

THE ONLY
ALTERNATIVE ...



A MEMBER OF THE TUSK GROUP OF COMPANIES



A New Force in Natal

Tusk Music Company (Pty) Limited and 3rd Ear Music together have set up, in Durban, a dynamic, progressive recording facility and a record and music publishing company. This association has generated a new force, new potential, new alternatives for those associated with sound and music. The new partnership will retain the name of 3rd Ear Music.

The combination of the original 3rd Ear Music, a company which has always reflected and represented the moods, spirit and communities of Southern Africa, and Tusk Music promises to be a powerful force, devoted to a new approach to music. Devoted to a new vision.

A Powerful Team

Tusk and 3rd Ear combine an extraordinary history of experience, expertise, aims and ideas.

Tusk Music Company

In 1975 Tusk Music, a truly South African organisation, was established under the name WEA Records (Pty) Ltd. In 1986 the holding company, Warner Communications, chose to divest its business interests, and the successful South African owned Tusk, was born.

Tusk Music has strong commercial and social ideals and is committed to making a positive and meaningful contribution to



The 3rd Ear team, from left to right Dave Marks, Mike Oldfield, Derek Hannan, Phillip Leach and Paul Tsotetsi.

the music and peoples of Southern Africa.

The Domestic and International Divisions represent many best-selling artists. Locally, these include Mango Groove, Soul Brothers, Lesley Rae Dowling and Marcalex. On the international front, Tusk markets Tracy Chapman, Madonna, Rod Stewart, George Benson and many more.

3rd Ear Music

For over 20 years, 3rd Ear Music has operated as an "alternative" record company and music publisher. 3rd Ear is recognised as a company of integrity, dedicated to promoting goodwill and understanding. In it's involvement in festivals, clubs, concerts and bands, it has played a catalytic role in South Africa's contemporary music history.

Pioneers

3rd Ear can be extremely proud of its many achievements. The company has played a pioneering role in South African music . . . From initiating the Free People's Concerts in the early 70's, to establishing the Music Association of Natal (MANA) in 1988. 3rd Ear also helped to establish amongst others the Market and Chelsea Theatres. The Company's experience ranges from the sound at Woodstock (USA) to promoting and recording with artists such as Johnny Clegg, Sipho Mchunu, Malombo, Spirits Rejoice, Roger Lucey and many more.

Over a 20-year period, 3rd Ear Music has toured with and set-up sound for many local and international artists.

Experts in Publishing

From the early hits, Mountains of Men (1966) and Master Jack (1967), 3rd Ear Music has played an ongoing role in publishing in South Africa. The company currently holds 600 copyrights and works with some 20 composers.

3rd Ear has also been involved in the publishing of some exceptional sound tracks, for both feature films and documentaries.



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The Very Best Facilities

3rd Ear Music Company is housed in the conveniently situated, custom-built Tusk Place. The new company uses state-of-the-art equipment, offers a 24 track recording studio, rehearsal and mini-programming rooms and an impressive array of analogue and digital equipment.

A view of the state-of-the-art mobile studio.



From Concept to Release

3rd Ear Music aims to establish a complete service, from concept to release or any specific step along the way. Areas of expertise include composition, arranging, producing . . . and contracting of musicians or programmers to suit client's requirements.

Tusk Music, with its expertise in marketing, distribution and administration, is the ideal vehicle for seeing projects right through to release into retail outlets. This means that 3rd Ear Music, where required, is able to offer a creative service and guide the project through to the end.

AV's, Ads, Films, Sound Effects . . .

Whatever your music and sound requirements, 3rd Ear Music can assist you with:

- Designing of music to suit your style and needs
- Use of our vast indigenous library, ranging from traditional to contemporary music
- Contracting session musicians/voices where required
- Mixing, editing, tape and cassette mastering facilities
- Sound tracks and effects for film, TV, plays, promotions, jingles and AV's
- We have an impressive list of over 30 composers and top arrangers to choose from.

The company's scope and expertise will ensure that whatever your sound requirements, we meet them.

Record in a Relaxing Environment

3rd Ear Music can provide a lock-out arrangement for those who like to get away from it all, and record in a relaxed environment.

The company will also undertake all bookings, including hotel, travel, publicity photo sessions, or whatever may be required to make the process of recording a comfortable experience.

Not only do clients benefit by block-booking buying power, but recording in Durban can be extremely cost-effective.

Hourly rates and equipment hire are available.

The Future

Music forms a common bond between all peoples of our country. It transcends political rhetoric, geographic restrictions and spiritual division. It is honest and immediate. It is versatile. It is the great communicator.

With 3rd Ear's commitment to and experience in music, at street- and grassroots level — and Tusk's confidence in our country and commitment to our musicians and future — this new partnership is poised to play a leading role in South Africa's challenging music industry.