



## **MEDIA RELEASE**

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### **Industry exposure for Greater Knysna Artists**

The Department of Cultural Affairs and Sport in partnership with the Knysna Municipality hosted a song writing competition in Rheenendal and Sedgefield on 16 November and 17 November respectively. The programme consisted of auditions, song writing and a workshop presented and facilitated by music industry professionals.

Many aspirant musicians, composers and artists from across Greater Knysna gathered for the much anticipated auditions. The day was filled with many performances ranging from singing to rapping to music beats being played during the auditioning phase of the event.

Mayoral Committee member for Community Services, Councillor Monwabisi Salaze said that he is pleased that Greater Knysna people came out in numbers to make use of this opportunity. "This programme is a great example of inter-governmental partnership. Thank you to the Western Cape Government and our Libraries and Heritage Department for bringing this wonderful arts programme to Knysna. But most importantly a big thank you to the Greater Knysna participants. They revealed a great reservoir of talent waiting to be discovered."

After the auditions, candidates who demonstrated a strong commitment and real ambition were selected and invited to attend an Industry Centred Workshop. This workshop was presented by various music industry professionals, including, Martin Myers: Founder & CEO of Music Exchange NPC and Co-Owner of Triple M Entertainment, Selwyn Bartlett: Good Hope FM On Air Personality and Director & Principal Consultant of Selcorp Media and Entertainment, Craig Parks: Member & Director of Par Kan Entertainment, Tony Cox: three time SAMA winning musician and Sakhele Mzalazala: Managing Member of The Station ZA & Manager at Koloni Musik.

These music industry veterans transferred as much knowledge as they possibly could to the next and younger generation. The topics included, music production processes to the branding of musical products and songs. Possibilities of employment in the music industry were also discussed as well as working relationships in terms of future collaborations.

The workshop also delved into complex topics such as copyrighting music and lyrics, SAMRO services and registration processes were defined including legal matters in terms of music usage and royalties and much more.

“The workshop was an eye opening experience for the aspiring young musicians and artists to get first hand advice from professionals who have tried and tested the way before them. The knowledge shared is priceless.

“Greater Knysna has many undiscovered talent and this workshop has brought our youth in close contact with the industry they are pursuing. For many the fairy-tale dream was shaken by the reality of hard work and perseverance, related to them by the facilitators, while others took the information as affirmations on their road to musical success,” said Councillor Salaze.

A special thank you to Department of Cultural Affairs and Sport, Knysna Municipality, Martin Myers, Selwyn Bartlett, Craig Parks, Tony Cox and Sakhele Mzalazala for making this event possible.

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