



2022 - 2026

D.J.C.
RECORDS
DIE JIM CROW.

STRATEGIC PLAN

EXECUTIVE SUMMARY

The US has 4% of the world's population, but 16% of the world's prisoners. About one-third of all incarcerated women worldwide are in US prisons. A disproportionate percentage of prison communities are Black. This is because mass incarceration has been used as an extension of slavery, perpetuating Jim Crow laws, with Black people incarcerated in state prisons at a rate nearly five times that of their white counterparts.

As the nation's first non-profit record label of its kind, Die Jim Crow (DJC) works to help dismantle one of the most pernicious racist systems in the US today. We do this through producing and releasing a wide range of contemporary music created by and with formerly and currently incarcerated musicians.

We connect a community of engaged artists with listeners from around the world, sharing and reflecting the human experience of incarceration beyond statistics and headlines, and helping all of us explore complex questions around punishment, redemption and justice.



Die Jim Crow began as a one-album project in 2013. Our founder Fury Young set out to produce an epic concept album that gave voice to prison-impacted, primarily Black musicians. In 2019, after years of recording projects in prisons, Young expanded the idea into a record label, and by 2026 our aim is to expand into a multimedia company with various platforms and outputs using music and creativity as a transformative act.

Though centered on the Black experience, DJC has become a diverse and inclusive organization, representing the wide range of experiences and creative perspectives of people impacted by prison, including LGBTQIA+, indigenous people, women, seniors, people with disabilities, and people battling mental illness and addiction. We believe in collective liberation.

Being led by Co-Directors Fury Young and longtime DJC artist/administrator BL Shirelle — who Young met in 2015 while she was still in prison — Die Jim Crow lives up to its values of consistency and representation, embodying the revolutionary change they seek to create in the world.



OUR VISION, MISSION

AND VALUES

Our **vision** is to help shape and create a fairer justice system through music and the arts. We envision a world where all people have meaningful connections and access to culture.

Our **mission**, through the work that we do every day, is to dismantle stereotypes around race and prison in America by amplifying the voices of prison-impacted musicians and artists.



We will build a creative future for currently and formerly incarcerated musicians through the following **values**:

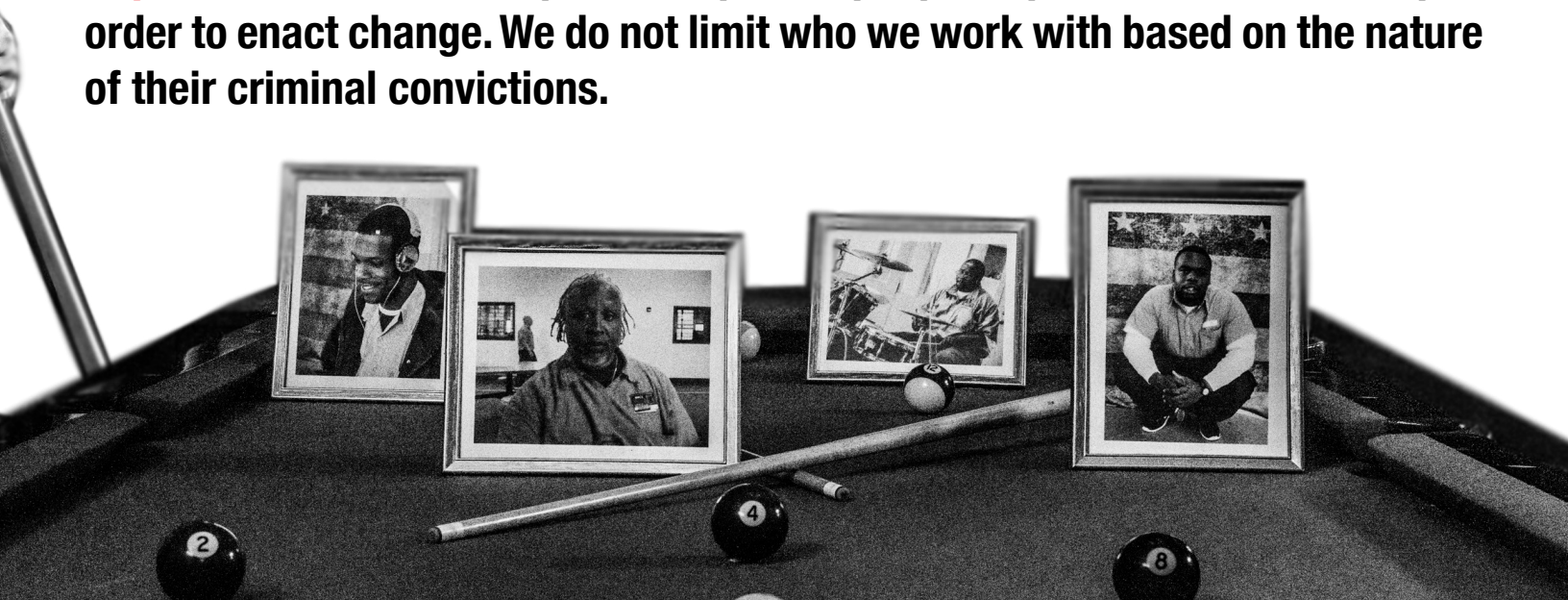
Free-expression. Recognizing the power of music, storytelling and the arts to transform narratives and inspire change, we provide our artists with a platform to share their authentic voices and take risks. We don't shy away from difficult stories and we embrace radical forms of expression and artistry.

Activism. We were built on a D.I.Y. spirit of social justice which is not limited to the music and art we release. We engage in activist efforts which benefit our community, whether it be showing up to a parole hearing or supplying facilities with musical instruments.

Consistency. We build strong and long-lasting relationships with lifers, long-termers, returning citizens and recidivists. There is an element of public service involved in making our albums, which allows us to form a stronger community of artists.

Excellence. We hold ourselves to the highest standards in every work of art we create. This extends beyond our albums to include album art, videos, literature, and performances.

Representation. We have prison-impacted people in positions of leadership in order to enact change. We do not limit who we work with based on the nature of their criminal convictions.



STRATEGIC GOALS

2022 - 2026

Over the next four years we will prioritize the following goals and strategies to enact our vision, mission and values.



1. BECOME A MULTIMEDIA COMPANY & CREATE GREAT MUSIC FOR ADVENTUROUS LISTENERS

Diversify and strengthen range of creative outputs and services to include physical releases, podcasts, videos, interviews, live events, showcases, and publishing.



2. GROW AUDIENCES, LISTENERS, & SUPPORTERS

Develop a detailed plan to reach many more people and engage them in the work and life of the organization in new and inspiring ways, helping to expand our profile and awareness, and establish loyal and active fans.



3. INCREASE OUR INCOME

Create a step-change in investment for the organization over the life of the plan, building a model of sustained and loyal financial support from a wide range of sources, including our audiences.



4. BUILD & CONSOLIDATE STRATEGIC PARTNERSHIPS

Identify and engage a wide range of partners across the US to support the development and delivery of our vision and mission.



5. TELL OUR STORY

Create compelling stories about our amazing work, connecting the widest possible range of people with the vision and mission of the organization.



6. MAKE DJC FIT FOR THE FUTURE

Consolidate a diverse cohort of staff, board, volunteers, and artists to deliver our ambitious plans; creating development opportunities and networks in collaboration with partners and investors.



LATEST RELEASES



B. Alexis - Black Barbie



Territorial - Battlecry '14



Simply Naomi - Mello-D



Territorial - Tlaxihuiqui

- Lifers Groove - EP1 (2022)
- B. Alexis - LP1 (2023)
- Ms. Seeley - Sigs on Seeley St. (2023)

COMING SOON

- Die Jim Crow - EP II (2023)
- The Masses - LP1 (2024)
- EL BENTLY 448 - Mixtape 1 (TBD*)

*Pending on artist's release from prison as per lawyer's request. Project complete.



An elaborated text-only version of the
DJC Strategic Plan 2022-2026
is available upon request.

D.J.C. RECORDS

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 Die Jim Crow Records



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Die Jim Crow Inc. is a 501(c)3 organization headquartered in New York.
All donations are tax-deductible. Our tax ID number is 83-2361185.

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