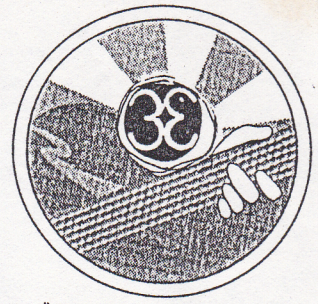


3rd Ear Music



3rd Ear Music Company (Pty) Ltd

12 Glatton Place, Berea Durban 4001. Tel: (031) 29-5415
fax 29-5415

FACSIMILE TRANSMISSION

TO: ALPHA 4 STEVENS
ATTENTION: Clem THORNTON
FAX NO: (021) 418 2176
FROM: DAVID MARKS
(Ref: 42a/604-ct-dm)
DATE: 2.6.97

UK CLIENT

5 PAGES

Dear Clem / Joe,

3rd Ear Music is joining the NEW CAPITAL RADIO as from July the 3rd for one year in a unique on air PARTY LINK project.

PLEASE CONSIDER THE FOLLOWING - POSSIBLY FOR GILBEYS, BUT OTHERS MAY BE INTERESTED.....

The RADIO PARTY LINK.....an AFRITUDE!

4 hour RADIO PARTY PROGRAMME, that will revolutionise Saturday Evenings in the Transkei, Southern Free State, Lesotho, Ciskei, Southern Natal and eventually the entire Southern Africa....on FM.

Please read thru' the NEW CAPITAL RADIO INFORMATION enclosed.

Basically: The RADIO PARTY LINK is a LIVE RADIO DISCO where two or three parties within the CAPITAL FM range, are linked LIVE (by phone for now, but eventually live OB at the party) to CAPITAL RADIO's (ex ZIM) DJ:

CALEB 'THE CANDYMAN' THONDLANA.

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

CALEB keeps the party going on the air - and where applicable, and possible, links live to the host party/ies.....the sponsors can be at the party/ies so they can get constant on-air coverage throughout.

Minimum chat...maximum music and massive merchandise mileage.....

* A Perfect vehicle for a long song advert like RISE 'N SHINE or the SMIRNOFF RADIO jingle..... *

The RADIO PARTY LINK idea is to sell one 4 hour block to a sponsor, or in blocks of one hour each to 4 sponsors, every Saturday evening; the sponsor can help develop this unique idea and grow with it within the entire CAPITAL country on air; not only is this a means to assist the communities (like a fundraising ON AIR STOKVEL or SHEBEEN PARTY) but CAPITAL and Record Companies can gauge their (party) music market and sponsors can get a direct response - it's a commercial, cultural & community service project.

For the first 3 months the entire 4 hour package could work out to less than R2,999.99...what a bargain!

What do you say? PLEASE SAY SOMETHING!

As is usual with all my (bright?) ideas THIS IS URGENT. You're the FIRST agency to hear of it... and we're on air in 4 weeks time, sponsor or no sponsor.

If you are interested I'll send you more detail.

Regards,

DAVID

enc: Invite/Reception Map/Provisional Programme

Handwritten notes:
Do we CAN GET SA PAPER music agencies to PEOPLE who can handle it? Can BATTERED WITH IMPACTIVE SYNTHETIC sound FORCES? WINDUP!