



## **MEDIA STATEMENT**

### **SABC CALLS FOR PUBLIC PARTICIPATION IN TV LICENCE CAMPAIGN**

**Johannesburg, Monday, 04 November 2019** – The South African Broadcasting Corporation (SABC) is pleased to announce a call for entry for the TV licence campaign, **#madepossiblebyyou**. This initiative is a continuation of the previous TV licence campaign which featured a series of **#madepossiblebyyou** stories told by SABC television and radio personalities.

The SABC is now calling for the participation of its audiences through the search of twelve unique stories from across the country to reflect how SABC programming has had a positive impact in their lives.

Acting Head of TV Licences, Mr. Riaan Baatjies, stated that “this is an exciting opportunity in which the collection of **#madepossiblebyyou** entries will tell stories of ordinary South Africans in the eight decades that the public service broadcaster has been operating. The aim of this campaign is not only to encourage our audiences to pay their TV licences, but to also give them an opportunity to tell their inspiring stories that have been made possible by the SABC. It is through the support and loyalty of our audiences that the SABC can fully thrive whilst delivering its mandate on its 19 radio stations and 5 TV channels at a cost of R265 per annum”.

Entries for the **#madepossiblebyyou** campaign can be submitted from Monday, 04 November until Monday, 25 November 2019. Members of the public are requested to submit their entries as audition videos to a dedicated WhatsApp number 0795043170.

For more information visit [www.madepossiblebyyou.co.za](http://www.madepossiblebyyou.co.za)

**END**

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**Media Enquiries: Ms. Mmoni Seapolelo SABC Spokesperson (Acting)**

**[seapolelomv@sabc.co.za](mailto:seapolelomv@sabc.co.za) | T. 011 714 3057 | C. 073 688 1590**