

SA music a gold mine!

Arno and others have proven that SA music deserves recognition.

It's heartening to see from many of the comments on some topics here that there are people who recognise that SA music kicks *ss.

I particularly liked a comment that SA has no 'proper' celebrities because we do not nurture them (paraphrased).

The main reason of course is that many SA broadcasters do not support local music nearly enough. The current quotas are meagre by international standards and barely enforced.

Advertisers know that exposure creates demand. SA undoubtedly has the talent, but without exposure local cd sales are disgusting compared to overseas product. Without exposure, the SA music industry is effectively disempowered.

Looking at Australia's example, our music industry could be a huge money-spinner for this country - yet it is ignored time and again by broadcasters who seem more keen on sending royalties to Uncle Sam.

I would like to encourage anyone who reads this to go to: www.samqc.org.za and read their manifesto. If you agree that they have a point, please add your name to The List. It will take only 2 minutes of your time.

It's high time South Africa took advantage of the REAL gold mine it's been sitting on.

Thanks, and ROCK ON!

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