

Your PARTY LINK HOST WITH AN AFRITUDE is CALEB 'W.I.L.D.' THONDLANA every Saturday from 9.00pm to 1.00am and you can keep on dancing thru to 4.00 with ZAK MAKUYI

OBJECTIVES of the [REDACTED]:

For the first time in SA Music and Record history, we are being introduced to the Music of Africa like never before we are getting an AFRITUDE and the response is amazing - WE NEVER KNEW WE HAD SUCH GREAT MUSIC & MUSICIANS - now we know!

- (1) The PARTY LINK tunes into charity parties, Gumbas, Stokvels, Jams, Birthdays or any other occasion where people meet to party and dance
- (2) The PARTY LINK is a unique way to get right down into the heart of our listeners while they are having fun with family and friends - by LINKING our many different communities, tastes and cultures together: on the Dancing Floor;
- (3) The PARTY LINK now brings Music and Dance down from the North while promoting our own music and dances;
- (4) The PARTY LINK can introduce MUSIC, FASHION and FOOD from Africa between the popular and familiar sounds of Europe - opening up a new and exciting world of Fashion and Food from our own continent;
- (5) The PARTY LINK CLUB CALL: we can go live to clubs in the FM area eg. JAMS & SONS on Durban's Beach Front - in between shows and live (South African) Bands the club crosses to Capital and the Dance Floor fills up courtesy of CALED^b and the Nations' Parties - he speaks on behalf of the sponsor to the club owners and guests; we are negotiating with Clubs in East London, Mdantsane, Queenstown and Umtata.

The PARTY LINK provides an unique platform for the advertiser and sponsors' message and merchandise. (See ideas below)

..... so from every Saturday 9pm to 1am, people tune into the parties and dance to the state of the nation

Biographies and Photos of CALEB and a promo tape of the PARTY LINK available on request.

We can also prepare a presentation for you and your company if required.

HOW PARTY LINK WORKS:

Economic and Political times seem to be keeping people at home
.. but people still want to Dance and Party what better way
than to be invited to the same party?

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

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

Consider the [redacted] as a massive National Dance and
[redacted] you need is an FM/AM Radio, your close friends, a
[redacted] fashion tips, exotic recipies and a few dance
[redacted] does the rest.

- Minimum Chatter
- Maximum Music
- Passive Mileage

FASHION, FOOD & DANCE:

With your input, we would like to introduce "themes" to the PARTY
LINK.

eg. If it's a REGGAE PARTY, SOCCA DANCE PARTY, A ROCK 'N ROLL or
SOUL SURVIVAL PARTY, Music from MORROCCO or ZAMBIA - then the party
people need to know what Fashions and Foods are relevant - the
sponsor could provide DANCE CHARTS, FASHION HINTS and RECIPIES

PARTY LINK HELP LINE:

We suggest a PARTY LINK HELP LINE during the week - you could start
with buying a few minutes a week on air and perhaps grow with
demand into a programme of your own.

For example: 3rd Ear Music can offer potential Party People advice
on what SOUND SYSTEMS, LIGHTS and RADIO to use; where to hire them
if necessary in their particular areas, and how to wire them up;
where one gets the Fashions needed, etc.

You could
Provide information on FASHION and FOOD, DANCE STEPS and MUSIC out
of Africa how to make a Party cook *WITH AN AFRICAN*

Competitions on and off air - live OB events at shopping centres, record bars, music festivals, club calls and conventions there are no limits to the mileage this programme can give you.

Your reps can attend parties where merchandise could be displayed or sampled and link live to radio; you can collaborate with the PRINT MEDIA and FASHION PAGES of MAGAZINES, FASHION DESIGNERS and Clothing manufacturers.

COMMERCIAL RATES:

If you'd like to consider buying your own time on air, where you can play your own music, send your own messages, arrange your own parties please consider the various contract or daily advertising rates and options during or before the PARTY LINK programme.

Over 40,000 brochures and various print media forms have been distributed and Capital flight regular on-air promos throughout the week.

CONTACT OUR MARKETING MANAGER STEVE or SHARON
AT CAPITAL (031) 368-1604
or DAVID & CHRIS AT 3RD EAR MUSIC (031) 304-1534.

TO SUMMARISE - MILEAGE UNLIMITED:

You can help develop this unique idea and grow with it throughout CAPITAL country on air and live at various functions;

You can assist our communities (with small private fundraising events) on air or live from Stokvel to Shebeen, from Birthday to Barmitzva, from Clubs to Conventions, Fetes and Festivals

You can introduce SOUTH AFRICAN and AFRICAN dance music to people who for so many years were unaware that there was in fact an 'African' music option;

You can help SOUTH AFRICA rejoin this vibrant and exciting continent by introducing FASHION, GOOD and CULTURE that many of us didn't know existed;

You can gauge direct response while helping build up a grassroots network that could provide you with a valuable market research facility without being labelled 'exploitive';

You can help 'link' communities from Ulundi to Umtata, from Mdantsane to Botshabelo, from Durban to Bloemfontein in a fund and constructive way.

This is a unique commercial, cultural & community service project. This is AFRITUDE and as Capital's Programme director says:

PARIS NEED NO LONGER BE THE CAPITAL OF AFRICAN MUSIC and FASHION...
DURBAN IS!