



3rd Ear Music

eMail <thirdear@iafrica.com> (Cell- David Marks)(082)455-6469

NOTE - NEW TELEPHONE NUMBERS FROM SEPTEMBER THE 1st 1996:
Tel/Fax 207-5314 - PC/Fax 207-5305

FAX COVER PAGE

Number: (011)714-5300

DATE: 09/30/96

TIME: 1:41 PM

ATTENTION: ANTON HAVENGA/SABC RPS BOARD / FROM: David Marks

SUBJECT: The HIDDEN YEARS for Discussion / Agenda/ Issues

PAGES (Includes this page): 4

REPLY: URGENT

YES

NOT NECESSARY

Dear Anton,

I understand that you have been extremely busy with the new SABC launch & meeting with CMD in Cape Town. However there are certain opportunities that would benefit the new RPS label & take a lot of the pressure off your shoulders & from the SABC - we need an urgent planning meeting.

We need to recap on some of the ideas ANDY & RAEL may have discussed with you . As explained before I do not want to overload you with information, but in the absence of anything concrete I am not too sure how to proceed & with whom.

Enclosed a further motivation & a brief that I had originally proposed to a few of the 'commercial' labels that were interested in the HIDDEN YEARS. Ofcourse this project is far better suited to the SABC than it is to a commercial record distributor, in terms of local content, music development, history, job creation, empowerment & bringing our diverse cultures together - for this reason I am very excited and a little impatient to get things moving. Hope you don't mind - this enclosed information & my previous faxes to you would be the basis of our discussion.

Regards,

DAVID

Monday, September 30, 1996

(ref:hysabc4)

Directors: DAVID MARKS

BARRY GERSON

reg: 89/03418/07



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Note to ANTON HAVENGA from David Marks /The Hidden Years Project

Attention: Directorate RADIO PARK STUDIOS SABC FOR DISCUSSION:

1) INTRODUCTION:

The HIDDEN YEARS fulfills the local content criteria in a number of specific ways. Broadly speaking these are, but not restricted to: contemporary song writers , Jazz, Folk, Rock & Traditional - basically musicians & music that were ignored by the mainstream record industry, often restricted by the security establishment & denied fair & equal access to the national Public Broadcaster (SABC) despite their huge 'cult' status, cultural importance & commercial potential at the time.

2) SOURCE of MATERIAL/MUSIC

The project will not only include the 3eM tape & record archives - as an 'independent' with a credible track record & over 30 years of 'on the ground' experience in recording, producing & presenting live 'alternative' music, events, festivals & concerts in towns & townships throughout the country, 3eM would be the catalyst & where necessary adviser to the RPS label for other HIDDEN YEARS master tapes & development projects.

3) OBJECTIVES

The emphasis of the HIDDEN YEARS project is not only about our 'hidden history' & local content, but about job creation that will eventually empower people at regional & Local level to set up their own structures for music recording, production, development of related technical & administrative skills, live performance, networking, CD distribution & archiving.

3eM's experience will help the SABC to develop & establish a formidable & manageable national RPS record label without the inhibiting restrictions & demands made by the major commercial record distributors on the development of music at 'grass roots' but with no less fiscal & administrative discipline. I am sure that CMD have made strong proposals in this regard.

4) FINANCING, PROMOTION & MARKETING

As I understand the RPS/3eM arrangement, the plan is to initially focus on the more cost-effective & viable of these HIDDEN YEARS' artists for general release backed by live concert tour & radio broadcast promotion e.g.: the first 6 pre-recorded masters:

HAWK, FREEDOM'S CHILDREN, ROGER LUCEY, MANFRED MANN, DAVID MARKS & JOHN OAKLEY-SMITH - to be followed by AZUMAH, 14 SHABALALA, TONY BIRD, SPIRITS

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REJOICE, live TOWNSHIP events etc. & a series of syndicated radio documentary programs on each of the above.

All of the above releases can be supported by the musicians to promote & market the RPS releases with tours & concerts. We have sponsors & potential investors eager to start negotiating. I have a few estimated budgets that I want to present to the SABC as soon as possible eg: MANFRED MANN

The DAVID MARKS project is the only one at this point that will be financed in part by RPS (rehearsals, studio, manufacture, promotion & marketing) but will feature many of this country's top international artists - this recording could be a major commercial success for the label, local & international.

5) LIVE CONCERT TOUR PROMOTIONS

The idea & potential of this project & the possibility of regionally sponsored concerts & tours has attracted a lot of interest from advertisers, the media & community organizations both here and abroad - many of whom believe they could benefit & would like to contribute to regional performance, recordings & live broadcast, possible subsidies, sponsorships & resources.

Many of the initial tours/releases that we have suggested are basically 'city' music & would attract a largely affluent audience over 30 - our reasons are to:

- (a) generate income and interest in the project - many of these 'nostalgic' audiences can afford to pay for the development aspects of the project - this assumption is based on:
- (b) historically many of these bands/musicians were denied fair access to the SABC for their vocal/musical opposition to the government at the time, & yet they managed to create 'cult status' whose followers we believe would willingly invest in concerts & recordings of their 'old favourites' & so contribute to the development of 'new' talent & to help preserve & document future music;
- (c) bridging the 'culture gap', economically from the top-down & musically from the bottom-up.



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