

To Whom It May Concern:

Greetings are in order.

Dear Madam

1. Background

Founded in March 2006, **Lamathonsi Entertainment** is a South African event management company that focuses on the promotion of arts and culture through initiatives that are packaged in a way to provide resonating impact to any arts, cultural and media strategies. Our company also promotes brand oriented clients and their products through such initiatives and programs. **Lamathonsi Entertainment**, a futuristic entertainment and brand marketing company with head offices in Gauteng while serving clients in the SADC Region in Botswana, Mozambique and Namibia is also 100% black owned. We are a fast growing player in the entertainment and brand marketing industry with more companies entrusting us with maintaining their entertainment and brand equity.

2. Aims

In 2006 after witnessing the embarrassing lack of information dispensation, lack and skewed allocation of resources, disparities in local and national artists in the level of thought and behaviour and lack of skills transfer and development in the music industry around the country **Lamathonsi Entertainment** endeavours to tackle that challenge. We intend to apply an integrated approach to music education, skills development and training in the performing arts by facilitating information dispensation and skills transfer that goes further than music but specializes also in social cohesion, humanities, development of resonant individuals, professional musicians and communities to meet the aspirations of the emergence of the historically disadvantaged individuals, professional musicians and communities.

3. Objectives and activities

Our objectives are to assist facilitate:

- Clarity of strength and weakness of future artists in their respective field
- Professionally run music careers as an employment creator
- Preservation and mainstreaming of indigenous sounds of South Africa
- Study material that is readily available to music schools and other music institutions that is readily accessible to participants

4. Activities

We are currently offering aspirant artists one-on-one music career workshops on various topics and issues about the creative and performing arts industries at no cost at all. As the word spread we have since received numerous calls from aspiring artists wanting advice while others consult with us telephonically. These are the offspring of the below-mentioned music workshops.

5. Organisational achievements

Since 2006 **Lamathonsi Entertainment** has been the exclusive management of world acclaimed guitar wizard Louis Mhlanga. Since the year 2006 we have been co-ordinating and hosting the **Kwethu Music Workshops** as an outreach programme for **Lamathonsi Entertainment**:

- **Mpumalanga (Govan Mbeki Municipality) November 2007**
- **Limpopo (Capricorn & Sekhukhune Districts) June 2007**
- **Botswana (Gaborone & Francistown) July 2006 & August 2007**

So far **Lamathonsi Entertainment** has managed to assist Louis Mhlanga to tour our neighbouring countries like, Botswana, Namibia, Zimbabwe and the USA. **Lamathonsi Entertainment** recently managed to secure a role for Louis Mhlanga to feature as one of the stars in an American produced docu-film titled 'Changing The World Through Music'. The film premiered in New York from the 25 – 27th April 2008 and **Lamathonsi Entertainment** secured a significant role for Louis Mhlanga as the Musical Director.

5.1. Kwethu Music Workshops Tour 2007 (Limpopo & Mpumalanga)

On the 31st of May 2007 was the launch of the **Kwethu Music Workshops**. The venue was the Polokwane Municipality – Library Gardens Auditorium in the Capricorn District of Polokwane, representing the Limpopo province.

Independent aspiring and professional musicians were invited. Invitation was also extended to the Department of Sports Arts and Culture as the custodians of the arts in the province. The Department duly accepted the invite and also assisted with inviting some of the participants. The workshop drew relevant and participative participants. One could easily realize the need for such events just by the discussions with the participants and that was encouraging, indeed. Thirty five (35) participants were in attendance.

5.1.1. Lessons

The facilitators were Louis Mhlanga and Geoff Mapaya. Both facilitators shared the following topics:

- **Careers and Networking**
- **Negotiating and Understanding Contracts**
- **The Importance of Art Preservation**
- **How to Record and Market Works**

5.1.2. Outcome

Participants were vocal in raising their critical daily challenges and shortcomings and since the Limpopo Sports, Arts and Culture representatives were in attendance the participants were advised to form a unit that will address their concerns through the right channels. Limpopo Front-Liners was formed and has fifteen (15) members on their database. Subsequent to that the facilitators were requested to become patrons of the Limpopo Front-Liners. Both facilitators duly agreed. That further created a need for a follow-up Workshop, of which no resources are readily available to implement at the moment and that threatens what could turn into a job-creator to become a white elephant.

The need for such Workshops was evident for all to see as that one-day event served to touch only the tip of an ice-berg with regards information dispensation and skills transfer.

5.1.3. Success

Lamathonsi Entertainment is pleased to report that Limpopo Front-Liners have since produced and recorded an album - out of their own pockets - that they hope to release for the mass market in the coming year of 2008.

Lamathonsi Entertainment was there with guidance and advises during the production process.

5.2. Sekhukhune Tour

Following the Capricorn District, the second leg of the workshop toured one of the most rural and under-developed regions of our country of Sekhukhune. The rationale behind was that this area is on the Presidential Special Projects for the 2007/2008 fiscal year and **Lamathonsi Entertainment** had to visit the area to impart that educational, arts and cultural skills development initiative to the region.

On the 01st June 2007 Monsterloos Region represented the Sekhukhune District. The Bosile School for the Deaf and Blind – a Special School - hosted the **Kwethu Music Workshops**.

The same method of independent aspiring and professional musicians was applied for invitations. Publicity was through the radio and the attendance was

just as encouraging as people from as far as Secunda and Middleburg in the Mpumalanga province attended. Sixty (60) participants were in attendance.

5.2.1. Lessons

The same method with facilitators and topics as in the Capricorn Districts was applied, refer 5.1.1

5.2.2. Outcome

As in the Capricorn District participants were just as vocal in raising their critical daily challenges and shortcomings. Once more their concerns were directed to the Limpopo Sports, Arts and Culture representatives who were in attendance.

Eventually it transpired that there is a local organization called Sekhukhune Instrumental Artists Group who had some of the board members present. Subsequent to that the facilitators were requested to become advisors of the Sekhukhune Instrumental Artist Group and that there should be further Workshops of the very same nature. Both facilitators duly agreed. That further created yet another need for a follow-up Workshop, of which no resource (financial) is readily available to implement at the moment.

The need for such Workshops was evident for all to see as that one day event served to touch only the tip of an ice-berg with regards information dispensation and skills transfer in one of the areas of our country that is in real dire need of such initiatives.

5.3. Secunda Tour

On the 3rd of November 2007 Secunda represented the Mpumalanga province. The Secunda Jazz & Cultural Festival (Sejacufe) Organising Committee under the Theatre, Sports & Recreation Division of the Govan Mbeki Municipality hosted the **Kwethu Music Workshop**.

The method of independent aspiring and professional musicians was applied for invitations. Different participants from different regions under the Municipality showed up. This session attracted more local bands than individual members of the community since the Sejacufe Organizing Committee has them on their database. Sixty (60) participants were in attendance.

5.3.1. Lessons

The same method with facilitators and topics as in the Capricorn Districts was applied, refer 5.1.1

5.3.2. Outcome

This session was more critical because almost every participant knew exactly where he or she needed assistance and capacity building. Each participant

had a question to ask and each had interactive and up-close answers for each question.

The Sejacufe representatives expressed willingness to have the same workshop again in the first quarter of the new year of 2008. The desire for more workshops is inspired so as to have more days concentrated on the same topics and the practical demonstration. Again this has not transpired and another reflection of our challenge to spread the education and training due to financial reasons.

6. Community benefits

Community benefits will be enormous to quantify but in a nutshell shall include but not limited to education and training, job creation and community involvement:

- Community leaders (artists managers & promoters) will be roped in as stakeholders to monitor the progress of the participants and in turn allow for young musicians to create employment for themselves and thus focus energy in the right direction while keeping off the streets (community involvement and job creation).
- Hundreds of young people in South Africa will now and for the future have the opportunity to learn to play African Rhythms and grasp the cultural context (education and training).
- Learners would develop enhanced social and life skills through co-operative working, and co-operative celebration of music (arts, culture and heritage advancement).
- Learners would develop enhanced sensitivity to cultural diversity via the material and messages of the songs and the stories of their contexts band members are able to relate (indigenous culture preservation).
- Learners from local communities will have the opportunity to reconnect with the roots of their community music, and learners from all backgrounds to learn about the African-rooted influences that have helped shape modern popular music (heritage and cultural education and training).
- Music learners would learn about the techniques and approaches idiomatic to African music, and how to incorporate these into their own singing, playing and composition (arts, culture and heritage preservation and advancement).
- Young players would have the opportunity to play alongside professionals and work inside a perhaps previously unexplored musical tradition (skills transfer and capacity building).
- Local event and artist management organisation will be identified and capacitated by **Lamathonsi Entertainment** to conduct the similar initiative in the future to local aspirant artists (local economic development).

7. Kwethu Music Workshop Project Outline

The aspiration is to visit all the outskirts corners of the Mpumalanga, Limpopo and North-West provinces to host a series of workshops in the larger and smaller community music forums and schools. The workshops shall be facilitated with a 5-piece band so that most of the basic instruments will be catered for and the band concept will be extended to include harmonizing and improvising to the rhythms and tunes. The workshops will consist of:

- A solo instrument demonstration
- Theory of music and relevant anthropology
- Band presentation on harmonies and improvisation
- Opportunity for the participants/students to play with the band

Workshops will consist of sheet music and electronic presentation (projector). Workshops will also cater for beginners, inter-mediate and advanced participants.

To organize the workshops and reach especially the budding artists who would normally not have access to these kinds of workshops we intend to collaborate with local organizations (i.e. Music Units, Schools, Academies, Colleges & Universities). Some will be held in a central place where participants from the surrounding areas can easily visit.

Every time **Lamathonsi Entertainment** visits or is visited by young musicians they always express their frustration at the lack of professional musicians from across the country visiting them with a view to impart knowledge but only come around to perform at festivals with no intention to plough back. We intend to invite and challenge professional recording artists of our country and where possible international stars (i.e. Botswana's artists for the North-West province will be ideal as we have commonalities in terms of culture and music) to impart that valuable knowledge. This will assist to develop a strategic plan for local aspirant musicians and our district and Provincial Arts and Culture Councils.

8. Challenges:

- Lack of financial muscle to execute on-going education and training to the identified budding artists who have shown outstanding levels of artistic growth and natural talent hinder progress and visible results.
- Lack of cash flow to maintain day-to-day business transactions hinders consistent free consultancy to all the offspring of our previous workshops and outreach programmes.

9. Future plans

Our future plan is to have a hands-on approach workshop that targets outstanding talent and facilitate focused career advancement and job creation. Some of the identified initiatives that we intend to expand on include but are not limited to:

- Music Workshops (Recording Artist & Product Development, Artist Management, Art Journalism, Sound & Studio Technician, Recording, Production & Publishing Companies)
- Arts & Cultural Music Festival (celebrating the graduating learners and arts, cultural and heritage sounds of South Africa)
- Conduct the same workshops to juveniles in different prisons as "arts in prison" project to the identified provinces' prisons.

10. References

10.1 Mmiroa Productions

Enquiries: Mr. G. Mapaya

Contact No: 073 864 8047

5.2. Mhlanga Entertainment

Enquiries: Mr. L. Mhlanga

Contact No: 083 496 5536 / 078 600 2383

11. FINANCIAL DETAILS OF KWETHU MUSIC WORKSHOP

Kwethu Music Workshop	Per item	Total of 3 Learning Centres in Each Province	1
Workshop Materials			
Research and Composition 3 Songs	15 000.00		9 000.00
Small PA System	8 000.00		4 800.00
Transcription of music to sheet music, 3 sheets @ R400/hr; 20 hours	8 000.00		4 800.00
Educational notes @ 6 hours @ R400	2 400.00		1 440.00
Printing and duplication @ R100 X 250	25 000.00		15 000.00
Subtotal		58 400.00	35 040.00
Inventory of institutions and booking of workshops			
Research and liaison per province @ R150/hr; 8 hr X 9	10 800.00		6 480.00
Compile workshop booking schedule and national press list @ R200/hr; 12 hrs	2 400.00		1 440.00
Subtotal		13 200.00	7 920.00
Workshop preparations			
Rehearsals with 5 musicians R500 per day; 5 days	12 500.00		7 500.00
Rehearsal space @ R800 per day; 5 days	4 000.00		2 400.00
Subtotal		16 500.00	9 900.00
Workshops presentations at agreed Music Learning Centres in SA provinces			
Car rental + petrol 3 learning centres X 10 days / R750	22 500.00		10 800.00
Accommodation / S&T ave. 4 days per learning centre @ R600 X 5 pax	12 000.00	26 000.00	15 600.00
Artists fees @ R4 000 per learning centre X 5 pax	20 000.00	60 000.00	36 000.00
Subtotal		R108 500.00	62 400.00
Coordination of project		12 000.00	7 200.00
Administration inclusive of telephone, financial admin, email, fax, logistics and report writing		25 000.00	15 000.00
Grand Total		233 600.00	137 460.00

Budget Notes:

Please Note:

1. The figures above are for one province.

12. Conclusion

As **Lamathonsi Entertainment**, we will be hands-on in the training and development of young artists from the provinces and shall be monitoring their progress monthly. Learners who progress and will be deemed ready for the recording industry will be absorbed and signed into our management division and assisted to produce world-class albums. As we are currently doing with Louis Mhlanga to open local and international doors we envisage the same for the learners. So these abovementioned workshops are just another way of spreading the pool and skills transfer to the communities.

Lamathonsi Entertainment will from time to time request professional musicians to visit the school and conduct music workshops. The same will apply to Music Business Industry Practitioners. We will be requesting these services for free as we are not in the position to commission anyone at the moment and this might not be smoothly implemented as envisaged due to lack of funds.

As **Lamathonsi Entertainment**, we are on an on-going capacity building program by an American organisation **Playing For Change Foundation (PFCF)** and we continue to learn and explore how international organization conduct their business affairs. The capacity building on the Creative and Performing Arts has special emphasis on the field of dance, music, theatre, visual arts and literature. **PFCF** will assist with international markets and tours of the progressing learners.

We are so looking forward to a positive influence and direction.

Thanking you in advance with anticipation.

Yours in African Arts and Culture Advancement

Jerry Nkuna
Managing Director
Lamathonsi Entertainment