



# **RTR MEDIA CONCEPTS**

**(Reggae To Reggae Radio.TV)**

**The Indigenous Peoples' Media**

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## ***PROFILE***

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# Mission And Vision Statement

## Mission

To be the medium of choice to promote the culture, heritage and music of the Indigenous Groups of Jamaica i.e. Maroons, Rastafarian, Kumina, Revivalist and Tainos. Also the platform of choice for Live Streaming of Events. To remain committed to promoting and showcasing brand Jamaica - in real-time, to the rest of the world. Be a reliable internet source for authentic reggae music, new releases, current hits, old hits, interviews and upcoming events. To educate and unite peoples around the world through Jamaica's heritage, arts and culture. To pursue positive returns to employees, syndicate members and stakeholders such as sponsors and investors.

## Vision

A Reggae To Reggae Music Village in Kingston & St. Andrew and motivate Jamaican Creators of Reggae Music, primarily Reggae Dancehall, to deliver positive and uplifting messages that result in a swift embracing of peace, love and unity of the people, both locally and abroad.



## Social Responsibilities

- **Media Intern Program** – RTR Media Concepts/ Reggae To Reggae is committed to launch an internship program with UWI, UTECH, HEART/VTDI and persons from communities (currently, Mountain View, Olympic Gardens) in broadcast media and equipment operation.
- **Prep School Athletics Development** – RTR Media Concepts/Reggae To Reggae Radio.TV remains a sponsor of the webcasting of the Anthrick Sports Management Press Conferences.
- **Charity Donations** - RTR Media Concepts/Reggae To Reggae Radio.TV has been in discussions with Radio Hosts to partner and donate part proceeds from the upcoming Monthly Live Music Series to a charity of their choice.



## RTR Investment

- RTR Media Concepts/Reggae To Reggae Radio.TV  
Staff/Equipment/Broadcasting Platform -  
\$5,500,000.00



# RTR Background

RTR Media Concepts/Reggae To Reggae Radio.TV Live Streaming Platform is the Indigenous Peoples' Media operating under the auspices of the Paramount Queen of the Maroons Gamma Gloria Simms, the Accompong Maroons and Charles Town Maroons. All committed to promoting and showcasing the traditions of indigenous groups of Jamaica.

RTR airs only positive, conscious, uplifting reggae music and programme content on Jamaica. RTR specializes in the live streaming of events to persons who are unable to attend events, these include: press conferences, graduations, parties, weddings, funerals, concerts, sporting events and church services etc.

What makes the RTR brand attractive (to Media Associations, musicians, performing artistes and advertisers) is the decision to co-sponsor events utilizing "Live Streaming Phenomenon".

It paid off. In 2013, RTR was invited to co-sponsor "Reggae Kulcha Shock", a live music event held at Eastern Peace Centre from April 2013 - October 2013.

RTR Media Concepts then launched the "Reggae To Reggae Live Music Thursdays" in partnership with Tent City and Vibeslink Radio (USA), in May 2014.

Reggae To Reggae 420 Bud Tours was launched 2015 (with tours into Accompong and Charles Town) for their Annual Treaty Celebrations and Festivals.

## **Press Clipping of previous event**

<http://jamaica-gleaner.com/article/entertainment/20141003/reggae-reggae-aims-create-publicity-platform-free-show-streamed>



## Basic Requirement

The following are the basic amenities need onsite to effect a Live Streaming Webcast:

- a. Wired Bandwidth with upward speed  $> 1.5$  Mbps (**Reliable bandwidth can be supplied - US\$150.00/3 Hours event**)
- b. Electricity
- c. Adequate lighting

# General Benefits of Live Streaming

RTR Live Streaming Platform is fast becoming the medium of choice for corporate events, parties, stage shows, weddings, funeral, cultural events etc.

**Wider audiences:** Through webcasting, you have the potential to reach anyone remotely; all a participant needs is access to the Internet. The biggest benefit is that you can dramatically widen access to your events. For corporate and concert events, stakeholders will get to see at the same time - in real-time.

- **Reduced costs:** The cost of web streaming is potentially less than those associated with terrestrial radio and television.
- **Connect with your audience:** Your online audience can remain as engaged as if being present for your corporate messages or concert delivery. Your corporate live stream event can be set up so that people watching can write-in questions and receive live answers.
- **Quality of output:** Webcasting provides for good quality audio and video broadcasts.
- **Convenience:** Concerts and corporate events can be viewed and listened to in the comfort of your own home or office or on the go (smart devices). Stakeholders who did not attend can log on from anywhere.
- **Broadcasting range:** Webcasting provides for unlimited range in broadcasting whereas terrestrial radio and television, for example, have limited signal strength.

## Special benefits

1. Advertisement placement during live stream
2. Fixed banner during live stream
3. Social Media Promotion mentions
4. Brand support exposure for supporting the Indigenous Peoples of Jamaica





# PARTNERS

International Interest/Partners are:

- VibeslinkRadio.com (Canada)
- Nexcoast Entertainment Group (USA)
- ComeSeeTv International (Dominica)
- Caribbean Media Partners (England)



# Clients

RTR has partnered or has done business with the following:

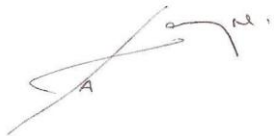
- Jamaica Bar Association
- Jamaica Manufacturers Association
- Jamaica Cultural Development Commission
- Jamaica Body Building and Fitness Association
- Bureau of Standard Jamaica
- Small Business Association
- Charles Town Maroon Council
- Patwa Apparel
- New Era Technology Services
- High Expectation Production
- H.E.A.R.T/NTA – VTDI – Papine
- Anthrics Sports Management
- Running Events Limited
- Ganga Growers Association
- Triple Century Sports Bar & Lounge
- Linstead New Testament Church of God
- Tent City
- Jamaica African Dance Arts & Culture Festival
- Trelawny Flagstaff Maroon Council
- Immaculate Conception High School Symphony Orchestra
- Mico University College
- St. Joseph Teachers College
- JCF Area 4
- Scotts Hall Maroons
- Ganja Research Centre – UWI
- Jamaica Basket Ball Association
- 12 Tribes of Israel Headquarters



## Contact

We would like to do business with you, so please do not hesitate to contact us for further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carl A. Layne', with a stylized flourish at the end.

**Carl A. Layne**

Founder

RTR Media Concepts Limited

“The Indigenous Peoples’ Media”

Tel: 329-3367

