

Dear Sir/Madam

It has come to my attention that you are asking for the input of South African music industry professionals to share their opinion with regard to music content regulations. I want to thank you for including us in this process and commend you on the good work you are doing. As a professional musician and someone who has worked in radio both commercial and community (Heart fm, Fine Music Radio, Bush Radio) I would recommend that the playing field on SA radio be leveled to 50% for commercial radio.

You see, the radio is still the average person's way of connecting to the world. And when we give international artists more air time than our local artists we are in effect saying that our local artists are not good enough. I know that our industry is still very young and that we have much to learn. But I also think that with the support of government and people like you we can level the playing field and up our standards by giving SA artists as much of a chance as overseas artists.

I hope you will consider my plea. I've attached my biography and below is a link to my upcoming single due for radio release next week Monday.

Kind regards

Lu Chase