



Music & Stories from  
the African planet

# OUR MISSION

At Afropop Worldwide, we believe that the music and stories of Africa and the African diaspora are powerful vehicles for connection, creativity and justice.

Afropop Worldwide has been an ongoing Peabody Award-winning public radio program since launched by NPR in 1988. Over the years, it has evolved to become a storytelling hub, amplifying the voices of African and diaspora artists through audio and video production, extensive web features, photos, events, collaborations and an increasing emphasis on social media offerings.

We celebrate deep-rooted traditions and contemporary innovation—working hand-in-hand with artists, producers, content-creators, educators, scholars, arts presenters and audiences worldwide to bring musical experiences to life.

Afropop Worldwide cultivates Interaction and exchange to catalyze conversation, cultural celebration and joyful connection through the world's most exhilarating music.

# THE AFROPOP WORLDWIDE ECOSYSTEM

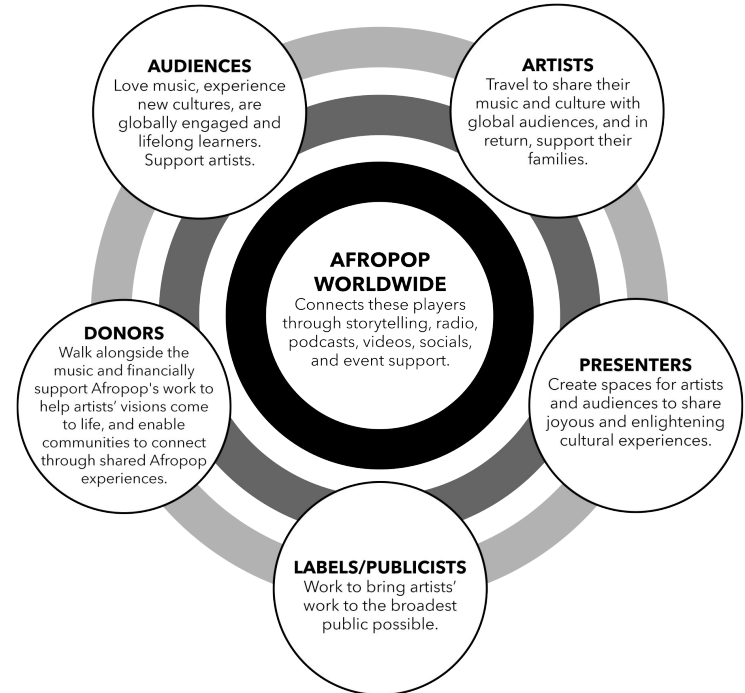
Afropop Worldwide is a trusted, longtime member of a vibrant African music ecosystem. We are a unique discovery platform for music lovers and life long learners. Our original content has opened doors to transformative art, enlightening audiences and boosting the careers of formerly underrepresented talent across a broad stylistic spectrum, and covering much of the world with our trademark reportage. Over nearly four decades, our flagship radio program, podcasts and website have opened the American media landscape for African and African diaspora artists. We give voice to artists creating songs around topics such as women's rights, climate change, and governance that define our shared future.

Today, with new political, economic and technical challenges, it is more important than ever to connect and empower *all* the players in our cultural ecosystem. This world has many participants, each with a role to play, but each on its own journey with its own priorities. Our goal is to provide the connective tissue that ensures success for all these players as they create, record, promote and perform, sharing music and stories with the largest possible audiences, both virtual and physical.

Our legacy work provides a deep resource of knowledge and content, and now, harnessing the power of the internet and social media, we offer a forum and meeting place for all who serve the artists and the audiences that sustain them.

## AFROPOP WORLDWIDE

Africa and global diasporas  
A hub for musical journeys



# 37 YEARS OF ELEVATING AFRICAN AND DIASPORA MUSIC

## Our Legacy

For 37 years, Afropop Worldwide has been the go-to source for authentic stories, sounds, and voices from African and African diaspora music, art and culture.

- **PRX Partnership:** We have a long-running, nationally syndicated program launched by NPR, delivering rich, immersive storytelling to listeners via 110+ public radio stations distributed by PRX.
- **Global Reach:** We are a trusted name with a loyal audience spanning continents, known for bringing the voices and music of Africa and its diaspora to a worldwide stage.
- **Comprehensive Archive:** We have decades of recorded interviews, rare field recordings, and radio episodes, preserving the rich tapestry of African and diaspora music for future generations.

## Our Impact

Afropop Worldwide is the first nationally syndicated broadcast platform in the US to introduce Americans to genres like Afrobeat, juju music, mbalax, and soukous, paving the way for the global explosion of African music today.

We are a champion of emerging talent and iconic musicians, amplifying diverse voices and creating space for cultural exchange.

## Our Growth

From radio to podcasts, digital platforms, live events, and international travel, Afropop Worldwide has embraced new mediums, especially social media, to engage new audiences.

We aim to bridge the gap between classic and contemporary African music through high-quality journalism, interviews and live and recorded performances, and social media interaction.

# AFROPOP WORLDWIDE

Afropop's founder Sean Barlow began research for our Peabody Award-winning radio series in Africa in 1985. With support from the CPB the show was launched by NPR in 1988. Host Georges Collinet and Senior Producer Banning Eyre have remained with the project since the beginning. In 1990, the program expanded to include the African diaspora as *Afropop Worldwide*.

In 1997 Afropop partnered with the Kennedy Center to become among the first public radio programs to launch a website, [afropop.org](http://afropop.org).

In 2003, Afropop won the first of 11 major NEH grants to produce the *Hip Deep* mini-series, incorporating the work of authors and humanities scholars. Our team has worked in over 30 African countries, and diaspora locations from Brazil to Paris. Our multi-track recordings introduced major artists to a nationwide audience for the first time. We also showcase emerging artists encountered at venues such as WOMEX, globalFEST, Nuits d'Afrique, World Sacred Music Festival in Morocco and Sauti za Busara in Zanzibar.

In 2015, we received an Institutional Peabody Award, and in 2022 the globalFEST Impact Award. Support has come from Ford, Rockefeller, Rockefeller Brothers, Nathan Cummings, NPR, PRI, PRX, BET, Merck, NEA, NEH, major donors, others.



*Afropop Worldwide* host, Georges Collinet

*"The music that Afropop Worldwide covers is a wellspring of American and world culture and no other organization I know does so well in helping it reach the listeners it deserves."*

—Jon Pareles, Chief Pop Music critic, New York Times

# OUR CORE PROGRAMMING & ACTIVITIES

## Afropop Worldwide Radio Program

Our Peabody Award Winning Radio Program  
876 episodes, and counting

### Afropop Website

Over 3000 reviews, interviews, spotlights, photo essays, videos, events and other unique content

### Planet Afropop

Our podcast series featuring 42 episodes, and there are 80 Afropop Closeup podcasts

### Afropop Archive

40 years' worth of field recordings, interviews and live concerts

### Social Media Community

Engage and connect fans, musicians, presenters, share releases & events

### Event Participation & Hosting

Afropop event co-sponsorships and hosting, panels, performances, etc.

### Video Production

Video content creation for expanding our YouTube and social channels

### Email List

10,000 Newsletter subscribers

# THE CHALLENGES & THE OPPORTUNITIES

## Core Challenges

While respected for its legacy, Afropop Worldwide faces the challenges of remaining vibrant and relevant in an increasingly dynamic cultural landscape. We hold firm to our public radio roots, despite challenges, as we move boldly forward to develop new platforms.

To maintain our relevance and amplify our impact, Afropop must innovate now, bridging our trusted history and name recognition with the vitality of modern media and music culture.

## How We Overcome These Challenges

- **A Dedicated Team:** Our small staff does more with less, creating content in new formats and platforms as media technologies continue to evolve.
- **Audience Engagement Gap:** We are moving to engage younger, digitally native audiences who may not follow public media, but who are increasingly interested in African music.
- **Monetization Challenges:** We believe that Afropop's long-standing reputation and high-quality content positions us well to develop diversified revenue streams that can sustain our growth and innovation.
- **Modern Media Landscape:** The rise of short-form, visually-driven content leads us to channel the excellence of our traditional long-form audio into more engaging, shareable formats.
- **Changing Public Funding Landscape:** Shifting priorities within federal funding mandate the need for increased support from other sources.
- **Rebrand:** Shift the perception of Afropop to align with the vibrancy of today's digital native African and diaspora music scene through a rebrand that includes an updated visual and sonic identity.
- **Expand Formats:** Lean into social media, video storytelling and visually engaging formats that resonate with younger audiences.
- **New Revenue Streams:** Create and sell merchandise, expand consulting services, and continue to develop experiences and content that engage and expand our community of donors and fans.
- **Building Community:** Reignite and foster connections with a diverse audience, building loyalty through authentic, interactive, and culturally impactful content.



# OUR AUDIENCE / COMMUNITY

A global community connected by music, stories and shared humanity.

Afropop's audience consists of music and cultural lovers, and lifelong learners. From longtime fans to new generations discovering African and diaspora music, our audience is united by curiosity, passion and a hunger for international connection.

## Where They Are

Our audience spans 150+ countries, with major cities including New York, Dakar, Paris, Lagos, London, São Paulo, and Johannesburg. They listen on air, stream podcasts, subscribe to our newsletter, follow us on socials and attend live events.

*Afropop is a service to humanity, a treasure that crosses borders and boundaries, and opens up ears and hearts to the wonderful world of the music of Africa for all to enjoy and be inspired by.*

—Jack Freudenheim

*Afropop is quite simply a necessity in my household. We are so grateful to have this program as the soundtrack to our daily lives.*

—David Reichley, listener

## KEY STATS

**Radio listeners** across 110+ public radio stations in the U.S.

**42 Planet Afropop podcast episodes** and counting

**12K+ social media followers** across platforms

**68,000+ video views** on a single social-first post

**10,000 newsletter subscribers**  
with consistently high engagement

## SUSTAINABLE DEVELOPMENT GOALS



**3** GOOD HEALTH AND WELL-BEING

Through joyful cultural connection and mental wellness via music



**5** GENDER EQUALITY

By uplifting women artists, scholars, and storytellers challenging male-dominated narratives



**8** DECENT WORK AND ECONOMIC GROWTH

By supporting working musicians and the creative industries



**10** REDUCED INEQUALITIES

By platforming underrepresented voices and traditions

# SUPPORT & STEWARDSHIP

## Why your support is important now

For 37+ years, Afropop Worldwide has been a trusted source for authentic storytelling, musical curation, cultural preservation and artist amplification.

Now we are at a turning point, transitioning beyond legacy radio to a dynamic, multimedia platform that reaches a new generation of global audiences. That said, we will also maintain our role as a beacon for African and diaspora music in the public media broadcast space.

With interest in African and diaspora music at an all-time high, your support ensures we remain a leading voice in this music ecosystem.

### Preparing for the future:

Afropop is engaged in succession planning and leadership expansion, ensuring long-term sustainability and a creative vision for these times.

This includes:

- Mentoring emerging producers and cultural journalists
- Diversifying our platform to reach younger, digital-native audiences
- Evolving systematically from a legacy media nonprofit to a 21st-century cultural content hub

This is the moment to invest in Afropop:

Together, we can ensure that these important voices, music and stories we share continue to touch hearts and change lives for the next generation.

## Your support allows Afropop to

Invest in the next generation of producers, storytellers and cultural leaders

Expand our multimedia presence across YouTube, TikTok and emerging platforms

Preserve and digitize our one-of-a-kind archive for public access and research

Commission new stories and fieldwork in underrepresented communities

Strengthen our artist support and visibility efforts, including music premieres and interviews

Host community events and live showcases celebrating African and diaspora music

# THANK YOU

"I got my start in radio at the VOA, introducing millions of African listeners to American music—soul, funk, jazz et al. Coming full circle, I got the opportunity to host Afropop Worldwide and introduce Americans to the glories of African music—something I'd always wanted to do! What a delight!"

—Georges Collinet, *Host, Afropop Worldwide*

"My thanks to artists throughout Africa and the diaspora who welcomed us into their homes, night clubs and recording studios so we could share their music and stories. Big thanks also to public radio who gave us the first nationally syndicated broadcast home in the U.S. for contemporary African music."

—Sean Barlow, *Founder and Executive Producer*

"Thank you for helping us carry Afropop's groundbreaking work forward to future generations. We have been privileged to document a historic fluorescence of creativity in Africa and around the world. As new stars and sounds continue to emerge, your gift ensures that the history will not be lost or forgotten."

—Banning Eyre, *Co-Founder and Senior Producer*



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