

POSITIVE PUBLICITY

BMRSLG

BLACK MUSIC ROADSHOW !

You are invited to attend the launch of
the BLACK MUSIC ROADSHOW.

The launch will take place at County Hall
on 6th November, 1985 at 12 noon.

In attendance will be the press, GLC representatives,
and the trainees. Not only will this be an ideal
opportunity for you to obtain press exposure,
but also show support to the cause!

I look forward to hearing from when you
confirm you will attend.

RSVP: Eva Watts 01 723 1558 - Positive Publicity
Heather Prendergast 01-633 5014/7 - GLC

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POSITIVE PUBLICITY

YOU ARE INVITED TO:

PLACE: PRINCIPAL FLOOR, COUNTY HALL

DATE : 6th NOVEMBER '85

TIME : 12 NOON

THE EVENT : THE BLACK MUSIC ROAD SHOW

DURATION : NOV '85 - MARCH '86

VENUES : VARIOUS; throughout London

The G.L.C Race Equality Unit launches the Black Music Road Show, a scheme to initiate and train Black youth in various aspects of the promotion of live concerts. The main objectives of the Road Show are: to provide an opportunity for Black promoters to manage and market Black music, to provide a platform for young Black musicians to perform and to train a number of young Black people as stage managers, publicity officers, lighting and sound operators and promoters.

Wilf Walker, Head of Black Productions and a consultant for the Road Show, stated: "I heard of the work of Tiger Flower & Company in Washington D.C. and had to investigate. They set up a non-profit organisation to train talented inner-city youth in the behind-the-scenes operations of the music business. You know there's more than just performing. There's concert production, stage management, promotions and publicity work which are all vital to the recipe for success. We're not only in the music business, we're in the business of making music too". Tiger Flower had outstanding success, by placing trainees with groups like Earth Wind and Fire and Parliament Funkadelic. It seems we British should have done something like this years ago!"

Partnership Video BE BLACK & ETHNIC ARTS ARCHIVE
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"Not only are the youths being trained in highly professional skills, but they are also trained in social skills, and a way of life."

Four companies have been chosen to provide the necessary training and will have two trainees each. They are Star Hire, a company specialising in P.A. set-ups and lighting, Sensible Music, they handle backline and stage management, Black Productions, a leading concert promotion firm and Positive Publicity, a PR consultancy which handles press and publicity for a wide range of entertainment artistes.

Trainees will be chosen in time to enable them to attend the press conference at County Hall, and will be available to media for comment. Artists lined-up for the BLACK MUSIC ROAD SHOW will also be attending the press conference.

The Road Show will promote a range of musicians from the Afro-Caribbean and Asian communities. The following are just some of the artistes appearing in programme: Linton Kwesi Johnson, Junior English, Billy Paul, King Sounds and The Israelites, Abacush, Heera and Awaara, Taj Mahal, Misty in Roots, Alaap and Akaya (Abdullah Ibrahim's band)

The concerts are to be held in local and mainstream venues, including Black oriented venues, many of which are Black owned such as the All Nations Club, Dougie's Night Spot, The Academy, The Upper Cut Club and the Apollo. An important outcome of the BLACK MUSIC ROAD SHOW will be the establishment of a regular Black music circuit.

All trainees chosen will participate in the BLACK MUSIC ROAD SHOW within the company they are placed with from November '85 to March '86. All placement agencies have the option of taking on trainees full-time at the end of this scheme.

Ken Little, Chair of the Ethnic Sub-Committee, thinks that the BLACK MUSIC ROADSHOW is "...one of the most innovative and enterprising initiatives in developing and training young Black people with and interest in the music industry."

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Linton Kwesi Johnson leads us into the BLACK MUSIC ROAD SHOW
on the 13th November, 8.00 p.m. at the Town and Country
Club (Forum) supported by Abacush and Awaara.

For tickets and for further information, please contact:

Eva Watts of Positive Publicity, Tel: 723 1558 or
Heather Prendergast, Coordinator for BMRS, Tel: 633 5014/5014

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GLC BLACK MUSIC ROADSHOW PRESENTS:

TOWN AND COUNTRY CLUB (FORUM)
HIGHGATE ROAD N.W.5

LINTON KWESI JOHNSON
ABACUSH AND AWAARA (ASIAN GROUP)

WEDNESDAY 13th NOVEMBER 1985 - 8.00 p.m.

ALL TICKETS £3.00 BOX OFFICE -

AFRO-ASIAN NIGHT

ACKLAM HALL (BAY 63)
under flyover PORTOBELLO ROAD W.10

HI LIFE INTERNATIONAL
HEERA (ASIAN GROUP)
DADE KRAMA D.J. MESSIAH SOUND

THURSDAY 14th NOVEMBER 1985 - 8.00 p.m.

ALL TICKETS £2.00

APOLLO CLUB
HARLES DEN N.W.10

THE ARIWA POSSE.

Featuring: SANDRA CROSS. LORNA GEE. RANKIN ANN. SISTER AUDREY
SLIM LINTON. MAD PROFESSOR. D.J. ELVIS

FRIDAY 15th NOVEMBER 1985 - 8.00 p.m.

ALL TICKETS £2.00

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ALL NATION'S CLUB
4 MARTELLO ROAD
E.8

KING SOUNDS AND THE ISRAELITES
JUNIOR ENGLISH
PATO BANTON
D.J. WEBBY JAY AND PEOPLE'S CHOICE

SUNDAY 17th NOVEMBER 1985 - 8.00 p.m.
ALL TICKETS £3.00