



HOPES IN CHAIN

AKA Intolerable Racism

A MESSAGE SONG IN SOLIDARITY WITH BLACK LIVES MATTER

● Songwriter / Project Lead | Mosi Dorbayani

About:

It directly talk to those who violate human rights, those who act a tyrant, those who lack morality. My message song should remind listeners that color of skin and past slavery was not a matter of choice. It explicitly states that Racial Violence is no longer tolerated.

● Project | Raising Awareness / Calling for Action

What It Entailed:

Within its relatively short time release, this message song got the attention of several news organizations, blogs, journals, and over 120 radio stations with more than 1,298,000,000 listeners. The song got downloaded / streamed for nearly 800,000 times across all digital platforms on its first month. It created a platform for discussions and dialogue across social media, streaming sites, and societies on the subject matter.

● Lit Talent Awards, New York | Winning Social Impact Song

The project received two Gold and Platinum Awards for best Songwriter and best RnB Singer in the category of social impact songs.

● A Contribution to Black History Month

The song also contributes to the annual observation of "Black History Month" – from February to March 1st.

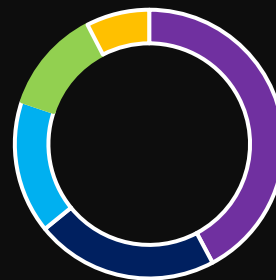
"Black History Month" is an opportunity during which, the general public are further exposed to the Black historic events and Black contributions to the society. Related artistic productions are often among the highlights of such observation and events.

"This song tells our history at this point in time."
(Fairmont Post / WAALM Tribune 2020)

Source: Publisher/Release Metadata/Nielsen Audio/Play Count
Across All Digital And Social Media Platforms

Global Out-reach:

Regions with most number of streams/downloads/broadcast



North America	42%
South America	22%
Europe	16%
Africa	12%
Asia	8%



800,000

Streams Across Digital
Platforms on Its First
Month of Release



Additionally, over

1,000,000 FREE

Streams from
SoundCloud Recently



FM/AM/Digital Broadcast to

1,298,000,000

Listeners Around the Globe



99%

POSITIVE
VOTE ON
ITS IMPACT



To Stream Click on [HERE](#)

To find out more about this project, consult my critique (Cultural Diplomacy),
which is available from University of Salford's research repository.