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## RICHIE HAVENS - THE LEGEND - LET THE THEATRE CONCERTS BEGIN

Please see the enclosed Biographical Information on this legendary artist's South African Tour Oct 97

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The THEATRE SERIES of CONCERTS is a unique & exciting concept that will help establish:

- a regular Theatre Circuit for contemporary & traditional international & local performers;
- South African acts abroad - an exchange system with small clubs & theatres in the USA & UK;
- some of the legends South Africa missed during the apartheid era;
- and encourage people to get out to concerts - to enjoy themselves in the company of others
- a 'concert culture' that we hope will in some way contribute to 'nation building'.

We appeal to the media for assistance in this regard.

Consider: One of the most Unfortunate legacies of South Africa's years of isolation is the assumption that a musician cannot exist without a current play-listed CD. Many of the worlds great entertainers make records only occasionally- but they never stop working. The few who do produce CD's seldom, if ever, reach the charts - yet they continue to ply their trade - to make music & entertain - that's their job & it's what they do to pay the rent. Making a record is a luxury few great artists can afford.

For many years South Africans supported 3<sup>rd</sup> Ear Musicians - most of whom never had their words & music recorded. Despite this, concerts with 'No Name Brand' Bands & Soloists were well attended & supported - many of these events are still talked about today & most of these Musicians are still 'paying the rent'. For the few who did have a record or tape produced, the chances of Radio, TV or Record Industry support was minimal if non-existent back then. Even today, Hit Parade Musicians can not survive off Record/CD sales alone - they NEED to build a credible, viable & lasting circuit.

3eM's exclusive support for local musicians is now extended to include selective international tours which we believe would be the ticket to introduce our talented artists to international audiences. Producing expensive Video & Audio recordings is not the answer - it certainly will not 'pay the rent'.

For the interest of Sponsors & Theatre Series Audiences, perhaps we can make an analogy with sport.

How do our sports people get recognized internationally? Not by playing with themselves, that's for sure! Foreign tours highlight new talent & potential within the country & it gives our established talent a chance to be seen & heard above the din of imported recorded stars. It is only through competing and playing 'live' with international teams that bring results & a measure of recognition that eventually leads to foreign tour offers. Producing a Video of our best teams & expecting them to be judged on merit is as ludicrous as trying to produce a costly Video or Studio record in the hopes that our musicians will become accepted abroad. The most effective way of opening up this country to international Arts & Culture Trade & Tourism is to open up the country to international artists.

For this reason 3<sup>rd</sup> Ear Music has been very selective in it's choice of international tours & artists - preferring to invite those who can open doors for local musicians & music, rather than to opt for commercial shows simply to fill stadiums. 3eM has had it's fair share of Stadium & Festival productions - nearly 30 years thereof - we now want to use our national network experience & technical know-how to present Contemporary Music in the comfort of the Theatre & with sponsors' support arrange workshops, clinics & subsidized tickets for those fans who can not afford them.

Since 1968 3eM is proud to have been associated with, produced, promoted & presented some of the finest moments in South African Music History: the National & Regional Folk Festivals, Free People's Concerts, The Market Theatre Concerts, Tribal Blues, Music for Africa, SingerSongWriter Series, Guitars for Africa, Splashy Fen etc. Since April 1994 we have presented one international artist a year: Shawn Phillips, Kinky Friedman, Crosby, Stills & Nash - each show had local support acts.

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David Marks for 3<sup>rd</sup> Ear Music Concerts & the Richie Havens SA Tour October 1997

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