



## **2020 Anthem Tool Kit**

**Using music to celebrate women's rights, inspire continued action to achieve economic, social and political equality for all, and get out the vote.**

**WE'VE EARNED A VOICE...LET'S RAISE IT!**

**#iamariverrock**  
**#riverrockthevote**  
**#voteloud**  
**#vote2020**

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## **I. Introduction: What is this tool kit?**

This Tool Kit is designed to help you use music and storytelling to amplify your message, emotionally engage your audience, and inspire them to take action in this important year. Our shared goal is to elevate women's voices; fight for equality for all; and this year especially: GET OUT THE VOTE.

We are storytellers. **The best summary of the River Rock Project & Anthem is told in this [video](#).**

100 years ago, PA suffragists forged the Justice Bell, an exact replica of the Liberty Bell - minus the crack - to create buzz around their fight for the right to vote. They loaded the huge bell onto a flatbed truck, and drove it around the country to drum up support from the men who held the fate of women's suffrage in their hands.

The suffragists had made one important modification to the bell: they'd chained the clapper – the part that makes it ring – to the side of the bell so it couldn't ring out.

At every stop on the tour, they made a show of ringing the bell, and each time it remained silent. The men asked why, and the suffragists explained that the bell's voice was chained so it could not ring out, just like women's voices were silenced. They asked the men to unchain their voices so they could be heard. After a decades-long fight, the 19th amendment was finally ratified. The Justice Bell was unchained, and at last rang out.

The River Rock Anthem was created to celebrate all the tenacious women who have fought to be heard, especially by a society who does not want to hear them. The Anthem video uses the story of the Justice Bell and the hard-won victory of the Suffragists to highlight the awesome power of raising voices together and galvanizing one another to speak our truth and be heard.

### **How can we use it?**

This donation entitles your group to use the Anthem and Anthem Video, with appropriate crediting to Meghan Cary & The River Rock Project, through December 31, 2020, for NON-COMMERCIAL\* purposes to amplify your messages empowering women to be heard. This can include:

- Posting on your website
- Sharing on social media
- Hosting an online event featuring the River Rock Anthem or Anthem Video, listed on our event calendar
- Using the Anthem in your podcast or broadcast series
- Using the Anthem to motivate your supporters during team meetings

*\*See "II. USE AGREEMENT STATEMENT" for complete guidelines and restrictions*

## II. River Rock Anthem Files: How to access the Anthem & Video

River Rock Partners can access available Project Assets for use, free, through 2020.

Assets provided include:

- Link to the exclusive River Rock Anthem re-mastered MP3 (*coming soon!*)
- Link to the [Anthem Video](#) & embed code for posting to your website:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/3_GmUdWZHZs"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

- Opportunity to request the Video File [download](#)
- Official promotional photos ([Photo 1](#); [Photo 2](#); [Photo 3](#); [Photo 4](#))
- The River Rock Project [logo](#)

### USE AGREEMENT STATEMENT

**By downloading, sharing, or otherwise accessing River Rock Project content, you agree to the following guidelines:**

*This donation, including the Anthem and Anthem Video, in part or in full, is for royalty-free and other fee-free use through December 31, 2020. All material contained therein is retained in ownership by the owners of the content. Material may be cut down for airing, but the primary content MAY NOT be altered without express written permission by The River Rock Project.*

*All used and re-used content MUST include minimum crediting: Meghan Cary & The River Rock Project | RiverRockProject.com, including any audio or digital broadcast.*

***Use may not include*** resale of any kind of any asset; use for any other commercial purposes deriving personal or commercial profit.

*Use may include non-profit, 501c3 and -c4 - certified fundraising activities related to women's empowerment issues as a broadcast or messaging tool.*

***In a nutshell: you may use, but not resell, our content, and it remains our property. If you use it, you are agreeing to this. Thank you!***

### III. Social Media Tools & Tips

**Follow River Rock Project!** Let's connect on Social Media--follow us, and we'll follow you back!

Instagram: [@RiverRock2020](#)

Twitter: [@RiverRock2020](#)

Facebook: [@theriverrockproject](#)

TikTok: [@riverrockproject](#)

**Tag River Rock Project** in your empowerment messages and when you share our Anthem, Anthem Video, or posts!

**Use River Rock hashtags** to make sure others (and we!) see and share your message:

#iamariverrock

#riverrockthevote

#voteloud

#vote2020

#### **IV. How River Rock Project can Amplify Your Efforts**

The River Rock Project supports the efforts of individuals, groups, and organizations to celebrate women's voices, galvanize women to be heard, champion all women's rights, and get out the vote.

##### **Send us your logo**

We want to shine a spotlight on you! If you have not already supplied us with a LOGO to recognize your organization or group as a partner on our [website](#), please email a web-appropriate, hi-resolution jpeg with your website link to Jenny:

[riverrockproject@gmail.com](mailto:riverrockproject@gmail.com)

##### **Tell us about your River Rock “events”**

Let us help you spread the word! We encourage you to employ the power of music and storytelling to amplify your message and inspire audiences. If you are planning a (Covid-conscious) event, gathering, or broadcast, and are using the Anthem or Anthem Video, let us know. We'll share it with our River Rock Network.

*Please note: you do not need special permission to use the Anthem at your event, but we sure hope you'll let us celebrate your work!*

[List Your Anthem Event with Us](#)

## V. Other Opportunities to Work Together

The River Rock Project is donating use of the Anthem Song, Video, and Tool Kit--no strings attached. **But there is opportunity to do more together.**

The River Rock Project is an independent, non-partisan, mission-based project that uses the power of music to amplify and galvanize the voices of women. In addition to use of the Anthem, River Rock has a variety of programming opportunities available and a team ready to collaborate and do more--together.

What are some of those opportunities? We're glad you asked:

- ***Are you planning a conference, panel, or other speaking engagement?***  
Meghan Cary's Concert Keynotes use music and storytelling to engage around important themes. Cary and the River Rock Team are also available as panelists and speakers.
- ***Do you have an event that needs a live performance and music to create an emotional connection between your message and the audience?***  
Meghan Cary and the River Rock Project is available for digital stream or COVID-safe performances.
- ***Are you a venue or other programmer looking to provide your audiences with a full women's rights, empowerment, and/or voting program?***  
The River Rock Project, under the primary artistic direction of Meghan Cary and Senior Producer Jennifer Rajotte, includes an in-house producing, marketing, and PR team; a roster of affiliated professional musicians, dancers, creators and artists spanning genres and backgrounds; and scholars in suffrage, music, ethnomusicology, and politics/civic engagement. Our team is comprised of over five decades of experience performing, producing, and publicizing powerful programming.
- ***Do you produce a podcast, webseries, or other broadcast content that is looking for powerful stories of women and/or music making change?***  
We have an awful lot of those to share!

These are just some of the possibilities to explore. We would love to hear your ideas.

### Fees

River Rock Project values transparent partnerships, and determines fees for additional opportunities based on the scope of the work, and fair and equal payment for the labor of the women doing it. Non-profit and grassroots organization rates are negotiable to the extent possible to ensure the women of this project are not exploited for their passion.

**Let's talk!** If you've been inspired or had an idea, reach out to Jenny & Meghan for a phone or zoom meeting to hear about your work and discuss how River Rock Project can be involved!

[riverrockproject@gmail.com](mailto:riverrockproject@gmail.com)

## **VI. River Rock Lyrics**

I am no one's baby, I am not a girl  
I have spent some decades rattling round this world  
I am not the next new thing, I've been here too long  
I have spent my life turning stories into song

I am not silver, I am not gold  
No precious metal for you to mold  
I am a river rock tumbled smooth  
By the rush of life, this life I choose

I have come to see things through a prism lens  
As I make this journey closer to its end  
At many turns I'm troubled by much of what I see  
But I won't waste my breath declaring you've done this to me

I am not silver, I am not gold  
No precious metal for you to mold  
I am a river rock tumbled smooth  
By the rush of life, this life I choose

Every step along the way  
I made my own choice  
I tried to choose the truth  
That's how I found my voice

I am not silver, I am not gold  
No precious metal for you to mold  
I am a river rock tumbled smooth  
By the rush of life, this life I choose  
I am a river rock tumbled smooth  
By the rush of life, this life I choose