



SHIFTY  
R·E·C·O·R·D·S

**PROPOSAL FOR THE FUNDING**  
**OF A**  
**COUNTRYWIDE TOUR OF PROGRESSIVE AFRIKAANS MUSIC**

**INTRODUCTION:**

For many years Afrikaans music has been characterised by bland music and safe, superficial lyrics irrelevant to a population in a state of flux. There is no way that it could be said to reflect the social and political issues of the day. The fault lies largely with the monopoly of the state broadcast network. (Music played on the SABC has to adhere to certain written and unwritten rules in keeping with the ideologies of the state. This in turn permeates the music industry, which will not record anything that will not get radio play. Consequently, the musician, to survive, will comply with the dictates of the record company and write the type of song likely to get airplay.) This has resulted in a large number of Afrikaans youth feeling alienated from a stagnant, unexciting and unvibrant music culture. Therefore it has become necessary for this very important section of the population to look overseas for music that they can relate to as young people. This has been detrimental to the development of a progressive Afrikaans culture which would complement a free and democratic South Africa.

**HISTORY OF THE NEW AFRIKAANS MUSIC MOVEMENT:**

Since the appearance of Andre Letoit's "Ver van die ou Kalahari" cassette in late '87, there has been a very marked momentum developing in the demand for, and creation of, this music. For the first time there was a recording of someone singing in Afrikaans about pertinent social issues, not in an overtly political way, but honestly and from the heart and with no apparent self censorship. A concert entitled "DIE EERSTE ALTERNATIEWE AFRIKAANS ROCK KONSERT" and a controvertial musical theatre production "PIEKNIK BY DINGAAN" followed on the energy created by this. After overcoming problems with Government structures, both of these did extremely well. Later at the end of 1988, a compilation album entitled "VOELVRY", subtitled "Afrikaanse musiek vir vandag" was released capturing the essence of this still developing new Afrikaans music culture. Although there were different styles of music emerging, the sentiments of the artists had one thing in common. They made personal the trauma of growing up in a system that, morally, they found unacceptable.



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## PRESENT GOALS:

What is exciting is the way this music has captured the imagination of the public it has reached. There is enough proof that this is the right time and place for its development. Its importance goes far beyond the music itself. The following points should be stressed:

- It serves as a rallying point for politically unaligned or "confused" Afrikaners.
- It creates an awareness of current events and issues which are not common knowledge because of censorship and the state of emergency.
- It mirrors peoples anxieties and fears, bringing these out into the open and so creating an atmosphere in which these can be expressed and debated.
- It serves as a powerful catalyst in an emerging progressive Afrikaans cultural movement.

In order to strengthen and popularise this phenomenon we feel a nationwide campus tour would be timely and effective. To do this professionally we need financial support. Because of the political content of the music, normal commercial sponsorship channels are closed to us. Attached is a projected budget. All profits from the tour will go into a fund to sustain the development of this progressive music culture.

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