



MEDIA STATEMENT

SABC RADIO LAUNCHES 'DON'T TURN A BLIND EYE' CAMPAIGN AND SONG 'UNGANDIBULALI' WITH SINGER BERITA

Johannesburg – Wednesday, 25 November 2020 – The South African Broadcasting Corporation's (SABC) Radio stations have today launched a campaign titled '*Don't Turn a Blind Eye*', in commemorating 16 Days of Activism Against Gender-based Violence.

The launch of this campaign was simulcast across all 18 radio stations to ensure maximum reach and increased awareness on the important role that society has to play in the fight against gender-based violence. Using the power of music to spread the message of collective action, the SABC has also partnered with multi-award winning artist, Berita to release a powerful song titled '*Ungandibulali*', which was first played on SABC Radio this morning.

Group Executive: Radio, Ms Nada Wotshela affirmed "as the public broadcaster we cannot turn a blind eye to the scourge of gender-based violence which continues to devastate the moral fibre of our society. Violence against women continues to increase at an alarming rate. Society can no longer afford to turn a blind eye".

"With radio remaining one of the most powerful mediums of communication even in the digital age, we are hopeful that this campaign will encourage all South African citizens to be active participants in the fight of eradicating violence against women and children", added Wotshela.

The SABC, as a public broadcaster, understands the important role it plays in educating its audiences, especially on social ills such as gender-based violence. The Corporation will continue to use its resources to spread the message of ending violence against women and children.

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