

# Charlottesville Music Video Calls Out Divisiveness and Hate Crimes

Adding a new voice to the wave of contemporary protest songs from artists spanning Eminem, Fiona Apple, and Roger Waters, multimedia artist/producer Jeff Burger's new music video, ***In the Streets of Charlottesville***, provides savvy commentary on the recent violence that turned the rural Virginia town into a hashtag.



Based in Charlottesville, Burger was inspired by his community who—faced with hate, divisiveness and violence—has found a thousand ways to stand for unity and love, as echoed in the song's culmination: **"Now we choose our destiny... unity through diversity."**

More than just a protest song documenting one localized event, Burger's piece also speaks to the bigger concepts tearing at society. "What will you do when intolerance marches in your town?" he asks. "I want people everywhere to appreciate the full gravity of an event that will continue to be a poster child for the unrest lighting up the world map in the daily news."

Burger's one-man production delivers insightful spoken word set to dynamic pop that evolves from the solemn opening into a full rock anthem finale. He orates in his natural Caucasian voice without any pretense of white rap. "While I felt the message would be more powerful spoken than sung, I was concerned that an urban voice would be too easily dismissed as just angry and disenfranchised in this racially charged context. White introspection is critical to meaningful healing."

The song reinforces such soul searching in candid lines like **"Here's our chance to realize / we all hold our secret lies / Judge brothers for this, sisters for that / Time to take ourselves to the mat."**

Burger also calls out Trump's instigation of white nationalism in thinly veiled lines, such as **"When leaders lack accountability or even common civility / There's always someone else to blame / and the bully pulpit fanned the flames."**

The lyrics go on to acknowledge America's stalemate over gun violence: **"Time's upon us we knew would come / when free speech marches with a gun / Amendments beg us what to do / to reconcile numbers one and two."**



Burger's self-produced music video elevates the piece to full-on multimedia storytelling. Rather than appearing on screen, the artist goes for maximum emotional impact by employing a seamless visual montage intimately reinforcing the lyrics' message. "This isn't about me," Burger says. "This is about the urgent need to change our course as a society."

*In the Streets of Charlottesville* is the first release from Beliefs Project, co-founded by Burger and his wife, bestselling author Misa Hopkins. The transmedia project explores transforming beliefs that divide and destroy into those that heal and unify.

Full web page for music video, lyrics, media kit, etc. > [beliefsproject.com/c-ville/](http://beliefsproject.com/c-ville/)



Jeff Burger is the co-founder of Beliefs Project. He has spent all his life in the music and media industries, with clients including Apple, Disney, Paramount, and Marvel. He has served on the masthead of four music magazines including *Electronic Musician* and *EQ*, and penned six books and 500+ magazine articles on technology in the arts.

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