

PARTY LINK MEETING TO BE HELD AT CR .

MONDAY 9th AUGUST 10,00am

AGENDA/FOR DISCUSSION:

(1) LIVE outside events to promo and publicise PARTY LINK and CAPITAL RADIO:

TRANSNET FOOTBALL CLINICS 15, 16th & 17th August.
PRISON CONCERT 12th August.
SOUTHERN NATAL WOMAN'S FOOTBALL ASSOCIATION 3rd to 7th September.
SPLASHY FEN EVENTS (Drakensberg) possible October/November Day shows.
DURBAN INTERNATIONAL AFRICAN MUSIC FESTIVAL 1st to 10th October.
ITHULA BANK FESTIVAL poss 5th September.
ANNUAL NATIONAL MASKANDI MUSIC FESTIVAL at UND (I'JUBA Sponsored) September.
UNION FLOUR/NYALA Country promo shows (Radio Zulu?) Regular.

(2) ADVERTISERS to get involved with Party Promo:

Postcard Photos and Brochure explaining PL,
AFRICAN DANCE trends - steps with Charts (like Coke's YO-YO Promo)
Possible Dance Instructors (eg: Barn Dancing craze) at PL Parties.
Merchandise and more product involvement at the parties.

(3) SOUND, LIGHTS & CATERING hints:

Help line on or off the air - information for Party Hosts...again linked to advertisers/Product promos.
Print Media (Social pages) with pics and PL info for the coming week? Competitions thru' the Print Media?

(4) LINKING hosts of various parties on air:

How could this be done?

(5) DANCE STEPS and FASHION hints from Africa:

Advertisers to get involved

(6) PROGRAMME FORMAT:

Introducing Party Link hosts at the start and on the hour? with run-down of what party and dance music to expect.

(7) STOKVEL, SHEBEENS, CLUBS and TAXI associations:

Need regular and better contacts.

(8) DJ CHOICE:

PARTY LINK DANCE CD/ALBUM with CALEB - a joint Record Company and Advertisers project (ASAMI and COKE?)

Promo IDEAS - eg: "STAYING AT HOME?"
LOW LIGHTS, RECEIVER,
LOW COST / NO COST