

Lack of support for local artists

I have a few pressing questions regarding support from the media for up and coming local artists that I just don't seem to have answers for.

I would really appreciate it if someone could provide these answers for me. As one of the aforementioned artists, I have been to various venues, spent countless hours online contacting promoters, media agencies, etc. to gain some form of support and/or publicity. Only on occasions where I have been contacted by the media (specific reference to the SABC who have interviewed me twice this year) have I received a positive reception. As for promoters, I have yet to receive a positive word from any. The only artists that seem to be getting anywhere in South Africa, are the established, well known people, who are either signed on by the right label, or have the right manager.

I know that my style of music, as well as the product I have available on the market (my debut CD) is of a very high quality as I have been signed to an international distribution deal in Canada, as well as to a very exclusive promotion agency in the UK, who will be promoting me with the central aim of getting me radio airplay across the world, TV exposure in the same markets, as well as getting me a recording contract with a reputable record label. Now this has given me the confidence to write this today. I also have a personal free consultation scheduled with the Focus Group in the USA for next week.

Now my question is: Why is it that the international market is so interested, when the local market does not seem to care either way or the other?

For more information, please have a look at my EPK at www.sonicbids.com/benjordan. My website www.benjordanmusic.net is now also up and running.

I thank you for taking the time to read this, and for your positive feedback in this regard.

Kind regards,
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