

A 'talk radio' for Africa, with a difference. An AfroTude? Possibility.

MARKETING/SPONSORS: I don't say that I WILL get sponsors - what I'm saying is two things:

(1) that the sort of sponsorship I believe a 'community' project such as this deserves is simply not within the scope of well meaning Londoners, and (2) it would have a difficult time surviving, or even getting sponsors, without the total commitment by the communities it intends serving.

Idea { No more violence. Cross cultural communications and good old fashioned party fun with local music for some good measure is what this RADIO PARTY can do for you.

Despite the good-intentions, Steve or Tim, you or I can not effectively 'sell' this idea, no less keep it alive and raise money.

If it is to develop into the a phenominon that I believe it could ^{become} it should evolve thru' community channels and structures (without having to go the laborious 'entertainment-by-committee' and 'arts by vote' route); after all 604 is a 'commercial' radio station. However it's function can be made to be more beneficial on every level.....it's talk shows, education and local music content need not be boring and academic.....so too with Saturday night Party Time....

The old 604 was the antithesis of what 'local' radio and music are all about - similar to the record 'industry' who can not hear that there is the slightest difference between 'music' and 'record' (video or CD); it remains economically viable to import one's culture. Musicians' and Music are ruining the Record Industry, they say! Isn't that amazing?

And we in the RSA talk about how bad our local music is all the time! Is it? And if it is so why!?

THE ESSENCE OF THIS PROJECT AND THE AMAZING POSSIBILITIES THAT COULD OPEN UP THRU' CROSS CULTURAL & COUNTRY EXCHANGES FROM ISN'T A STATION ON AIR THAT CAN UNITE PEOPLE. AT THE MOMENT EVERY STATION HAS A "TARGET MARKET" THAT BELONGS TO ONE OR OTHER GROUP (POLITICS, AGE, BUSINESS, TRIBAL, MUSIC,) MAYBE FOR SOME SAME WAY TO BEING RELEVANT & CONSTRUCTIVE AMONG THE CONVERTED, BUT 604 COULD BRING URBAN & URBAN VANDERBEN CROSS TOGETHER THRU' THE PEOPLE. &

EXERCISE IF OL AIR IS THE HEART OF THE PROBLEMS - HOW WILL IT CONTRIBUTE? ETC.