

HIP-HOP/R&B MUSIC

## SiriusXM Presents: Closer to Hip-Hop Live at Howard University

SiriusXM Serves as Exclusive Audio Sponsor for Howard University's Hip-Hop Minor and Annual Hip-Hop Studies Conference featuring Lady London on November 16.

📅 November 11, 2024



SiriusXM is excited to collaborate with Howard University's Cathy Hughes School of Communications as the exclusive audio sponsor for the second annual [Hip-Hop Studies Conference](#) November 15-17, an extension of the school's newly developed Hip-Hop Studies minor. "SiriusXM Presents: Closer to Hip-Hop Live" is a special event within the conference featuring a performance by hip-hop artist and Howard University alumnus [Lady London](#), and will take place on November 16 at the Howard University Cramton Auditorium in Washington, D.C.

The conference, which shines a light on hip-hop culture, music, and trends, will feature inspiring speakers, engaging panels, and interactive workshops. This includes a Q&A between Lady London and Paris Nicole, host of SiriusXM's Hip-Hop Nation, which will air on [Hip-Hop Nation \(ch. 44\)](#) on November 22 at 11pm ET and be available for subscribers on demand via the SiriusXM app.



**Hip-Hop Nation**  
The sound of the Culture

**Listen on the App** ▶

In addition to the event, the collaboration will include year-long hands-on learning experiences for a cohort of students enrolled in the Hip-Hop Studies minor, including:

▶ Students will help with content planning, execution, and artist engagement for “SiriusXM Presents: Closer to Hip-Hop Live”

▶ Students will produce a podcast series with guidance from SiriusXM, featuring Howard University professors sharing their perspectives and expertise on hip-hop and the evolution of the genre; the show will be available via the SiriusXM app.

▶ SiriusXM leaders will provide guest lectures in the hip-hop minor throughout the 2024-25 school year, including a class focused on hip-hop programming from SiriusXM’s VP, Music Programming, Josh “J1” Raiford.

▶ Students can opt-in to a SiriusXM mentorship program for assistance with professional development opportunities in the audio entertainment space and beyond, and will have the opportunity to visit SiriusXM’s headquarters in NYC for a day of immersive learning and networking.

“Working collectively with my colleagues across campus as well as practitioners, industry experts and students to organize the second annual Hip-Hop Studies Conference has been a great experience,” said Dr. Roger Caruth, Assistant Professor, Cathy Hughes School of Communications. “We appreciate the opportunity to collaborate with SiriusXM not only as a sponsor but an organization dedicated to giving voice to the academic and commercial hip-hop communities.”

“Join us at the 2024 Hip-Hop Studies Conference, where culture, creativity, and scholarship converge,” said Dr. Msia Kibona Clark, Associate professor, Department of African Studies. “This year, we celebrate the launch of Howard’s new Hip-Hop Studies minor, offering students the opportunity to explore the rich history and impact of hip-hop.”

Following SiriusXM’s initiatives with other HBCUs across the country, including homecoming events at Morehouse College and Florida A&M University, along with our Pathways program that provides career opportunities for recent HBCU grads, this unique collaboration with Howard University highlights the company’s commitment to working closely with HBCUs and to bringing listeners closer to what they love.

Check out further details on how to RSVP to the conference [here](#), and listen to the [Hip-Hop Nation channel \(ch. 44\)](#) on SiriusXM for more information and highlights.

Tags: [HIP-HOP NATION](#) [LADY LONDON](#)

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