

ROCKING SINCE BIRTH THE BRC



CELEBRATES 30 YEARS
OF RECLAIMING & CORRECTING
THE ROCK AESTHETIC

EXHIBITED AT IMAGENATION RAW SPACE. HARLEM. 10/8-11/27, 2015

Some faces you'll recognize and some you won't. But all carry a long legacy of respecting the spirit, energy and heritage of rock & roll. Fortunately, our talented photo-friends were there to capture some pretty powerful moments.

Thank you Earl Douglas, Jr., Petra Richterova, Scott Ellison Smith, Ed Marshall, Nivea Castro, Radcliff Roye, Joe Conzo, Sean Jamar, and others for the vision... In the Fall of 1985, a small group of New York musicians, writers and fans—fed up with the straitjackets being forced upon them due to the cultural disconnect informed by skin color—founded The Black Rock Coalition. Their goal was multifold: champion artists of color who were producing music beyond the industry's narrow parameters (R&B, hip hop and jazz); demand access to the same creative and artistic windows of opportunity that their white counterparts were enjoying as a matter of course; honor and recognize pioneers that have been forgotten and mis-categorized by mainstream media outlets; educate up-and-coming artists on the business side of working within the music industry.

A full 30 years later, it is abundantly clear that Black Rock isn't some dreamt up construct.
Black Rock is, was and has always been, here.

And it's not going away.

Today, the Black Rock Coalition continues to serve its nonprofit mission, for its global membership and the community at large, through five national programs:

- Black Rock Coalition Orchestra
- BRC Showcase
- Black Rock Coalition Records
- **BRC University**
- **BRC Social**



JOIN, DONATE OR LEARN MORE AT WWW.BLACKROCKCOACITION.ORG









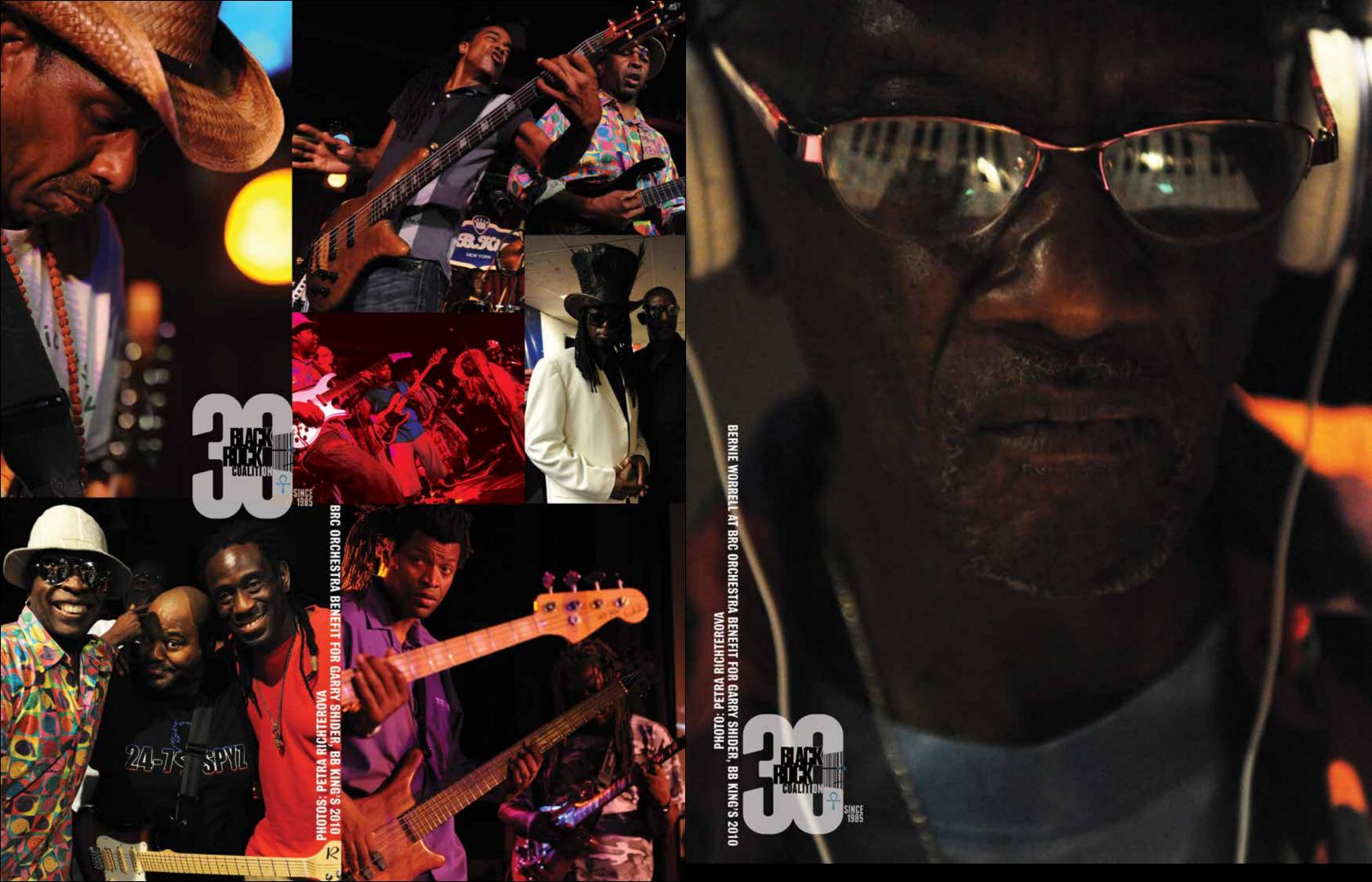


































BLACK ROCK COALITION

The Black Rock Coalition (BRC) represents a united front of musically and politically progressive Black artists and supporters.

The BRC was created in the fall of 1985 in New York City with the purpose of creating an atmosphere conducive to the maximum development, exposure and acceptance of Black alternative music. The BRC seeks to foster cooperation among musicians and like organizations through networking and shared resources. The BRC opposes those racist and reactionary forces within the American music industry which undermine and purloin our musical legacy and deny Black artists the expressive freedom and economic rewards that our Caucasian counterparts enjoy as a matter of course.

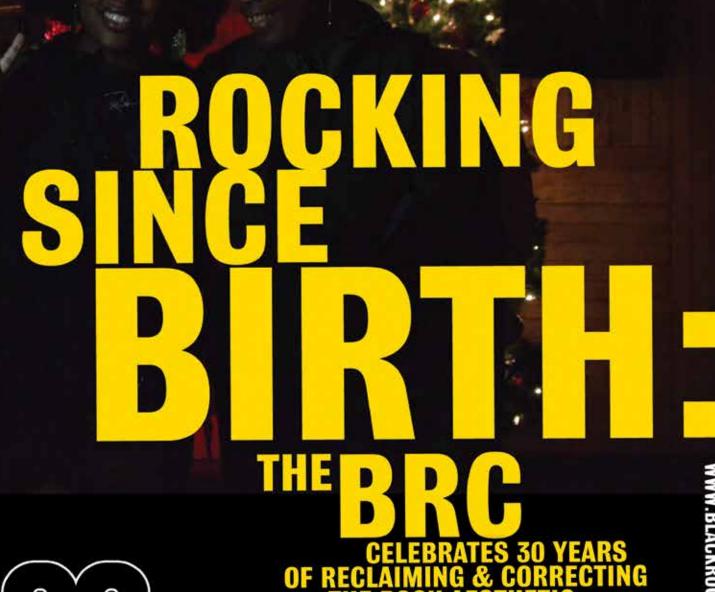
Rock and roll—like practically every form of popular music across the globe—is Black music and we are its heirs. We, too, claim the right of creative freedom and access to American and International airwaves, audiences, markets, resources and compensations, irrespective of genre.

The BRC embraces the total spectrum of Black music. The BRC rejects the arcane perceptions and spurious demographics that claim our appeal is limited. The BRC rejects the demand for Black artists to tailor their music to fit into the creative straitjackets the industry has designed. We are individuals and will accept no less than full respect for our right to be conceptually independent.

Some of our objectives are as follows:

- ° Performance outlets for progressive Black artists
- Recording opportunities for Black artists
- ° Equitable distribution opportunities for progressive Black artists
- Resource development for progressive Black artists
- Opcumentation of cultural events (via videotape, film, print, etc.) for archival purposes
- Educational opportunities for people inside and outside of the organization in the form of lectures, workshops, seminars, research, library resources, audio-visual resources and public forums/discussions ° Creative funding and fund location resources for individual and collaborative artists' projects
- O Networking opportunities so that like-minded individuals can come together and share ideas and resources





WWW.BLACKROCKCOALITION.ORG

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IF YOU HAVE IMAGES FROM PREVIOUS BRC SHOWS, PLEASE SHARE IT. EMAIL US AT BRC30@BLACKROCKCOALITION.ORG 9

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