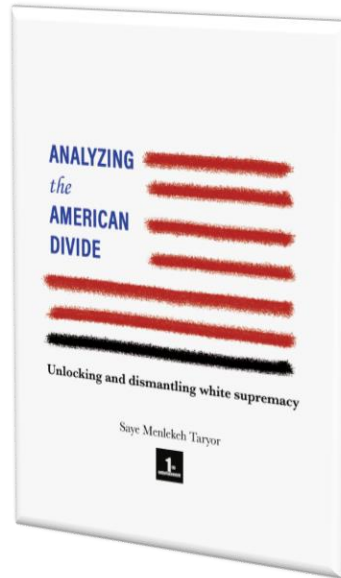


THE 2019 **ANALYZING THE AMERICAN**  
**DIVIDE, LECTURE/CONCERT**  
**MEDIA KIT**

Non-Profit Community Outreach – Lecture Event – Live Performance

More Info  
**BrotherSaye.com**



By 1up  
**Entertainment**  
**Presents**

The New Book  
**Analyzing the**  
**American Divide**

**Call for Booking**  
**404-923-0255**  
**1up@brotherSaye.com**

**Brother Saye**



**Mal Gato**



**White Supremacy – Race Realism – Cherry Picking Crime Data – The**  
**British Perspective of the American Revolution – The White Dilemma**

## **Non-Profit Community Outreach**

### **Each Lecture Tour will consist of a Community Cleanup Event**

Community cleanup events provide an opportunity for residents to recycle and/or responsibly dispose of bulky, hazardous, electronic and other waste items that may pose a threat to human health and the environment. Garbage pickup and wall paintings are the most popular examples. During each lecture concert, we would like to assist cities or community groups in organizing, promoting, and participating in a community cleanup event in a low-income community.

### **Requirements For Hosting An Event**

1. Select a Coordinator The Coordinator oversees all aspects in planning, organizing and executing the cleanup event. The Coordinator also serves as the primary contact during the event. The Coordinator may wish to assign people or committees to assist with these tasks.
2. Select a Field Coordinator Although there is an overall coordinator for the Community Cleanup, it may be helpful to have a Field Coordinator, someone who knows the physical environment, is familiar with logistics and can assist the cleanup crews and city personnel the day of the event. The Field Coordinator surveys the cleanup site in advance to determine where materials should be received and the number of staff/volunteers needed for all aspects of the event.
3. Assign Other Staff if needed Additional roles might include the following:
  - Advance and post-event publicity coordinator and spokesperson.
  - Recycling/Disposal coordinator.
  - Transportation/Logistical coordinator/personnel.
  - Specially trained personnel for hazardous materials collection.
4. Identify Potential Partnerships Maximize potential recycling and reuse opportunities by identifying and approaching non-profits and other organizations that could potentially benefit from an organized collection effort. Example organizations might include Goodwill, Habitat for Humanity, Salvation Army or other local non-profits

## Lecture/ Panel Discussion/ or Informal Event



**About The Author** - Brother Saye (Saye Menlekeh Taryor) is an author, Pro righteous activist, critical thinking education & social-entrepreneur activist, the founder of 1up Entertainment/Consulting & the leading voice for, “The 1up Movement.” The Atlanta/Liberian native, is the author of the classic Book, “Overstanding With a 1up Vision, The Critical Thinking Approach to Liberation,” with other published works including, "Child Development and the Importance of Critical Thinking Education," "The Critical Thinking Approach to Voting," and the screenplays, “Country Life School,” and, “A Fathers' Burden.”

**About The Book** - "Analyzing The American Divide" highlights and debunks propaganda promoted by Europeans, towards people of African descent, while addressing charges of cannibalism, high crime rates, low IQ claims by race realists, and the so called, lack of advanced civilizations by Black Africans. This book is a must read for all, as Brother Saye provides an extensive outlook on how the British, and the Loyalists, viewed the American Revolution, while also illuminating the real dynamics, surrounding America’s Civil War.

**The Event** – The event will focus the themes found in Brother Saye’s book, “Analyzing The American Divide.” Themes include, What is White Supremacy? – Race Realism and the flawed methodology used in testing the African IQ – How White Supremacists lie, and cherry pick crime data, to justify the harming of Blacks – The British Perspective of the American Revolution – & The White Dilemma - **Lecture/ Panel Discussion/ or Informal Event Additional Speakers TBD**

## Lecture/ Panel Discussion/ or Informal Event

### Requirements for Hosting an Event

- Agree on booking process
- Confirm costs for speaker or speaker's, and travel arrangements
- Agree on the format – lecture, panel discussion, or informal
- Appoint an event host, or chair
- Agree to a date and location with speaker or speaker's, and host / chair
- Provide a venue – ensuring sufficient set up time, while establishing the capacity of the venue
- Decide if event will be free or paid for, ticketed or non-ticketed
- Organize audio visual support, eg, microphones, support with presentations, lighting, etc.
- Organize travel arrangements, accommodation, dining etc. for speakers
- Identify car parking arrangements for speaker or speaker's
- Consider whether to produce a handout promoting other events or activities
- Produce speaker briefing and send to speaker or speaker's
- Produce chair/ host briefing and send to chair/ host
- Set up venue including signage, directions, welcome point, banners, slides
- Set up speaker or speaker's presentation
- Greet speaker or speaker's, and check any final requirements
- Provide a setup for speakers and artists to promote and sell merchandise
- Ensure water is provided for speaker
- Work with team to ensure speaker or speaker's, and chair, have microphones, and lighting is adjusted

## Concert Event



**About The Artist** - How often do you get a chance to witness the rise of a legend in the making? Anyone roaming the underground music scene in Atlanta, knows the name “Mal Gato,” aka Bad Kat.” Here’s the catch, he is not your typical Atlanta artist. “Mal Gato,” is wowing audiences, with a mixture of reggae and hip-hop, known as “Regg-Hop.” He’s providing a refreshing switch from the regular sound you hear throughout the ATL, and the music industry, in general. Mal Gato has performed alongside artist such as Beenie Man, Sean Paul, Vegas, Kranium, Elephant Man, Spragga Benz, Tanto Metro & Devonte, Lady Saw, The late Gregory Isaacs, Nadine Sutherland, Machel Montana, Patrice Roberts, T.I., Young Jeezy, Redman, Too Short, Rocko, Big Krit, and MF Doom.

**Additional Artists TBD**



## Concert Event

### Requirements for Hosting a Concert

- Agree on booking process
- Confirm costs for artist/artists, and travel arrangements
- Agree to a date and location with artist/artists
- Provide a venue – ensuring sufficient set up time, while establishing the capacity of the venue
- Decide if event will be free or paid for, ticketed or non-ticketed
- Organize audio support, eg, microphones, support with, lighting, etc.
- Organize travel arrangements, accommodation, dining etc. for artist/artists
- Identify car parking arrangements for artist/artists
- Consider whether to produce a handout promoting other events or activities
- Set up venue including signage, directions, welcome point, banners, slides
- Greet artist/artists, and check any final requirements
- Provide a setup for speakers and artists to promote and sell merchandise
- Ensure water is provided for artist/artists
- Work with team to ensure artist/artists, have microphones, and lighting is adjusted

The 2019 Analyzing The American Divide, Lecture/Concert Media Kit

Contact Us For all Inquiries concerning the  
**THE 2019 ANALYZING THE AMERICAN DIVIDE,  
LECTURE/CONCERT**



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