

6th July 1990

MARKETING/RADIO  
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As announced by PHIL LEACH on their Durban visit (with LIZ and CHEESEMAN) TUSK have formed a new marketing and promotion division: DIAMOND MUSIC. Exact details of how DIAMOND MUSIC will function and their relationship (and communications) with 3rd EAR MUSIC will be announced soon.

What is VERY clear, is that communications between RADIO ZULU and 3rd EAR MUSIC / TUSK RECORDS were poor, to say the least. I believe that DIAMOND MUSIC are set to find out what the problems have been, and how best these can be solved- OUR main problem has been, that we didn't know we had one! We have been talking formally and informally to the various DJ's, inviting them to functions (going to theirs as well), making sure that they are aware of events (via MANA and other associations that promote local music), and at no time did we get the feeling that we were not getting thru'.

What I did find out was that we were not getting air-play. Certainly not to the extent that our music warranted. I assumed that perhaps AZUMAH, & HUGH MASEKELA were not quite RADIO ZULUS areas, but when my contacts told me that NOISE KHANYILE should be getting far more support, I started getting worried - after making enquiries and meeting with a number of DJ's (inviting them to recording sessions, and a lunch or two) I was assured that NOISE is 'great' and that I can expect air-support.

Months went by and nothing happened. When the MIGHTY VOICES came out there was fantastic reaction to the group - from press, TV and individual radio people. Not only did it take many weeks to get down from SABC JHB to DURBAN, but when it finally did arrive we did not get the air-play that EVERYONE had anticipated and assured us we would be getting.

At this time TUSK H/O had employed LIZ to handle the marketing and promo, and after many telephone discussions we agreed that a DURBAN visit for LIZ and PHIL L was essential. Their visit on the 28th and 29th June must have paid some dividends, but we'll only get the results of air-support in weeks to come.

The function was a great success - a pity about the weather, and the seemingly poor turn-out from Radio Zulu. We had a good press presence, and TV 2, plus RADIO PORT NATAL (RPN) for a change, but the important thing to understand is that those who were there must have told their colleagues that they missed a great function.

I have since spoken (at length) to the head of radio ZULU (Mr. Hilda) and PATRICK BUTHELEZI - without short-circuiting the lines of communications that DIAMOND MUSIC are busy establishing, I wanted to find out, what procedures, if any, we in Durban should follow to involve Radio ZULU and get their support for our Natal Studio venture, other than what we have been doing to attract their attention these past few months?

I suggested that we TRY and meet with DJ's on a more regular basis, and Mr. HILDA suggested that I even let the jocks have a listen to 'unmixed' masters to gauge opinions. In this way they get involved and we get a better idea of what they are listening for, BEFORE we release.