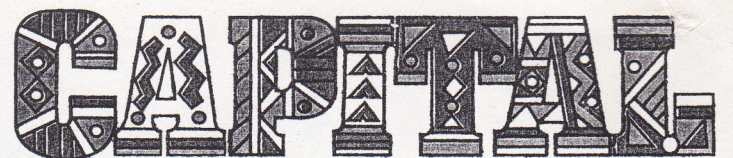


DAVID MARKS
3rd EAR MUSIC
12 GRATTAN PLACE
BEREA, DURBAN 4001
SOUTH AFRICA. (031)

THE STATION WITH AN AFRITUDE.



FAX TO :
ATTENTION:
DATE : JULY 1993
FAX No :
FROM : 3rd EAR MUSIC
SUBJECT : RADIO PARTY LINK

CAPITAL RADIO

3rd Ear Music has joined the NEW CAPITAL RADIO for an exciting on air community, commercial and cultural project, with an AFRITUDE:

THE PARTY LINK:

This unique concept is catching on fast in capital Country, and we'd like to introduce the project and the DJ, CALEB "W.I.L.D" THONDLANA to you. He is one of Africa's best Radio hosts and he will be steering PARTY LINK.

Biographies & Photos of CALEB can be arranged anytime and a promo tape of the PARTY LINK is available on request.

But first, we'd like your readers to know about this wonderful idea, and infact whether your news-paper wouldn't like to be part of this event.....in the form of reporting on, or even finding parties.....?

OBJECTIVE of the PARTY LINK:

We believe for Radio to be representative and effective within the communities it serves, it must GO LIVE TO SURVIVE....

The PARTY LINK is one way of getting right down into the heart of listeners' while they are having fun with family and friends - the programme can link into charity parties, Gumbas, Stokvels, Jams, Birthdays or any other occasion where people meet to party and dance.....every Saturday 9pm to 1am.

Others can tune in to parties and dance to the state of the nation...a sort of massive disco/techno party, where all one needs is a reasonable hi-fi.....no more expensive equipment.

HOW IT WORKS:

People send in their top 20/30 favourite Dance tunes, and in keeping with CAPITAL's new AFRITUDE format we select 20/30 SOUTHERN AFRICAN DANCE MUSIC tunes.

CALEB keeps the party going on the air - and where applicable, and possible, Links Live to the host via telephone.....sponsors can be at the party/ies - they get constant on-air coverage throughout....Minimum chat...Maximum Music and Massive Mileage.....the past 3 weeks (over 10 parties) have been phenomenal.....

OPPORTUNITIES UNLIMITED:

PARIS WILL NO LONGER BE THE CAPITAL OF AFRICAN MUSIC.....DURBAN IS!

Interested sponsors or advertisers can develop this unique idea and grow with it throughout CAPITAL country on air;

they can assist the communities (with small private fundraising events) on air - from Stokvels to Shebeen parties;

introduce SOUTH AFRICAN and AFRICAN dance music to people who for so many years were unaware that there was an 'African' music option;

gauge direct responce, while helping build up a grassroots network that could provide a valuable market research tool;

'link' communities from Ulundi to Umtata, from Mdantsane to Botshabelo, from Durban to Port Elizabeth in a fun and constructive way.....

This is a unique commercial, cultural & community service project, and we'd like to let your readers know about it.

Regards,

