

THE FOLLOWING INFORMATION IS CONFIDENTIAL AND WE WILL ONLY CONSULT 604
IF THEY HAVE COMMITTED THEMSELVES TO THE ABOVE MENTIONED ISSUES.

The financial side of the package is to be discussed in detail.

re; Our suggestions

* The name - It was established that stokvel has negative connotations in
Natal.

* Potential sponsorships - we have built up strong relationships with
likeminded financial concerns, that would only go through 3rd Ear and
the above mentioned community organizations.

* Marketing and profile building for 604

- We are talking credibility stakes

- 604 will be seen as a truly people's station

- 604 will be first in the race of commercial \ community radio on the
terms that we are talking. It must be made clear that we can take our
package somewhere else.

FAX TO;

Ginger

NO OF PAGES; 5

REGARDING MEETING WITH 604 AT 9H00 ON 27 MAY 1993

The Party Link Project

26 May 1993

INTRODUCTION

3rd Ear Music is committed to the community and in particular the cultural upliftment of the community through music and the arts. Research and discussions have proved that Radio is the most powerful and valid means of doing so.

3rd Ear has always placed strong emphasis on a broad consultation base by dealing with community and grassroots organizations.

We have a vision and long term goal of marrying commercial radio and community broadcasting. Through our joint resources and expertise we draw from a combined pool of skills and knowledge. This covers all the aspects of the business we find ourselves in.

Our network of contacts reaches from grassroots on local level, to the highpowered international music industry. Through our community involvement, we have built up an "ear" to the ground policy as far as trends, talent and sentiments go.

Third Ear also built up well established contact with communities in other areas of the country, ie. the Eastern Cape.

* The wording of the pamphlet;

Do you want to be part of a "national" party????

Just a joke, Lets try again.

ANNEX **B**

For the first time in history.. You can let the world know that you are having the time of your life. Are you having a jol, gumba or jam, that is an EXTRA special occasion?

This is your chance to broadcast your good time on LIVE RADIO.

Capital 604 are tuning into the parties of the nation on Saturday Nights from the 3rd of July.

All you need to do is fill in the following details and your party would be linked Live to our DJ in the studio. You will be able to hear the music you love and request, at your own party.

?? * NO MORE (DJ'S?) ENDLESS DECISIONS ON WHAT TO PLAY?
* SEND IN A PHOTO OF YOUR SELF?

* Name the Extra special occasion you are having, it could be anything from a bithday to a wedding, A STOKVEL?

* Do you have a phone?

249 (this time) AS A PRIZE

* ~~WHAT SOUND EQUIPMENT & FM MICROWAVE DO YOU HAVE?~~

Just a few notes for ourselves

(* Electricity is not a must, you get battery operated radios.

* We must consult security officials in the area)

* Write down 20 of your favourite songs that you would like to hear at your party.

Half of the songs MUST be African, This is after all a party by the people for the people !!