

Paper Proposal for Popular Culture Association Conference, Music Area

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“The Reggae Sunsplash Preservation Society: Our Work So Far”

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The Reggae Sunsplash Preservation Society was formed by two St. John’s University College of Professional Studies (CPS) Professors in 2015 to preserve, digitize and stream the more than 300 hours of state-of-the-art film captured during the emergence of reggae music as a world music and music festivals as a growing popular culture phenomenon. Prof. Don Green was one of the original promoters of the Reggae Sunsplash Music Festival (1978 to 1994) and negotiated the rights to the performances at the festival captured on film. The festival was aspirational for the artists and so our film captures these foundational artists at their peak. We will be showing clips from our AV digitization project and discussing the status of the project so far, including the goal of gaining recognition for these original artists and creating authenticity value for reggae-music fans as many of these performances have been bootlegged at poor quality.