



SABC MOURNS THE PASSING OF MS ROWENA BAIRD

Johannesburg, Friday, 05 October 2017 – The South African Broadcasting Corporation (SABC), is saddened to learn of the passing of Ms. Rowena Baird, after battling with cancer for a long time. Ms. Baird started her broadcasting career in the mid 1980's at Radio BOP. She spent time at a variety of radio stations over the years, including stints at Radio 2000, Channel Africa and Metro FM.

Ms. Baird was a seasoned and versatile broadcaster, with experience which includes presenting news, talk shows, magazine, current affairs and music programmes. Ms. Baird also presented a series of voter education programmes on television and was a co-presenter of The Breakfast Club on SABC television in the late 1990's.

She spent the latter part of her career at SAfm as a senior presenter for Morning Talk which broadcasts from Monday to Friday (09:00 – 12:00). She then moved to present a music show on Saturday and Sunday between 13:00 and 16:00.

Ms. Baird played a meaningful role in assisting the SABC to deliver on its mandate, keeping South African citizens informed and entertained. She has left an indelible mark in the broadcasting industry, which will without a doubt inspire young broadcasters.

The SABC sends its deepest condolences to the Baird family, friend and colleagues at this difficult time.

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