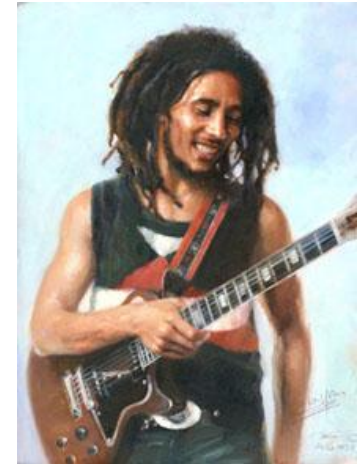


Marley Family Center

Expanding Legacies of
Hope, Love and Freedom

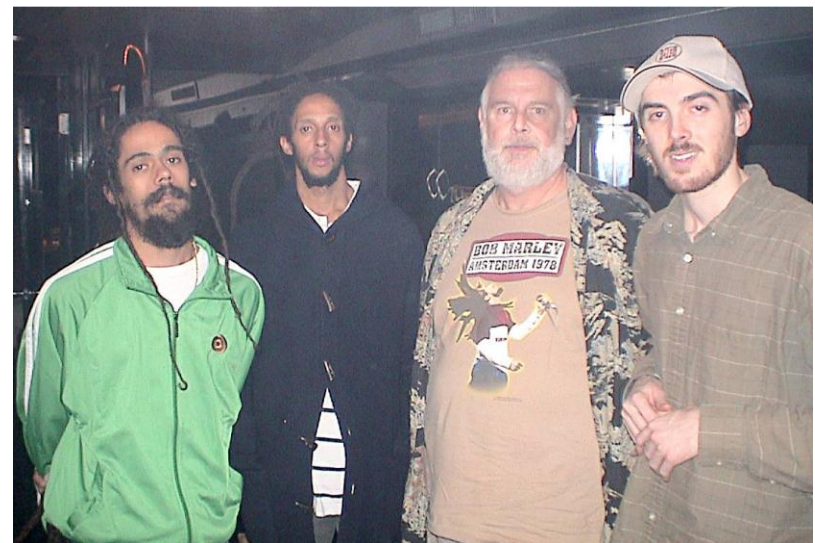
Proposal Now Under Review with
The Bob Marley Foundation



Dr Tom Hoban

Teacher ~~ Researcher
Musician ~~ Rastafarian

10/06 ~~ Son and I with
Damian & Julian Marley
After 2 hours *On the Bus*



Marley Center Mission

- ◆ **Bring together the best minds and talent to help the Jamaican people address serious social problems.**
- ◆ **Preserve and promote the music and messages of Bob Marley and others.**
- ◆ **Appreciate and expand the lessons and legacy of the Ratafarian movement.**

Envision a Culturally Creative and Independent Jamaica

- ◆ Jamaica is seen as global leader in social justice, cultural creativity, and spiritual growth
- ◆ Jamaica is innovative and ready to benefit from global opportunities and avoid threats.
- ◆ World appreciates and models the “ital” lifestyle and spirituality of the Rastafarians
- ◆ World has greater appreciation for the music and teachings of Bob Marley, Peter Tosh, Joseph Hill, and other modern prophets

Marley Center Overview

- ◆ **Partner with world's leading activists, scholars and artists**
 - ◆ Cultural programs and conferences
 - ◆ Training programs for youth and leaders
 - ◆ Applied research and consulting for communities
- ◆ **State-of-art conference center**
 - ◆ Rastafarian museum and reading room
 - ◆ Marley gift shop and interactive exhibits
 - ◆ Music, art, and recording studios
- ◆ **Internet-based outreach programs**

Marley Center Goals

- ◆ **Identify and nurture the full creative talents of the Jamaican people (especially youth.)**
- ◆ **Conduct actionable research into Jamaica's economic, environmental and social challenges and opportunities.**
- ◆ **Provide effective and equitable assistance to local communities and small businesses.**
- ◆ **Preserve and expand the legacy of the Rastafarian movement.**
- ◆ **Extend and expand the market and audience for Marley family music**

Beneficial Impacts of Marley Center

- ◆ **Jamaica will be better able to identify and respond to emerging challenges and opportunities in the global economy.**
- ◆ **Communication and cooperation will improve among organizations with responsibility for helping the people of Jamaica.**
- ◆ **People will find new ways to integrate the arts into community life (the schools).**
- ◆ **Center will help promote peace and love, while nurturing tolerance among all people.**

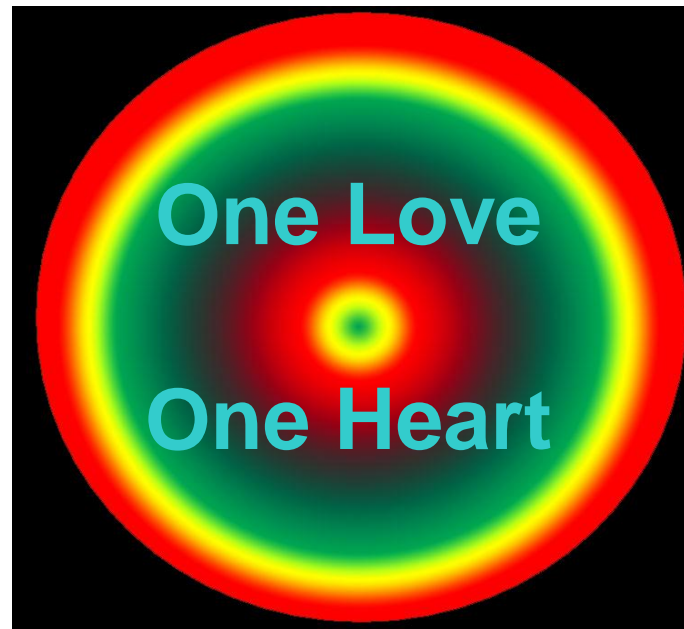
Rastafarianism Offers New Model of Community Creativity

**Movement From Babylon to
Promised Land in the
Here and Now!!**



**Natural Lifestyle
Close to Earth,
No Booze, Meat
or Tobacco**

**Rebel Entrepreneurs in
Counter-Cultural Tribes
Off Grid in the Woods**



**Sacramental Use
of Ganjah for
Enlightenment
and Reasoning**

Bob Marley is Recognized As Rastafarian Prophet

- ☀ Popularized the spiritual and political messages of the Rastafarian Movement.
- ☀ Interpreted the work of Marcus Garvey (who also shaped US civil rights movement.)
- ☀ Remains one of the world's most famous faces and cultural icons.
- ☀ Symbolizes love, unity, natural living, freedom, enlightenment, and hope for millions.
- ☀ Music is simple to understand, rhythmic, positive, and great to dance to.
- ☀ Created awareness of serious socioeconomic problems early on.
- ☀ Helped popularize the use marijuana as a sacred herb and medicine.



Other Great Rastafarian Musicians Deserve Respect and Recognition

Joseph Hill of Culture was an Internationally recognized advocate for freedom and liberty. He promoted the “International Herb” and “World Peace.”



Peter Tosh “was a decent, lawful, upright, Honorary Citizen.” His messages preached equal rights and justice, while urging us to legalize Ganja and throw off the vampires of capitalism

Rastafarians Recognize the Need for Massive Change

- ◆ **Key is spiritual evolution toward Jah**
- ◆ **Social living in small bands – off the grid exploiting waste and fat of Babylon**
- ◆ **Economic transformation away from capitalism is only hope for future**
- ◆ **Politics are corrupt and waste of time**
- ◆ **System stacked against people in favor of corporations and military.**

Rastafarians Practice Natural (Ital) Lifestyle

- ◆ **Organic, unprocessed food is best**
- ◆ **Love and respect for nature (on-ground)**
- ◆ **Reduce, reuse and recycle / conservation**
- ◆ **Realize you are beautiful just as you are**
- ◆ **Avoid meat, coffee, alcohol, and tobacco**
- ◆ **Use variety of natural plants and herbs for wide range of uses.**

Rastafarians Appreciate the Health and Spiritual Benefits of Ganjah

- ◆ Ganjah has been safely consumed with many benefits for over 5,000 years in many different cultures.
- ◆ “Wisdom weed” is considered a religious right used to get closer to inner spiritual self, Jah (god) and nature.
- ◆ Religious rituals include “reasoning gatherings” during which Ganjah chalices and spliffs are shared.
- ◆ Ganjah has been shown to encourage creativity and innovative thinking across many cultures.
- ◆ The US climate is changing rapidly toward legalization which will open up Ganjah consumption and trade.

Sociologists have Studied Rastafarians for over 50 Years

- ◆ “Groups form, split and dissolve, and some individuals accept cult beliefs without attaching themselves to an organization.... In contrast to a revivalist group which is dominated by a leader, a Ras Tafari band is extremely democratic. Everyone who wishes to speak must be heard, often at some length, and no action is taken without a vote of the membership, or at least the Executive Committee.” (p.168)
- ◆ “The English invented the idea that God is a spirit in heaven that men cannot see. Since white men have given no proof to support this belief, it can only be regarded as a racket. Ras Tafari is the living God. Heaven is an invention of the white man which is used to deceive black men by promising them everything after death.” (p.168)

SOURCE: Simpson, George Eaton. 1955. “The Ras Tafari Movement in Jamaica.” Social Forces 34(2): 167-171. Note he edited SF for years!!

Simpson (UNC-Chapel Hill) Conducted Follow-up Research

- ◆ During the past three decades, the Rastafari movement has grown rapidly, changed considerably, and grown more complex. Adherents and sympathizers have extended through all levels of society... Many adherents of the Rastafari view the movement as a way of life, a philosophy, and an ethical code. Rastafarian beliefs are reflected in the use of language.” (p. 288)
- ◆ “There are, indeed, noteworthy changes in Rastafari doctrine over a period of two decades. A relatively recent aspect of the Rasta worldview is that of “love and peace,” that is, on being able to love yourself and others, knowing yourself and others, and living in peace with yourself and others. This theme is closely related to a preoccupation with questions concerning identity.”
- ◆ The new “I-words” symbolize a new perception of self as Man and as nothing less – as subject and not object.”

SOURCE: Simpson, George Eaton. 1985. “Religion and Justice: Reflections on the Ras Tafari Movement.” Phylon 46(4): 286-291.

Rastafarianism is Aimed at Promoting Equality and Justice

- ◆ “The themes associated with Rastafarian beliefs that politicians adopted also held significance for the majority of Jamaicans... receiving increasing attention and acceptance from nonmembers and the middle class.”
- ◆ “Both reggae and Rastafarianism express defiance of the status quo... and are in a position to verbalize concerns common to the lower class... These themes could only be politically effective if they resonated with widely held ideological concepts or cultural values... Their subculture served as an organizing principle for relevant social groups in society.”
- ◆ “Symbols can have multiple and ambiguous meanings... Apparently distinct sectors of the population can share symbols (and sometimes their meanings) across lines of race and class.”

SOURCE: Douglass, Lisa. 1986. “Race, Class and Political Symbols: Rastafari and Reggae in Jamaican Politics.” [American Journal of Sociology](#) 91(5): 1272-1275.

Rastafarians are Able to Build Sustainable Creative Communities

- ◆ **Rastafarian communities exist around world**
- ◆ **Rastafarian community building has two steps:**
 - ◆ Establishment of smaller Rastafarian “hang outs.”
 - ◆ Establishment of Rastafarian Community Centers
- ◆ **Such centers offer variety of community services**
 - ◆ Social and economic support to members
 - ◆ Youth education and life counseling
 - ◆ Ital lifestyle guidance and cooking classes
 - ◆ Sense of social belonging and fellowship
 - ◆ Alternatives for employment and health care

Jamaica Needs More Creativity for Development

- ◆ Jamaica has been recognized as a creative hot spot (indigenous cultures are strong)
- ◆ Countries will succeed or fail based on how well they nurture creativity
- ◆ Communities need true creativity to ensure fair and effective development.
- ◆ Schools no longer prepare people to think for themselves, innovate, or take risks

Creativity is Key to Future of Jamaica

- ◆ All people have creativity, but not see it (or know how to harness their power)
- ◆ Creativity involves the ability to pull together new and useful ideas
- ◆ Creativity can be challenging because it disrupts existing norms and structures
- ◆ Marley Center will focus on innovative ways to tap the cultural creativity of Jamaica

What Makes Some Communities Creative

- ◆ **Strong Talent - artists and professionals**
- ◆ **Solid social support and educational infrastructure**
- ◆ **Tolerance for alternative lifestyles**
- ◆ **Lots of outlets for music, dance, painting, and other creative pursuits**
- ◆ **Significant ethnic and cultural diversity**
- ◆ **Abundant recreational opportunities**

Ways to Build More Creative Communities

- ◆ Encourage creative expression for all people
- ◆ Facilitate communication and cooperation among organizations with common goals
- ◆ Engage teachers, artists and cultural leaders (e.g., musicians) as creative catalysts
- ◆ Conduct research on creativity and then provide training and advice on how to do it
- ◆ Enhance tolerance for alternative lifestyle and political diversity (Rastafarians)

Dr. Tom Hoban's Professional Skills

- ◆ **Sociology Professor at NC State – 20 Years**
 - ◆ Social problems, movements and change
 - ◆ Community development and environment
 - ◆ Ways to enhance innovation and creativity
- ◆ **Experienced leader and fund-raiser**
 - ◆ Extensive media training and marketing expertise
 - ◆ Senior consultant on innovation and PR
 - ◆ Strategic planning and social forecasting
- ◆ **Professional musician and singer**
 - ◆ Guitar, Mandolin, and Lead Vocals

Personal Reflections

- ◆ **The Rastafarian movement is the most socially acceptable and sustainable social movement for today's world – must reach the youth!!**
- ◆ **This social and spiritual mission is guided by the spirits of Bob, Peter, Joseph, Jerry, Jimi and many others. We must do this!!**
- ◆ **After 50 years of searching, I finally realized that “I have been a Rasta ever since” (I was a hippie in sixties :>)**

Next Step = Conduct Needs Assessment

- ◆ **Dr Hoban has freed up his teaching time in Spring 2007 to spend a lot of time in Jamaica.**
- ◆ **Conduct interviews with key stakeholders about country's needs and programs that a Marley Center could provide.**
- ◆ **Spend time as a participant observer and practitioner among the Rastafarians**
- ◆ **Develop full proposal for establishing this center by September 2007.**
- ◆ **Lead efforts to fund and build center.**

Support Requested from Marley Foundation

- ◆ **Advice and insights into needs of Jamaica**
- ◆ **Decisions about Center structure, programs and promotion.**
- ◆ **Appointment of Center advisory board**
- ◆ **Logistical support for Dr Hoban in Jamaica**
 - ◆ **Modest housing and living stipend**
 - ◆ **Transportation (car and driver)**
- ◆ **Provide letters of introduction and contact information for key stakeholders**

Potential Sources of Financial Support for Marley Center

◆ Music industry leaders

- ◆ Sean Paul, Ben Harper, Harry Belafonte
- ◆ Rolling Stones and other rock bands

◆ Non-profit Foundations

- ◆ Rockefeller Foundation
- ◆ Bill and Melinda Gates Foundation
- ◆ Caribbean-focused nonprofits

◆ Public sector organizations

◆ Fans and friends from around the world