



3rd Ear Music Company (Pty) Ltd · 43/45 Woodford Grove · Stamford Hill · Durban 4001. Tel: (Studio) (031) 303-2901/2/3
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Copy

30th September 1990

NOTE TO: RON SELBY/SOUND CREW PRODUCTIONS

Draft Letter/Ideas For Approaching PEAVEY CORPORATION U.S.A.

The following points need to somehow be mentioned - you could possibly construct this, as an introduction to your facilities and expertise in South Africa. Maybe this should not be part of the main motivation/proposal, it could be an addendum to your letter.

1. RON SELBY (SOUND CREW/THIRD EYE SOUND AND HIRE PRODUCTIONS) AND DAVID MARKS (3RD EAR SOUND/ 3RD EAR MUSIC AND RECORDING COMPANY) have both been involved with Audio Sound Hire, Sound Reinforcement and Festival/Concert Sound Hire since the early seventies.

We both have an extensive knowledge of the territory in SOUTHERN AFRICA, the expertise and experience of Sound Reinforcement in this region (most particularly in Natal).

3RD EAR SOUND was established in 1970 after acquiring Sound Equipment Sent From HANLEY SOUND INC., MEDFORD, MASSACHUSETTS U.S.A. (DIRECTOR - BILL HANLEY) David worked for Bill/Hanley Sound as a student sound operator throughout 1969, and Bill helped him set up what is believed to be the first Audio/Sound Reinforcement Hire Company dedicated to Concerts and Festivals in Africa.

A Member of the Tusk Group of Companies **TUSK**

Directors: David Marks (Managing); Derek Hannan (U.K.); Michael Oldfield; Phillip Leach (U.K.);
Paul Tsoetsi; P.P. Audoire (U.K.)



MENTION OF THIRD EYE'S /SOUND CREWS BEGINNINGS:

We could lift some of the more successful International Tours mentioning very clearly that these took place before the Cultural Boycott was imposed on South Africa.

The letter could read somehow as follows:

It is now no secret that the Cultural Boycott on South Africa will soon be lifted. With it will come a surge of international music and other performing acts to this region. The lifting of sanctions would mean great opportunities for facility and administrative companies whose business it is to present professional international music and other performing artists.

As possibly the most experienced in pop concert sound reinforcement and festivals in this region, we would like to discuss the possibility of representing your sound reinforcement division in Southern Africa! We understand that you already have an agent for musical instrument importing (Walter Turk Hohner Durban) but we feel that the specialist knowledge and dedication needed to realise the potential of concert sound and general audio sound reinforcement hire in Southern Africa, may interest your company in forming an association with us.

There are a number of sound hire companies and importers of sound reinforcement equipment, based mainly in Johannesburg, with musical instrument importers based mainly here in Durban, but none of them to our knowledge are dedicated specifically to the hire of sound reinforcement for festivals and concerts. (List what companies there are and possibly the gear they use eg. P.A. sound, quality and acoustics, prosound etc.).

Before we go into manufacturing or purchasing certain components in order to cope with this potential we have mentioned, we feel it is very important that we make contact and explore the potential and possibilities of setting up such a liaison.

Please treat this matter as confidential and urgent

You may like to mention that should they not be interested in working through us, that we will be making approaches to various other sound reinforcement and instrument manufacturers. This may not be a direct mention, but it can be done very subtly. The point here is that they must treat this matter with urgency. Possibly list forthcoming shows (that are not confidential) and I will list venues, and potential installations that may need doing in this area.

We must be careful not to "undermine" Walter Turk's relationship with Peavey. It seems to be a very good one indeed. However we should mention, in so many words, that a liaison or an association with Walter might at this point be a good way to go, but it must be stressed in no uncertain terms that concert sound and festival sound reinforcement/audio hire needs to be a specialist and dedicated area where musical importers and even local manufacturers do not have the time, expertise or even the will to go out and do large scale international tours and festivals.

Mention should also be made of the possibilities in other countries such as Zimbabwe, Swaziland, Mozambique, Namibia etc.

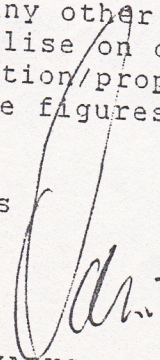
I don't think that we should flood them with too much material but we should be as concise as possible and start preparing budgets for the possible running of a international audio company here in Natal. I feel that we should also stress that we are more regional than national at this point although our contacts and experience could assist them in setting up a national structure not only for South Africa but for the entire region.

We could even reinforce this motivation by sending photographs of various set ups and massive festival attendances that we've sounded over the years. I have many news cuttings and such photographs.

You may even want to mention that two of the three major sound companies in South Africa came directly out of 3rd Ear sound eg. Prosound (i.e. Dennis Feldman and Terry Acres who used to look over my shoulder in those early days) and of course Colosseum Accoustics (Geoff Lonstein was my partner in 1970/71) and there was even VITAPHONE (although established as an importer of instruments and sound installation and recording equipment, many years before 3rd Ear Music was formed, their now director Jurgen Zahringer was also a one time partner of 3rd Ear Music/Sound Company). It was also through 3rd Ear Music's constant motivating that when the boycott finally did hit South Africa that the QUIBELL BROS went into the Sound Hire business.

We could also make mention of the countless live multi-track recordings that we did from various festivals. In fact if you think about it together we most probably have more experience in this area than any other company or persons in South Africa. We should really capitalise on our position. However, we should make this motivation/proposal as concise and as attractive as possible, and include figures where possible.

Regards


DAVID MARKS