

(Ref:41a 604/dm-notes)

INTER-OFFICE / CONFIDENTIAL

GINGER/HANNALIE/CHRISTOPHER/FRAN

24th May 1993

NOTES ON THE "RADIO PARTY" IDEA after meeting with MIKE DWANE (SACWU) SANDILE SANDILE NGITI (NCC), CHRISTOPHER FAYA (MANA & SIGMA) HANNALEE COETZEE & DAVID MARKS (3rd Ear Music)

This project was initially motivated as a means of promoting local music; it has taken on a few more important aspects:

(1) Introducing local/African dance to South Africa ie: People send in a list of tunes they'd like to dance to, and the station selects and equal amount of local and other African music;

(2) Social: Inter-community Communications etc / Fundraising (Radio Stockvel?)

My concerns are: on one hand we hear how things have to change without compromise but Capital are keeping the same 'team' - this is the same 'team' that did not respond to 3rd Ear Music, MANA, NCC, SAWCU, MRC, DMTB recommendations/motivations that we have been making since 1985.

DAVID SMITH & FRANCIS ROLT obviously know that they must keep an 'experienced' radio team, and that 'affirmative' action in their case may be counter-productive at this stage.

However they seem to be resolute in their aim of FINALLY turning 604 into a LOCAL RADIO station - the confusion stems from: IS THIS COMMUNITY or COMMERCIAL RADIO or a hybrid of both?

(3) The DEMOCRATIC route could take a long time which could mean loosing revenue and the station - a compromise is needed. That is why 3rd Ear Music has made the PEOPLE'S PARTY, TAXI CARNIVAL and other production suggestions.

(4) The haste to get 'corporate' identity without looking for the right people to get involved, is also a problem with me.

Has 604 consulted with ARTWORKS? Chris Chapman? Mike Van Graan? Darius Brubeck and Chris Ballentine? Zith Mahai? etc.

The old 604 'commercial' route does not need our input. The proposed 'new SA format' with-an-election-looming does.

(5) Both Mike and Sandile point out: 'formal' links must be made and a mutual working relationship set up before access and 'cred' are exchanged. We can not at anytime claim having 'consulted' with community structures, without having those links formally ratified.

In good faith we are offering 604 an open door to the community who for years have been betrayed and exploited - so do forgive the caution. We try, as best we know how to convey this.

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(6) Note: It's no good 'us' helping 604 steer the project and introduce them to a highly suspicious if eager public out there, so that their marketing and promotions people can claim credibility. There may be no problem with that at some future stage, but initially 604 has to earn that respect and trust in the very same way as the community structures could learn from a professional and commercial radio station, who have for years set trends and broken with SA's fascist radio monopoly....the MAIN reason why our recorded music and musicians are in such a shit state....the 'collussion' between Radio, Record Companies, Business Interests and Political Puppets MUST end with this 604 turn-around.

(7) There are two conditions that I personally would like to see (other than those mentioned at the SAWCU/NCC/3rd EAR MUSIC/ discussion today):

(A) To involve the people 604 are aiming at - find better ways of using the sponsors' advertising budgets and power to the benefit of all concerned;

ie: The people, the station, the sponsor, local musicians and communicators.

(B) More than ever we need 'alternative' means and methods of communicating.....the established channels are NOT working;

(C) The concept gives local music and radio talent a chance to get heard in an otherwise record company dominated bottom-line 'industry'.

(D) I accept that the station is a 'commercial' one.....but if it is to be a 'leader' and carry on the trend-setting and progressive style and image it became known for, then it should try, as far as possible to 'consult' and 'democratise'. By this I don't mean that they should compromise their professional standards for the sake of 'total affirmative' action - DAVID seems to understand the situation but seems equally determined to turn things around in a non-political and commercial radio fashion.

A 'talk radio' for Africa, with a difference. An AfriTude? Possibilly.

(E) MARKETING/SPONSORS/ADVERTISERS:

(1) The sort of sponsorship I believe a 'community' project such as this deserves is simply not within the scope of well-meaning white English Radio DJ's and London trained Marketing people;

(2) 604 would have difficult time getting sponsors/advertisers without a total commitment to the communities they intend serving.

(3) Marketing Ideas discussed emphasised: No more violence. Cross cultural communications. Good old fashioned party fun with local music for some good measure is what this RADIO PARTY can do for you.

Despite the good-intentions, Steve or Tim, you or I can not effectively 'sell' this idea, no less keep it alive and raise money without involving the legitimate community structures, if this is to be a lasting/long-term radio project.

(4) If regular 'PEOPLES RADIO PARTY' is to grow and develop into the a phenominon that I believe it could, it should evolve thru' community channels and structures (without having to go the labourious 'entertainment by committee' and 'art by vote' route); after all 604 is a 'commercial' radio station. However it's function can be made to be more beneficial on every level.....it's talk shows, education and local music content need not be boring and academic....so too with the Saturday night Party Time.....



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The old 604 was the antithesis of what 'local' radio and music are all about - similar to the record 'industry' who can not hear that there is the slightest difference between 'music' and 'record' (video or CD); does it remain economically viable to import one's culture? Musicians' and Music are ruining the Record Industry, they say! Isn't that amazing?  
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And we in the RSA talk about how bad our local music is all the time! Is it? And if it is so why!?  
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