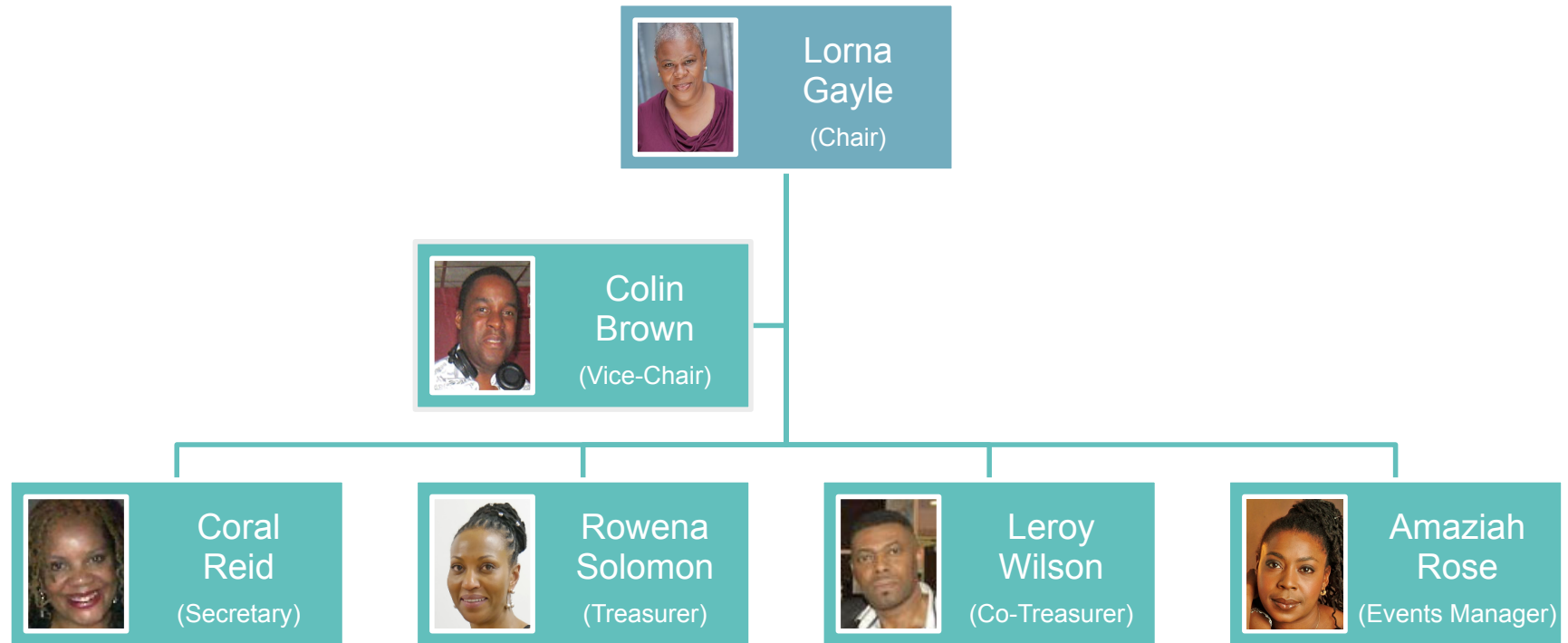
1. Raising Standards for the Industry
2. Supporting Artists and Musicians
3. Striving for Better
4. Time for Change
5. Setting minimum acceptable standards





The Executive Committee

RFUK Executive Committee London District



Who's missing?



RFUK National Executive Committee

London District	Lorna Gayle
	Colin Brown
	Coral Reid
	Rowena Solomon
	Leroy Wilson
	Amaziah Rose
South West District	???
South East District	???
Midlands District	???
East District	???
North East District	???
North West District	???
Scotland	???



Lorna Gayle's Profile

Lorna is the 2012 BEFFTA and HiCrEc award winner for outstanding contribution to reggae music. Born and raised in Brixton, South London, The multi-talented performer began her foray into music during the late 1970s. She was a pioneering female presence on male-dominated sound systems such as Saxon, Coxson and Nasty Rockers.

Lorna has released a number of hit singles since the 1980's including 'Three weeks gone – Mi Giro' 'Stop Chat' 'Singalong' and 'Don't go crazy' However, it was the 1985 heartfelt 'Gotta Find a Way' that placed her at the top of the Reggae charts for six weeks, for which she received recognition with two BBC Radio London Reggae Awards for Best Female artist in 1985 and 1986.

Well-respected by her musical peers, Lorna performed alongside Paul Weller, Madness and Junior Giscombe on the Red Wedge tour, a prominent 1986 Labour party voting drive. Lorna's passion for global justice through politics again became apparent at the 1988 AAA (Artistes Against Apartheid) concert in which she appeared with Sade, Boy George, Gil Scott-Heron, Sting and Maxi Priest.

Lorna has been crowned one of the Queens of Lovers Rock with fellow singers Janet Kay and Carroll Thompson. She was presented with the prestigious Lovers Rock gala award for her contribution to Lovers Rock music at The Brixton Academy in Sept 2008.

In the early 90's, Lorna resided in the US, where she made hits like 'Lef Him, Nice and Oh No Not My Baby', recorded on the Gold Disc label. She then went on to win the 1992 New York, Tamika Reggae Award for best female Deejay, with Shabba Ranks winning best male. With her unparalleled dynamic stage presence, Lorna continues to please audiences worldwide. She is currently recording her debut album which is due to be released **October 2014?**

Lorna Gayle aka Lorna Gee spent three years at one of the country's top drama schools, Webber Douglas Academy Dramatic Art and what makes this most significant is that Lorna enrolled in drama school at 37 and graduated age 40 proving that you are never too old to follow your dream.

Since graduating, Lorna's acting career has been extremely successful on both screen and stage. She has appeared alongside Christian Bale and Heath Ledger in the Batman Movie 'Dark Knight' Run Fat Boy Run, One Day, and has also been seen in popular TV series including; Dancing on The Edge, Torchwood, Eastenders, Silk, Ashes to Ashes & One Night.

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Colin Brown's (Cee Bee) Profile

In 1974 aged 14 Cee Bee did his first gig, his dad recognised his passion for music and asked him to play at one of his many parties. In the Late 1970's and throughout the 1980's Cee Bee was totally committed as a sound system DJ. Whilst spinning the disks alongside his co-owners he developed a talent for toasting (rapping). During this period along with his partners he promoted dances that were staged at various locations in London including cruises on the River Thames. On a number of occasions bands like True Identity were hired to perform. MCs Welton Youth and Colonel Flux of Front Line sound system and vocalist Leroy Simmonds were some of the many artists that occasionally performed on his sound.

During his career as a DJ, which on many occasions brought him to work with bands, he had an increasing desire to get involved in the music making business. In 1991 he formed Hardcore Music Company (HMC). 8 months after launching the company, Hardcore released a single entitled "RUB ME UP". The single featured Carol & The Outlaw, who along with their support dancers made many live appearances around the country promoting their single. Appearances included major events such as 1991 Reggae Super Jam at Brockwell Park, 1991 Birmingham Carnival, and 1991 Grenadian Harvest Festival at Acton Town Hall.

In 1994 Cee Bee got heavily into the Jungle scene, constant experimentation with fusion of various musical styles enabled him to create a dreamy trance style Jungle song for a vocalist named Georgia Lawrence. After winning a prize for the song at the Future Music MEMS '95 Show it was also featured on their magazine cover disc. Franco Canetto an Italian Producer/Remixer heard the song and loved it so much he produced 4 remixes and released them in Italy and other European countries.

In 1998 Cee Bee started working with DJ Booker T. a former member of his sound system. Booker T. had become a household name as a Garage Music remixer earning a Platinum disc for his remix of All Saints song "Never Ever". "This was a very rewarding experience, I worked on many top artists recordings, artists such as Jocelyn Brown, Cleopatra, Hinda Hicks to name a few".

In 2011 Cee Bee was reunited with True Identity as their manager. The partnership has resulted in the creation and release of their long awaited debut EP and a shift away from backing singing in order to focus on being artists in their own right.



Rowena Solomon's Profile

True Identity is a female vocal trio comprising Rowena Solomon, Joanne Cotterell and Pamela Francis. They started in the realms of the Lovers Rock era, although established their love for singing during their active involvement in the church gospel choir. They grew up listening to The Emotions, The Jacksons, Andre Crouch, Al Green, Dennis Brown and of course plenty of Studio One.

They pride themselves on vocal harmony creation, adding special effects that enhance material they may be presented with. They have been in demand to support leading Jamaican reggae acts on tour in the UK. They have shared the stage and supported the following Jamaican artists: Tarrus Riley, Beres Hammond, Marcia Griffiths, Morgan Heritage, Daddy U Roy, Frankie Paul, Mighty Diamonds, John Holt, Pat Kelly, Johnny Osbourne, I-Wayne, Bounty Killer, Jah Mason, Lutan Fyah, Cherine Anderson and Everton Blender. They have provided backing vocals for the following UK based artists: Sandra Cross, John McClean, Donna Marie, Little Roy, Jimmy London, King Sounds, BB Seaton, Jamel, Peter Hunnigale, Michael Gordon, Winston Reedy, Al Capone, Frederica Tibbs, Nereus Joseph, Christopher Ellis, Lovella Ellis, Empress Ayeola, Prince Malachi, Nuflowah and Lorna G.

The girls have not restricted themselves to one genre and were also involved with a Rock/Indie outfit alongside performing RnB, Jazz. They have supported the likes of Roachford and Rosetta Hightower(Philly's 60's group The Orlons).

Still performing on the circuit the trio still sing in Church when asked and are consistently showcasing their love for music on the circuit. In 2013 they released their long awaited debut EP and are currently working on the follow up album.



Leroy Wilson's Profile

The band, 'Arema' were formed in the late 70's, hailing from North West London. Ever since their formation, they have worked with some of Reggae's leading names such as supporting Gregory Isaacs on his UK Cool Ruler tour, Dennis Brown, The Cimarons, Ernest Wilson and Barry Biggs to name a few.

The line up - Leroy Wilson (Keyboard/Lead Vocals), Desmond Foster (Bass/Lead Vocals, Nevada Cato (Guitar/Vocals), Courtenay Campbell (Drums) and Henri Clarke (Percussion/Vocals).

They soon became categorized as a unique UK Lovers Rock outfit especially when their ska' esq debut single, 'In Love (With You Darling)' rocketed to No.1 in the Reggae Charts in 1980, released on their own City Boy Label. This tune is a reggae 'Lovers Rock' classic and still gets a considerable amount of earplay on community radio stations. Their follow up single, 'Back A Yard', had a more 'rootsy' feel from their early influences of Aswad, Sly n' Robbie and Black Uhuru.

Their third single 'Blow My Mind' saw them return to their Lovers Rock mantle, and this proved to be another massive reggae chart hit for them followed up by the critically acclaimed track 'Love is Here'. This accumulation of success saw them nominated for best band on the Reggae Awards Show televised for Channel 4's 'Black on Black' documentary show and the Black Echoes reggae poll charts in the 1980's.

In the late 1980's, Arema band members sought a range of diverse musical paths when two members decided to pursue their musical careers in Sweden.

Leroy Wilson and Henri Clarke tried their hand at UK based production projects in the 90's and again tasted chart success with NW London based vocalist Royden Foster, younger brother of Desmond Foster, with songs like, 'Dancing with My Baby, and 'A Love to Share'.

Arema won a well deserved 'Hidden Creative Economy Award 2012' for their contribution to UK Reggae music and the HiCrEc Culture.



Amaziah Rose's Profile

Amaziah by virtue of her acute artistic integrity and sense of creative purpose, has acquired an ever increasing public who truly appreciate her for her work, dedication & honesty.

One is here talking about an artist initially weaned on the Gospel of Mahalia Jackson, who has flourished to now be consummately at ease with many sounds & styles whether incorporating Reggae, Jazz, soul, blues and tinges of Rock.

Amaziah is an artist who is preoccupied with conveying & transmitting her delivery in order to emotionally nourish her audience to a high standard of feeling, by touching their most intimate musical centres & energising them.

As a singer/songwriter Amaziah's own compositions are both celebratory & healing, & by fully understanding the language of live performance, she is able to project her warmth & passion with potency. By virtue of this, anyone irrespective of age or background is able to connect with her message

Amaziah's music is about Love, Unity, & peace. With a driven belief in the power of the spirit affecting the quality of the art, her singing expression can, at times seem meditative & it is this that attracts soothing the listeners ear. Amaziah's latest work is with musician, producer & musical engineer Mr DEREK FEVRIER (A.K.A DEMONDO).

Mr Fevrier contacted Amaziah to work on a new project he started in 2011, called NU-LOVERS. This was a 2 cd album with various artists called Damsels & crooners. This was to be the first of the NU-LOVERS productions. They have since gone on to record the 2nd NU-LOVERS album due for release early this year again with various artists.

Amaziah & Derek Fevrier have also just completed Amaziah's DEBUT ALBUM. Also due for release this year, the Album features CIYO BROWN on guitars, truly a magnificent sound.





The RFUK Team Roles & Responsibilities

RFUK Team Roles & Responsibilities

- ▶ Publicity & Marketing Manager - ???
- ▶ Contracts Specialist - ???
- ▶ Copyright Specialist - ???
- ▶ Publishing Specialist - ???
- ▶ Training & Seminar Manager - ???
- ▶ Events Manager - ???
- ▶ Membership Manager - ???
- ▶ Artists Representative - ???
- ▶ Musicians Representative - ???
- ▶ Radio DJs Representative - ???
- ▶ Sound Systems Representative - ???
- ▶ Fundraiser - ???





Competing Organisations

Competing Organisations

- ▶ Federation Of Reggae Music (FORM)
 - [http://brent.gov.uk/your-community/community-directory/federation-of-reggae-music-\(form\)/](http://brent.gov.uk/your-community/community-directory/federation-of-reggae-music-(form)/)
- ▶ British Reggae Industry Awards (BRIA)
 - <http://www.britishreggaeawards.co.uk>
- ▶ Reggae Star Factor
 - <http://reggaestarfactor.co.uk>
- ▶ Britain's Got Reggae
- ▶ BritishBlackMusic.com (BBM)
 - <http://www.britishblackmusic.com>
- ▶ UK Unsigned
 - <http://ukunsigned.net/index.php>
- ▶ Hidden Creative Economy (HiCrEc) Awards





Federation Of Reggae Music

Federation Of Reggae Music (FORM) is the Trade and Development Agency for the UK and global Reggae industry. FORM both on its own and in partnership with others offer a range of services to Reggae music makers, businesses, fans and communities of interest

Federation Of Reggae Music (FORM) exists to improve and raise the standard quality and profile of Reggae music. FORM Business Page keeps you informed.

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British Reggae Industry Awards

The British Reggae Industry Awards was first established in 1981 and ran successfully for 16 years. The Awards was first launched at Café Royal in London and at its pinnacle the awards ceremony took place at the Royal Albert Hall, London, where it had a sell-out crowd of over 4,000 attendees.

The ethos of the BRIA awards was to positively promote reggae music and to champion positive messages and providing lyrics that would uplift and motivate while promoting positivity amongst all people. This is the principal that will be continued in the future of the awards.

CEO - Tony Williams





Reggae Star Factor

Reggae Star Factor is the brainchild of veteran musicians Diane 'D-Bass' White and Caroline 'Rhythm Queen' Williams. Both women have been involved in the reggae industry individually for over 30 years. Reggae has taken them around the world, and so they have a first-hand view of the international reggae scene and would like to further contribute to the development of the industry in the UK.

One thing they have realized is that reggae is loved worldwide, but the UK scene is dire, compared to places like France and Germany, where festivals and events attract hundreds of thousands.

Reggae Star Factor's aim is to raise the profile of UK reggae, and provide a platform for young and aspiring reggae musicians. And so, Reggae Star Factor in association with Launch Pad Arts launched on 3rd October 2014 at The Tabernacle, Ladbroke Grove, London, with the first of four heats, in which 24 contestants battled it out for the coveted RSF Award.

Contestants performed with a band in front of an audience and judging panel, who gave constructive feedback. Two acts from each heat went through to semi-finals on 31st October, and the Grand Final was held on 7th November. The series was filmed in high definition for broadcast on TV worldwide.

The judging panel consisted of household names: Lovers Rock stars Carroll Thompson and Sylvia Tella, musician Clifton 'Bigga' Morrison, singer Kareem Shabazz and journalist Andrew Clunis. The host was radio presenter Bobo El Numero. The winner received an album production deal (Real Talk Productions UK), management (Launch Pad Arts), and a tour provided by Media-Com, Europe's premier tour booking agency.

For Diane and Caroline this is much more than a talent quest. "The feedback has been very encouraging, but we are hoping that the words will turn into action and more members of the industry will get involved to help it grow into something that the world will look to. This is just the tip of the iceberg. There is so much talent out there. We need to cut a path for it to come through. If we don't look after our industry, who will?"

Jamaica Times is the official media partner for Reggae Star Factor.
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Britain's Got Reggae

Britain's Got Reggae (BGR) offers a syncopated spin on the popular television franchise and aims to give unsigned UK reggae artists opportunities and exposure in a competitive field.

This year's event, the second in the series from City Link-Up Unsigned, will take place at the Hootananny in Brixton, south London, on Thursday, April 23, 2015.

Brixton's Hootananny has previously won awards for the Best Live Music Events venue and Best Live Music Pub and has also played host to many established reggae artists from home and abroad.

BGR's inaugural event took place in January 2015 and showcased artists from Leicester, Nottingham, Birmingham and London. It was originally planned as a one-off affair, but due to an outpouring of positive feedback, another celebration was organised almost instantly.

"There are some fantastic artists and music being produced within the UK but limited platforms exist for those that are up and coming," the show's organisers said.

"Mainstream radio stations are no longer playing reggae music, so they are not even getting heard by wider audiences. We feel as a team that we have created a platform with a few of the leading businesses within UK Reggae Music such as VP Records, Stingray Records & Natty B's UK Official Reggae Charts, which will enable artists to get the positive exposure that is needed," they added.

"Our vision is for reggae music within the UK to be recognised and for artists to get the recognition they deserve."

The City Link-Up Unsigned team are currently looking for sponsors for Britain's Got Reggae events. If you're interested, please email citylinkup@gmail.com or visit: www.citylinkup.co.uk

Cyrlene Braithwaite (CEO City Link-Up Unsigned)

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BritishBlackMusic.com

BritishBlackMusic.com (BBM) is an online resource providing information about music, the music industry, and music industry education with a bias towards British and black music. Its off-line activities include cultural industries research, consultancy, music industry courses, and it organises seminars, conferences, and the Black Music Congress (BMC) debates and events.

Black Music Congress (BMC) is a forum for discussing issues around black music, and other community-related issues through debates, film screening/ Q&A sessions, etc.

Kwaku

BritishBlackMusic.com/Black Music Congress founder

RE:IMI (Race Equality: In Music Industry) co-ordinator

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UK UNSIGNED

The one stop industry for unsigned performers.

UK UNSIGNED is organised by SABA, a UK registered performing arts charity. Over the past 10 years, we have become the biggest producer of showcases and talent development in the UK. Our aim is to promote and develop unsigned UK based performers, giving them a platform to showcase their skills to the industry.

Since 1999 we have grown from a single showcase, to touring over 100 shows around the country each year. UK UNSIGNED performances takes place in all kinds of venues from pubs, community centres and local theatres, through to clubs, major concert venues and festivals. Even through our talent show section, we have now gone on to become the UK's biggest talent quest.

We perform at events and venues such as London Astoria, Respect/Rise Festival, Hackney Empire, Festival of Youth Arts, Luton Carnival and the Bloodstock Metal Festival. We have provided support at major arenas such as the Millennium Dome, Earls Court, Shepherds Bush Empire and Alexander Palace.

Successes through UK UNSIGNED include Leona Lewis, Katie Melua, N-Dubz and Flawless Dance Group. There have been dozens of other successes who have fulfilled their aspirations but with less publicity such as Natalie Grace who was part of the platinum selling teens vocal group called Angelis, as well as Fundamental who are now signed to Noyo's label with Universal.

Our mission statement is to Discover new talent, give them the opportunity to Showcase their skills and help them to Develop their true potential.





The HiCrEc Awards were conceived to take place in 2010 and finally became a reality in March 2011 due to the joint efforts of John Downie and Ronald Ferguson of Ronald Amanze Music in the areas of artist selection for the performances & awards recognition.

The first ever HiCrEc Awards was the brain child of John Downie and became a success because of the efforts and involvement of Ronald Ferguson to acquire the services of some of the leading names in the UK Reggae Industry.

The term HiCrEc is short for the Hidden Creative Economy which was formerly launched by the SABA Charity Network in 2003 at the Mayor of London's Office, after being formerly researched in John Downie's Masters' thesis in 2001. The awards was always about celebrating different facets of the HiCrEc (also including comedy, broadcasting & journalism), but using Reggae Music as the driving force behind it because of its long history of being marginalised within mainstream markets and distribution networks.

The issues as always was cost, but Ronald was insistent that he would secure the services of the Ruff Cutt Band and others at manageable fees. Ronald Amanze, as ever under these circumstances, helped give John the confidence to keep the date and use it for what has now become known as the First ever HiCrEc Awards at the Tabernacle in Ladbroke grove.





Aims & Objectives

RFUK Aims & Objectives Ideas

1. Advance the education of the general public particularly black and minority ethnic people, by the provision of training employment opportunities and related skills;
2. Promote equality of opportunity for persons of different racial and cultural groups within the music industry;
3. Advance and promote Reggae music and safeguard the interests of such persons concerned with the development, performance and promotion of Reggae music in the UK;
4. Provide information, advice support, education, training and cultural activities to such persons.
5. Aim to be recognised as the official support organisation for the UK Reggae Music Industry
6. Aim to earn the respect of UK Reggae artists, musicians, song writers, producers, promoters, DJs and the wider music community

NOTE: This was taken from the BMIA Aims & Objectives. My observation is that 1 & 2 require rework or removal. The word Reggae was added to 3 to make it relevant to RFUK. 4 seems to be ok.





UK Reggae Music Issues & Challenges

UK Reggae Music Issues & Challenges

- ▶ There is a lack of professionalism in the industry
- ▶ Most people in the industry are very un-business like
- ▶ A lot of people work in isolation, with very little cooperative working
- ▶ A lot of people work without contracts
- ▶ Promoters have a lack of respect for artists and musicians
- ▶ A lot of promoters are very un-professional
- ▶ There is a lack of communication
- ▶ There is too much “bad-mindedness”
- ▶ There is no national Reggae radio station
- ▶ There are too many DJs to deal with
- ▶ Not enough money is being re-invested into the industry
- ▶ The industry is too fragmented
- ▶ A lot of artists/songwriters/musicians are not registered with PRS
- ▶ Artists are being charged to have their music played on the radio





Services & Members Benefits

RFUK Services & Members Benefits

- ▶ Reggae Music Industry Seminar/Conference (RFUK Organise & Host)
- ▶ Training/Workshops
- ▶ Contracts Advice (Members Benefit)
- ▶ Copyright Advice (Members Benefit)
- ▶ Free Information Documents & Templates (Members Benefit)
- ▶ Promoter Check List (Good/Bad Promoter)
- ▶ Directory/Database Access (Members Benefit)
- ▶ DJ Reaction Reports (Members Benefit)
- ▶ Membership Card (Members Benefit)
- ▶ RFUK CD Store – Members CDs sold at RFUK events (Members Benefit)
 - Latest releases only (1 year max catalogue life)





**Directory/
Database**

RFUK Directory/Database

- ▶ Artists
- ▶ Musicians
- ▶ Radio Stations
- ▶ Radio DJs
- ▶ Promoters
- ▶ Producers
- ▶ Sound Systems
- ▶ Recording Studios
- ▶ Record Shops





Web Site Design Proposal

RFUK Web Site Design Proposal

- ▶ Home
- ▶ About Us
- ▶ News
- ▶ Events
- ▶ Advice & Downloads
- ▶ Join Reggae Fraternity UK
- ▶ Chatroom
- ▶ Blog
- ▶ Member's Login
- ▶ New Releases
- ▶ Contact Us





Social Media

RFUK Social Media

- ▶ Facebook
- ▶ Twitter
- ▶ Periscope
- ▶ YouTube
- ▶ Skype
- ▶ SoundCloud
- ▶ Mixcloud
- ▶ Instagram
- ▶ Pinterest
- ▶ ReverbNation
- ▶ Google+





Resource Requirements

Resource Requirements

- ▶ Technology Requirements
- ▶ Personnel Requirements
- ▶ Resource Requirements
 - Financial, distribution, promotional, etc.
- ▶ External Requirements
 - Products, services, technologies that must be purchased outside the organisation





UK Reggae Music Charts

UK Reggae Music Charts

► Option 1 – The Official Charts

- Pro – Comprehensive chart
- Pro – Could be affiliated with brands associated with Reggae e.g. Reggae Reggae Sauce etc.
- Con – Relatively expensive £30,000 + per annum
 - <http://www.officialcharts.com/home/>

► Option 2 – Amazon Download Chart etc. (Poor man's chart)

- Pro - No cost only time required to compile
- Con – Not representative of local sales
 - http://www.amazon.co.uk/Best-Sellers-MP3-Downloads-Reggae-Albums/zgbs/dmusic/246403031/ref=zg_bs_nav_dmusic_2_digital-music-album

► Option 3 – Natty B Official Reggae Music Chart

- Pro – No cost (Obtain permission to share on social media)
- Con – Not representative of local sales (appears to be biased towards VP Records clients)



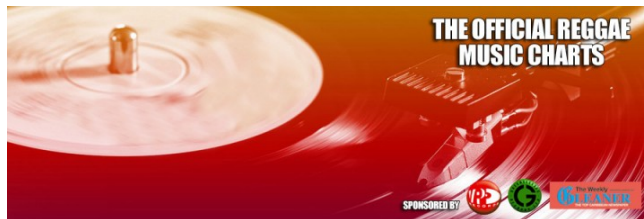


Best known for the Official Singles Chart and the Official Artist Albums Chart, the Official Charts Company actually compiles more than 50 charts of different shapes, sizes and flavours – including a vast array of music genre charts and the Official Charts for the home entertainment industry, including the weekly Official Video Chart and the Official DVD and Blu-ray rundowns

The data to compile the Official Charts is drawn from a highly complex tracking service representing one of the most sophisticated ongoing market research programmes anywhere in the world. Traditionally, this data has been limited to sales of vinyl and CDs – but this has been enhanced in the past decade with the addition of digital download sales (of singles and albums) and, more recently, streaming information – which was added to the Official Singles Chart in July 2014 and Official Albums Chart in February 2015.



Natty B Official Reggae Music Chart



2ND MAY 2015

#	Artist	Title
1	LUKIE D	THINKING OUT LOUD
2	KABAKA PYRAMID	WELL DONE
3	JAH CURE	LIFE WE LIVE
4	CHARLIE WILSON FEAT SHAGGY	UNFORGETTABLE
5	DEXTA DAPS	7/11
6	PROTOJE	STYLIN
7	CECILE	LOYAL
8	POPCAAN	MAMA PRAY FOR ME
9	MR VEGAS FEAT OVARMARS	HOT RICE
10	KONSHENS	THIS LIFE (GLORY)
11	TARRUS RILEY	COOL ME DOWN
12 (NE)	ALBOROSIE	POSER
13	MR VEGAS	MY JAM
14 (NE)	RANDY VALENTINE	WAKE THE TOWN
15	I-OCTANE	HURT BY FRIENDS
16 (NE)	MARLA BROWN	BETTER DAYS
17	MAXI PRIEST	HOLIDAY
18 (NE)	NO-MADDZ	SHOTTA
19	CHRISTOPHER MARTIN	STEPPIN RAZOR
20	EDDIE MURPHY	OH JAH JAH

Sponsored by:-





Finance

Finance

- ▶ Membership Fees/Subscriptions
- ▶ Advertising
- ▶ Sponsored Links
- ▶ Merchandise
 - RFUK Various Artists Compilation CDs (RFUK Record Label)
- ▶ Events
- ▶ Funding (e.g. Grants, Arts Council)
- ▶ Donations
 - Patrons
 - Philanthropists, Celebrities, Footballers, Dianne Abbot?, Doreen Lawrence?, Wealthy retired people,
- ▶ Crowd Sourcing
- ▶ Financial Plan
- ▶ Bank Account
- ▶ Start-Up Costs





Launch Party

RFUK Launch Party

- ▶ Launch Party Coordinator (Amaziah)
- ▶ PR & Marketing
- ▶ Date (Black History Month)
- ▶ Venue/Location
- ▶ Ticket Price
- ▶ Performers
- ▶ Musicians
- ▶ Rehearsal Venue
- ▶ Host
- ▶ DJs
- ▶ Free Give Aways/Goodie Bags (Blag gifts from interested companies)
- ▶ Guest List
 - Include: Music Journalists, Music Distributors, Record Labels, Radio Station Managers etc.
- ▶ Photographer
- ▶ Videographer





UK Reggae Music Industry Conference

UK Reggae Music Industry Conference

(Free Ticketed Event)

- ▶ PRS (Performing Rights Society for Music)
- ▶ PPL (Phonographic Performance Limited)
- ▶ BPI (British Phonographic Industry)
- ▶ Ofcom
- ▶ Rajar (Radio Joint Audience Research)
- ▶ BBC
- ▶ Music Journalists,
- ▶ Music Distributors,
- ▶ Record Labels,
- ▶ Radio Station Managers
- ▶ Sound System Owners
- ▶ Promoters
- ▶ Club Owners
- ▶ Artists & Musicians





Miscellaneous Ideas

Miscellaneous Ideas

- ▶ Consider creating an RFUK various artists compilation CD
 - ▶ Sell or give away CDs at the RFUK launch (Sampler or Full CD?)
 - ▶ Create an RFUK Record Label?
 - ▶ Should eventually be viewed as the replacement to the Jet Star Reggae Hits series e.g. RFUK Reggae Hits Volume 1
 - ▶ 70% of track selection voted by DJs
 - ▶ 100% UK Artists
 - ▶ Value for money £10 double CD 40 tracks (CD1 Reggae, CD2 Dancehall)
 - ▶ Apply for Arts Council funding 'Grants for the Arts'
- ▶ RFUK Reggae Chart Show
 - ▶ National show
 - ▶ Option 1: National station, Option 2: Aggregated station link-up
- ▶ Participate in Notting Hill Carnival & Regional Carnivals
 - ▶ Marketing opportunity: Float or Static Location



Miscellaneous Ideas

- ▶ Tuesday Tips
 - ▶ Publish music a music business tip every Tuesday
- ▶ Publish a quarterly newsletter for RFUK members and affiliates
- ▶ Hold free Portable Appliance Test (PAT) testing sessions for members
- ▶ Print business cards for committee members and the team
- ▶ Promoter Rating System
 - ▶ Artists and musicians will be encouraged to rate promoters via the RFUK members area of the website





Things To Do

Things To Do

- ▶ Decide what type of organisation RFUK is e.g. Charity?
 - Register the organisation
- ▶ Open a bank account
- ▶ Trade mark the RFUK logo
- ▶ Apply for Arts Council funding
- ▶ Recruit regional committee members
- ▶ Recruit Team Members
- ▶ Recruit Cartoonist/Illustrator
- ▶ Recruit Graphic Designer
- ▶ Create two videos:
 - Corporate style video to explain the organisation to potential funders etc.
 - Promotional video for social media to attract members



Things To Do

- ▶ Create website
- ▶ Organise RFUK Launch Party
- ▶ Start promoting RFUK on social media using official flyers
- ▶ Decide social media platforms
 - Join social media platforms
 - Assign members to carry out publishing





Useful Links

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- ▶ Performing Rights Society for Music (PRS)
 - Mechanical Copyright Society (MCPS)
 - In 2013 PRS and MCPS-PRS Alliance realigned their brands and became PRS for Music and The Mechanical-Copyright Protection Society (MCPS).
 - <https://www.prsformusic.com/Pages/default.aspx>
- ▶ British Phonographic Industry (BPI)
 - <https://www.bpi.co.uk/default.aspx>
- ▶ Phonographic Performance Limited (PPL)
 - <http://www.ppluk.com>
- ▶ Musicians Union (MU)
 - <http://www.musiciansunion.org.uk>

