



3rd Ear Music

est 1969

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Projects

Note to DAVE TARR

From David Marks

23rd April, 1998

Re: Marketing Ideas / South Coast Festival Proposal / Motivation

Besides the marketing of our musicians through live Concert & Festival performances, 3eM are in the process of setting up an Internet Web Site. The reaction to our HIDDEN YEARS project & to south African *acoustic/folk music* in general, has been very good but we need to expand.

The irony of Johannesburg record industry's monopoly in all aspects of SA music, is negated by the fact that Africa's largest & most successful CD/Tape distributor is based in EMPANGENI. The Johannesburg record industry may have a monopoly of the media & the international Concert circuit - but 75% of all music sold in Southern Africa emanates from kwaZuluNatal - Johannesburg has over 300 recording studios. kZN has only 4.

- With many years experience in promoting local - & recently international - music Festivals & Concerts, 3rd Ear Music would like to focus on your suggestion of a *folk/acoustic* style festival at Beacon Hill, or along the South Coast somewhere.
- 3eM are aware that the long term benefit of establishing a Music Festival in a remote region can stimulate the local economy, promote the Arts, attract tourists & bring our different cultures together. e.g. Co-producing **Splashy Fen** in Underberg for 8 years.
- 3rd Ear Music's success with international tours such as **Crosby, Stills & Nash** & our recent sojourns into **France & Norway** with our own local 'unknown' Maskanda musicians from kZN, has opened many doors. We are now in a position to choose the very best international stars from Africa, Europe & the USA. Together with our local acoustic musicians in a South Coast festival, you & Pete could support these acts.
- A South Coast festival, rather than a national concert tour, featuring an affordable international name, would keep costs within reason. 3eM have had their fair share of international & national tours. These tours are difficult to manage & control from kZN. Whereas, if we can focus on a South Coast festival, it is bound to eventually attract foreign & local tourists into the region. We can produce & finance it all from Durban. Once the festival/event is established, we can then consider a national concert tour.

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Directors: David Marks (Managing) Barry Gerson reg: 89/06695/07
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- **Selby Productions** have vast technical, touring & festival expertise in this region. With 3eM's connections, networking, local authorities & business, we could all form a formidable partnership; jobs will be created & tourists will be attracted into the region.

For 3eM to start working on this idea we would suggest that the local authorities, business & community associations make some form of commitment. R & D funding from one or all of these bodies would be essential. 3eM has often motivated & made elaborate proposals at our own expense, only to be side-lined by some or other cultural or council committee. Arranging these Music & Arts events may look easy, but councils, tourism or businesses do not find have the time or expertise to manage & promote them effectively. This has been proved time again - Splashy Fen, Rustler's Valley & other 3eM festivals/events. Together we should make an effort to motivate South Coast business, council & community leaders into action.

DAVID MARKS

cc: Ron Selby / Eric Applegreen (KZN Tourism)

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