

HET RA

July 28th, 2025

Greetings,

Het Ra, in partnership with Magnificent Ideas, is a unique, premier media content development and production alliance.

Our dedicated executive and creative team consisting of Clyde McKenzie, Jamaican media music business icon, an executive producer of the Grammy Award winning album, "Art and Life"; Obi M. Holly, Emmy Award winner and Carla "Amenika" Holly, multidisciplinary creative provides us with privileged access to rare and untold stories rooted in Jamaica's rich musical and cultural heritage.

With privileged access to a wealth of legendary figures, first-person accounts and rare archives, our team is currently developing a powerful slate of original projects. These include intimate and revelatory explorations into the lives of influential artists and leaders; including the untold personal and professional world of Bob Marley, the exceptional contributions of Jamaican women to global history, and the critical yet overlooked influence of Jamaican culture in the creation of the Hip Hop genre.

Included in this proposal are the pitch deck and sizzle reel for "Welcome to Jam Hop" - a four-part television documentary series spotlighting the connection between Jamaican music and the birth of Hip Hop culture in the Bronx, NY.

Keeping our fingers on the pulse of innovation - our mission is to produce groundbreaking films, documentaries, television series, and events that reveal the global impact of Jamaican culture, in addition to exploring rich storytelling throughout the diaspora.

We would be honored to discuss these and other projects with you. Thank you.

All the best,



Obi Holly

Het Ra, LLC

 **Email**
obisanichiban@gmail.com

 **Phone**
424.224.2018