

SALES/PROMOTIONS  
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At the meeting of 29th June, 2,30pm between 3rd EAR MUSIC/DIAMOND MUSIC/TUSK RECORDS we have finally agreed to meet with the reps on a regular basis - possibly weekly for half to one hour - but not only to present released and new product, BUT to keep them informed of new recording/studio projects, and MUSIC information eg: who we intend to record and possibly release, and what do the reps think?

PHIL L also agreed that we could let CHARLES and BONGANI (in their own time) sit in on demo cassette listenings, and give me their feelings/opinions. If they do happen to hear of good groups and new talent while out in the field (on their rounds) they could (in their own time) establish contact with us, or even collect the tapes that come to us from all these people in outlying areas.

Communications between H/O and 3rd EAR have also been somewhat dissipated and sketchy - DIAMOND music hopes to rectify this. For example, I have sent cassettes of EVERY act we've done, WITH BIOGRAPHIES and general information to JHB for comment - even in DEMO form, BEFORE I undertook to record or sign and act.

THE MIGHTY VOICES demo and info was sent BEFORE we moved into this office/studio, in SEPTEMBER last year; as was MADALA, NOISE, CUPHISA and LAZARUS. LIZ points out that the first she ever got to hear of the MIGHTY VOICES was when the album landed on her desk, already on the release sheet.

I had very little idea of procedure, and would rely on H/O for info about who does what to whom and when. IN DURBAN WE NEED THE ALBUM/CASSETTE OUT AND READY FOR AT LEAST 3 / 4 WEEKS BEFORE WE RELEASE - DIAMOND MUSIC have promised to streamline communications and procedures between HO and 3rd EAR.

IN STORE PROMOTIONS are also essential - especially with some of our acts, like MADALA, 14 SHABALALA, MIGHTY VOICES, NOISE and the choirs, because they do not require any elaborate sound or equipment set-ups. They can perform IN-STORE acoustically/solo. We need to make contact with key-dealers and start regular promotion appearances with their albums/cassettes.

The more electric bands SIPHO MCHUNU, CUPHISA MAYISO and RUFARO can do concerts clubs etc, but we need suggestions and information of where and when. eg: You may hear of someone wanting a band for a particular function, or that someone is looking to do a promotion or a conference - please put them in touch with me. Already I've booked SIPHO onto a game TV show, an insurance company conference in the Drakensberg, and with NOISE he may even do a tour of EASTERN EUROPEAN countries - all this thru' contacts and 'hear-say.'

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