

(Ref-43a/604/pl-dm/Report)

RADIO PARTY LINK - Initial report 13th July 1993.

Radio Party Link - Concept devised, motivated and proposed to CAPITAL RADIO in May 1993 (From initial discussions in January of 1990)

(1) The report includes:

i) - Relevant correspondence, motivations, notes and proposals to date;

ii) - Outline of work done, meetings, calls, faxes etc;

iii) - General information, contacts, motivations and proposals that relate to Capital Radio in general and not specific to the PARTY LINK.

(2) At this point it is not possible to make an accurate assessment for the following reasons:

i) - The 'new' Capital has only been on the air for 2 weeks;

ii) - The Party Link is a unique and totally new idea to Radio;

iii) - The Capital sales and marketing team, the producers and the DJ (Caleb) can only effectively 'direct' the programme when listenership reaction and response has been gauged;

iv) - Potential sponsors and advertisers (and there are many who are interested in the concept) want listenership figures before committing themselves.

(3) The PARTY LINK - a brief explanation (described in more detail in the letters, faxes and notes - (copies enclosed):

i) - A unique, long-term project that could help 'unite' communities from Ulundi to Umtata, from Port Elizabeth to Bloemfontein, thru' popular dance/party music - hence the title and emphasis on the LINK;

ii) - Given the past SA Radio and Record Industry (and political?) collusion, we can assume that most of the PARTY LINK requests will (initially) consist of European and American imported popular sounds;

iii) - these sounds are all people have had access to for the past 40 years - although we have nothing against these 'imported foreign' sounds, we believe that if African dance music were given a fair chance, that people in Africa will, in time accept our music and not, as is often the case, consider our musicians to be inferior and not 'hip';

iv) - this 'view' has been accepted only because of the incredible marketing and promotion resources available to local companies who license and import 'records' rather than develop their own local music;

v) - given the situation mentioned above 3rd Ear Music believes that the PARTY LINK could become a constructive means of getting African Music across to people who have been force-fed a diet of imported Euro-technic 'disco' sounds at the expense of the talent, rhythms and styles from Africa, and more particularly Southern Africa;

vi) - this does not mean that we should dictate what people choose to dance/party to, but rather introduce our own local choices by adding to their selected 30 tunes.

vii) - in time the requests should reflect what it is people want to hear and dance to - this would be a great help to advertisers and potential sponsors, as well as to Capital.

(4) Meetings, Consultations, Proposals and Design of the project:

a) - 5th January 1990: Meeting with PETER CHAMBERLIN and ANTHONY DUKE at Tusk Music/3rd Ear Music Studios to discuss among other issues, the idea of 'getting involved' with the LOCAL communities of Transkei and Natal thru' Radio (GO LIVE TO SURVIVE), the TAXI FESTIVAL, various POP FESTIVALS and the idea of a RADIO DISCO...bridging the CITY and RURAL gap thru DANCE/PARTY Music.

b) - 31st January 1990: Initial proposals sent to CAPITAL RADIO 604.

iii) - 3rd April 1990: Meet with ANTHONY DUKE re: 3rd Ear Music's proposals.

c) - 6th June 1991: Meet with NISE MALANGE of the MRC (Media Resource Centre) and Prof KEYAN TOMESSALI (Sociology Dept UND) re: Independent 'community radio' and further motivation for 'linking' communities thru' commercial radio and local music - Report submitted to COSATU, MANA (Music Association of Natal), UND, NAPAC and CAPITAL RADIO.

d) - 5th May 1993: Meet with DAVID SMITH and FRANCIS ROLT at the Royal re: 3rd Ear Music's earlier correspondence and ideas, contacts etc; Draw up a 'wish list' of possible radio projects for presentation and discussion with David & Francis.

e) - 6th May 1993: Meet at Capital. Consultation and brief - lists of 3rd Ear Music contacts and ideas, which included: The TAXI PROPOSAL, RADIO PARTY, involvement of Community Structures, Civics, Trade Unions, etc.

f) - 7th May 1993: Draft Proposal on the PEOPLE'S RADIO PARTY Discussed with reps from SAWCU (SA Workers Cultural Unit), NCC (Natal Cultural Congress), MANA (Music Association of Natal), and 3rd Ear Music associates and partners.

g) - 10th May 1993: Introduce PEOPLE'S RADIO PARTY idea to Hannelie Coetzee and introduce her to Christopher Faya and Durban Contacts, SAWCU, Capital etc.

h) - 11th May 1993: Meet with FRANCIS ROLT and TIM WALKER at Mont Blanc - further consultation, brief and brain storm session - People's Radio Party or Radio Stokvel?

i) - 11th May 1993: Meet with MIKE DWANE and SANDILE NGITI of SAWCU & NCC - Discuss and exchange notes on the 'new' Capital - ways of involving communities, training radio people, etc (Notes/Minutes enclosed).

j) - 13th May 1993: Meet GALLO MUSIC (JHB) discuss the RADIO PARTY and the 'new' Capital in general with ROB ALLINGHAM (Gallo Music Archivist and world authority on African Records and Music History); brief explanation to MD FRED WITHERS and music publisher GEOFF PAYNTER - GALLO interested in principle and will support, and submit proposals to the board for possible advertising once Capital 'get listenership figures' and a 'reasonable signal.'

k) - 19th & 20th May 1993: refined proposal of 6th June 1991 and notes from May 1993 meetings and discussions into the CAPITAL RADIO "PARTY LINK" for Francis Rolt.

l) - 21st May 1993: Meet with Francis - consult, brief, discuss - contracts, times, presentation, production etc.

m) - 21st May 1993: Meet & discuss with Hannelie Coetzee detail of the PARTY LINK - manage and promote the project - SAWCU, NCC, MANA - Also with DARIUS BRUBECK (Centre for Jazz and Popular Music Studies at the UND), JOSEPH SHABALALA (Ladysmith Black Mambazo Music Academy, UND).

n) - 22nd/23rd May 1993: Agenda for SAWCU meeting on the 24th - Notes from the Johannesburg meetings with Gallo for discussion - Faxes to: NCC/SAWCU/NAFAC/TUSK RECORDS/CAPITAL - Francis Rolt re: Brochure wording, proposed sponsors/advertisers/ Community benefits, training etc.

o) - 24th May 1993: Meet with MICHAEL DWANE, CHRISTOPHER FAYA (MANA/SIGMA), SANDILE NGITI, HANNELIE COETZEE at COSATU/SAWCU offices re: Party Link of Stokvel, basis of a working relationship with the 'new' Capital Radio in general and the RADIO PARTY in particular, training, communications, productions, sponsors etc.

p) - 25th May 1993: Meet, discuss, consult with various players: DAVID SMITH & FRANCIS ROLT; MIKE DWANE; HANNELIE & CHRIS; UNION FLOUR (Impala/Nyala Maize) GARY SANDBACH - working on 'brochure' copy.

q) - 26th May 1993: Meet and introduce SAWCU (Mike & Sandile) and Chris Faya, Hannelie to STEVE SMITH and Capital directors - discussions at XL and SAWCU with Hannelie, Chris, Mike and Sandile - NAI (National Arts Initiative) Panel Discussion at NAFAC - the 'new' Capital debated; favourable response - possibility of 'constructive' future contact re: training, community service etc - complete draft on brochure copy.

r) - 27th May 1993: Meet at Capital - further discussion on draft agreements between 3rd Ear Music (SEM) and CR - Presentation of information for the brochure/marketing the PARTY LINK - discuss/meet with Steve Smith.

s) - 28th May 1993: Brochure information complete and presented to Steve at CR - Draft Contract SEM/CR wording for attorneys.

t) - 31st May 1993: Meeting: Accountant (GINGER SEIPP) also CR with FRANCIS, HC, CF, DS, Final on contract and figures - fee discussed on the PROJECT PACKAGE - CR will eventually own the project - Fees: R & D, Consultation, 3 month trial, direct and assist in producing the project as a 'package' - (Note: work to date would cost: R35,000 / R50,000 as a 'buy-out' over 6 months) - Figure agreed on with a % after 3 months: R16,800 includes DM contribution (R1,800), without facilities or full-time staff (R15,000 over 3 months) - this includes 'general' expenses, some past consultation - assistance with production, locating programmes/parties and material selections - approx one day a week at CR 2/3 days finding sponsors/advertisers for the programme - selecting and reading replies - Problems with GMA (CR's agency) discussed.

u) - 1st June 1993: Meet at Accountants office - Meet at CR Attorneys YATES & COX re: agreements/working relationships/GMA problem etc.

v) - 2nd June 1993: Meet with FRED PEARSON/ GOOBS re: Programme material - CR PARTY LINK and GENERAL CR discussions with: MIKE VAN GRAAN (NAI) - FAX GILBEY'S AGENCY (THOLET & SIEVERS) with advertising proposals - Gilbeys Natal - HEATHER HELLER in PORT ALFRED - SAM MKAWANI in Port Alfred - GARY HEMMINGS in Port Elizabeth - DIRECTOR NONCHANE in Umtata re: the very first PARTY LINK party?

w) - 6th/7th/8th June 1993: Contract - Fax and discuss with DIRECTOR & CALEB how parties will run - Mr KADWA (FNB Bank Manager re: o/d facilities while working on the CR proposals) - ESCOM Agency ideas and possible adverts.

x) - 9th June 1993: Meeting with SEM (HC & CF) UNION FLOUR / GARY SANDBACH on the Party Link and GO LIVE TO SURVIVE rural RTV shows, sponsorship and possible adverts on CR (They are presently 'committed' to Radio Zulu, but would like to break into the Transkei. Very interested; waiting for 'figures.'

y) - 15th/17th June 1993: STEVE SMITH re: Transkei trip with CALEB - brief and locate DIRECTOR - DM meet with STEP RIGHT UP Promotions and BAR NONE directors in Port Elizabeth - Pamphlets and Posters up in East London, Stutterheim, Grahamstown and Bar None Festival - various discussions and excitement about the 'new' CR - 'signal' problem.....

z) - 25th/27th June 1993: Press promo, arranging interviews, general publicity with print media in Durban and Transkei areas - promo/info faxes to: Natal Mercury, Daily News, Tempo, Sunday Tribune, RPN, Um Afrika, New Nation, Daily Dispatch, EP Herald, Weekly Mail, Vrye Weekblad, The Star, The Sunday Times, The EP Post, City Press, City Post, South, etc.

aa) - 29th/30th June 1993: Locate parties (HC & CF) discuss with advertisers (FREEMANS and NYALA) - DM distribute pamphlets in Grahamstown (Rini) PE, East London, Fouriesburg, Ficksburg (Rustler's Valley), Queenstown.

bb) - 1st/2nd July 1993: Liase with FREEMANS, CALEB and Party Hosts for 3rd July - Select music and final 'phone numbers for the radio-link. Arrange Kwa Mashu Party - purchase of refreshments, travel (taxi) & geusts.

cc) - 5th July 1993: Present PARTY LINK to MANA executive committee meeting, Durban Arts - Taxi Associations and Ranks with brochures.

dd) - 6th/10th July 1993: Grahamstown PR, meetings and Festival Reports for CALEB's drive show - Daily (3,30pm) on-air Radio Report for CALEB's Drive show from the Festival - 'Phone and VOX PDPS arranged: MORRIS GOLDBERG, TU NOKWE, DENISE MORRIS (USA actress with SHEILA'S DAY), NICHOLAS ELLENBOGEN (Theatre for Afrika), MIKE SMITH, PHILIP TABANE (Malombo), DARIUS BRUBECK (CJPMS/LND), DUMA NDLOVU (Sheila's Day and Sarifina) etc. - PARTY LINK in Kwa Mashu & Umlazi.

ee) - 13th July 1993: Meet with DS, FR, HC, CF re: progress, concerns, general for PARTY LINK and CR - DM locating sponsors/advertisers 'phone discussions and explanations to: UNION FLOUR (Gary Sandbach), PREMIER MILLING (John Nel), INTHALA BANK (Sharon Rain), ZUKI (CR Umtata), CLAIRE KEETON (CR East London), WARRICK SONY (Shifty/BMG), FRANS KRUGER (CR Grahamstown) - CR and DM locating parties for 17th and 24th July - DM searching for Ugandan Music and information re: Umtata Party for Ugandans (Heather & Terry re: ERISA).

Copies (Enclosed)/A.....