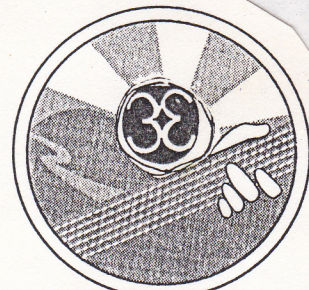


3rd Ear Music



3rd Ear Music Company (Pty) Ltd

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(Ref 41a/604-ss/fr/dm)

27th May 1993.

Attention: Francis Rolt/Dave Smith

Ideas for brochure copy / For discussion:

(We haven't met with Steve Smith or Fred Pearson yet, so herewith our suggested copy; not necessarily in order of preference or choice of words:

Are you having a Jol, a Jam or a Gumba?
A Stokvel to raise funds perhaps, or any special party occasion?

For the first time (in Radio History?) you can invite the world to join in on your party via a unique and special Capital Radio Part Link....

This is your chance to broadcast your good-time live on radio....all you need is a Radio, with a good set of speakers and your invited guests...and CALEB 'the Candy Man' will spin your requests live to the nation.

If you have a telephone, he'll LINK LIVE to your party, and connect you with other parties in Capital Country.

9,00pm to 2,00am every Saturday.

All you need to do is fill in the following details, and your party will be LINKED LIVE to the studio. You'll be able to hear the music you love at your own party.

* Name the Extra special party occasion that you are planning.

* Do you have a telephone?

* How many guests and what's the special occasion?

* Do you have an adequate HI-FI/Sound System?

* or What Radio Hi-Fi do you have?

* Write down.....(number/20?) songs you'd like to dance and party to.

* Send this to:.....

* Are you raising funds for a community project?....if so please detail.....

* Where can you be contacted?.....

* Do you want your address and party location mentioned on the air?

* Address / Details etc.

Other suggestions (maybe later) would be that party hosts send in a photograph of themselves with a brief biog. This would tie in with a local news paper...like the 'social' columns, which are extremely popular...

eg: WHO'S HAVING A PARTY NEXT WEEK...LISTEN TO CAPITAL....CONTACT THE HOST etc.

(2)

We aren't certain whether 'local content' should be stipulated when asking people to make their choice? (eg: "x" amount of local/African songs), or do they select their own choice and the DJ/Capital put the local content in?

To gauge what people really dance too without being prompted, this may be the best way to go for the first few programmes.

CALEB/Programme Producer, can then gauge what sort of Dance Party the clients have in mind, and slot in appropriate local dance bits.

We feel that given the past radio & record company history, you'll get mainly USA and Euro synthesised pop stuff.....yet from experience we KNOW that when people hear the Afro dance music (especially from West and East Coast) they respond very positively.

The point is that this is a 'development' process....so CALEB/Producer will have to play it by ear (in-so-far as local 'content' goes.) By 'phone he could even get direct response to tracks he does play. This would be of obvious benefit.

Ofcourse this opens up a whole set of possibilities with Record Companies...very few have formal ties with African Recording groups....this could pave the way for tours, launching of new material etc.

As the project progresses, we could (somehow) even slot in a (recorded) band from the area being targeted.

A sense of HUMOUR is essential....the one 'ingredient' missing from our local scene, on almost every level, especially Music and the 'Arts'....

Please Note: Without us getting too academic, the FEEL of the brochure should convey the message that this RADIO PARTY LINK can be of benefit on many different levels, and that it could develop with input by the sponsors, Capital (especially the DJ), the listeners and their community organisations, sport, culture etc.

Although this may not be part of the brochure, it is important to somehow convey this idea and benefits, eg: in addition to the info we gave you yesterday, other benefits that come to mind are:

- (1) It can put various communities in the Capital area in touch with each other.
- (2) Encourage (by the DJ's choice) local Dance Music.
- (3) Raise funds for a particular community events.
- (4) Begin a cross-cultural 'radio dialogue' (with party music?) between towns, cities and communities.

Ofcourse 3rd Ear Music would like a mention if that's possible. We feel it is important for Capital as well as us eg: Capital Radio in Association with 3rd Ear Music presents.....

Hope this is all OK.

Regards,

David Marks
for 3rd Ear Music