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## THIRD EAR ENTERPRISES (PTY) LTD.

3rd Ear Music Record Productions,  
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Note: Re Fred Campey - John Queenan - Pete Engblom

Let's sit down and formulate a way in which we can produce an audiovisual/or any presentation that will show off or highlight the benefits of a Life in the Park project for a specific sponsor. That would be better than me trying to explain how to do it in writing. I'm sure you'll understand.

We can work off some sort of contingency fee here. For example, if Peter can do the shooting, John Queenan can do the producing and the compilation, Fred - maybe, if he's into this - could assist with the materials and, of course, the creative input and myself and Kenny would be largely in charge of the music. Get a whole load of well-known individuals like, say, Professor Sneddon, Noel Fairhurst, Darius Brubeck and others to actually say a few words on Life in the Park's behalf. Let's write something for them to say.

The point here, of course, is that we do not have funds but I am sure that you will understand that what we are selling is potentially fund-generating, anyway. If a sponsor/company buys the concept as part and parcel of its advertising campaign and public/social responsibilities campaigns, we don't even have to sell it with an audiovisual. We could, simply, as three/four concerned citizens in our part-time (I know we don't have any time) capacity, ~~we~~ come up with a campaign to sell the Life in the Park project to each and every single business in Durban if necessary.

Maybe we should deal with the advertising agencies instead?

The point here is that if I can get the top advertising people/communications people interested in mounting a campaign that will do Durban's part a world of good and of course all our interests being predominantly music, this is the area that we must and should push.

Talent concerts with the Life in the Park project - some examples:

Shaun Thompson - why doesn't he do a beach Fun Day?  
Why don't we sell the idea to the Mayor? Let him sponsor one with the Mayor's Fund once a month.

A Wimpey Bar Games Day, an Elangeni Hotel Games Day, a Anybody's Games Day, for that matter?

Of course, I am not referring to the broader means of advertising and getting the image of the said company across to the masses, I am simply referring to specific things, for example - fruit and vegetables or furniture or medicines, etc. that are sold directly to a specific public by supermarkets and stores that want to attract local custom.

What I'm trying to say is, it may be far better for certain companies to use their staff - if you will - in a way that will be beneficial to the community in which they live in that it also makes the workers proud of being part of a particular store that has a picnic once a month or a Fun Day once a month, or whatever they choose to do to help build community spirit within the communities they serve.

(I'm a little confused and lost but I will get back onto the track somehow.)