



MEDIA STATEMENT

SABC HOSTS THOUGHT LEADER PANEL DISCUSSION IN COMMEMORATION OF WORLD RADIO DAY

Johannesburg – Thursday, 11 February 2021 - In commemoration of World Radio Day, the South African Broadcasting Corporation (SABC) Thought Leadership Series, will host a live panel discussion under the theme *'The future of radio is still digital – but which one? Expert perspectives and future scenarios for radio in the 21st century'*.

The live discussion will take place on Friday, 12 February 2021, between 10h00-12h00 on the SABC's talk radio station, SAFM. The panel will comprise of some of Africa's leading broadcasting industry minds, Group Executive: SABC Radio, Ms. Nada Wotshela; Acting Chief Technology and Information Officer of SENTECH, Mr. Marius Venter; CEO of the - Broadcast Research Council of South Africa (BRC), Mr. Gary Whitaker; Director; Wits Radio Academy, Professor Franz Krüger; and Group Head at Radio – Consolidated Media Associates Group - Nigeria, Mr. Jonathan James Lyamgohn.

As the biggest public broadcaster in the southern hemisphere, the SABC will join the rest of the world in observing World Radio Day, which has been celebrated annually since 13 February 2012. This year's 10th anniversary celebrates more than 110 years of radio as the most widely consumed broadcast medium globally. Despite the rapid evolution of new media, radio remains a powerful and effective communication medium.

Group Executive: Corporate Affairs and Marketing, Ms Gugu Ntuli stated "On World Radio Day, the SABC celebrates the collective power of its 19 radio stations that reach 30.095 million adults (aged 15+) South Africans each week, across all corners of the country". "The SABC Radio continues to play an important role in educating, informing and entertaining SABC audiences in more than 11 official indigenous languages. On the continent SABC Radio is

broadcast across Southern, Eastern and Western African countries in French, Portuguese, Kiswahili, Chinyanja and Silozi." concluded Ntuli.

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Thought Leadership Panelists Profiles

Nada Wotshela- Group Executive: SABC Radio -Nada Wotshela is one of the public broadcaster's longest serving senior managers, having joined the SABC 22 years ago. Ms Wotshela has occupied almost every role in radio starting her broadcasting career in a community radio station in her hometown of Port Elizabeth, as a presenter and newsreader. She joined SABC's Umhlobo Wenene FM as an announcer/producer in 1999. Soon after that, she joined the station's marketing department, and in 2003, became the station's first programme manager. Her first station manager role was at CKI FM in 2005, where she was responsible for the full integration of the station into the SABC's PBS portfolio and its repositioning and rebranding into a youth radio station. After relaunching the station as the present-day trufm, Nada was appointed to the position of Umhlobo Wenene FM station manager where she successfully launched the current corporate identity of the station, grew listenership above the 5 million mark, and launched what became the biggest breakfast show in the country at the time, with Putco Mafani as the anchor.

From 2011 to 2016, Nada was the Provincial General Manager for SABC in the Western Cape, overseeing Good Hope FM and other SABC business units. She was appointed Group Executive for SABC Radio in December 2017.

Jonathan James Lyamgohn (King-James) - Famously known in radio circles as King-James, Jonathan is a practicing multimedia journalist who has enjoyed 25 years nonstop, radio and television. Having started as a radio disc jockey, King-James went on to serve as a producer, news anchor and correspondent as well as programming director at different stations. He has also served as a general manager of various radios stations over the years. As a renowned broadcast manager, Jonathan's expertise in recent years have spanned to the setting up of over 25 new radio stations in various parts of Africa. As the Group Head-Radio, Group 8 Ltd (formerly

consolidated media associates group ltd), Jonathan has been uniquely opportune to lead radio team in stations across Nigeria and more recently Kenya. He is famously reputed for being the fellow who thinks in "r" dimension owing to his concept of "think everything radio always".

Marius Venter - Acting Chief Technology and Information Officer at SENTECH - Marius is the Acting Chief Technology and Information Officer at SENTECH. He is a seasoned leader with 14 years in the telecommunications industry. He has broad experience in telecommunications networks and business management. Marius holds bachelor's and honours degrees in electronic engineering (B.Eng. and B.Eng. (hons)) from the University of Pretoria, and an MBA, and post-graduate diploma in general management from the Gordon Institute of Business Science (UP).

Marius is responsible for all technical factors of SENTECH's broadband products and services.

Gary Whitaker - CEO Broadcast Research Council of SA (BRC) - Gary has over 15 years' experience in market research, media strategy, traditional and digital marketing, having worked at AC Nielsen, Millward Brown, Nestle SA, MTN and, most recently, Publicist Media.

His focus at BRC is transformation and future-proofing the BRC's currency across radio and television. He also oversees and manages the transition into the digital universe, prioritizing multimedia audience measurement.

Franz Krüger -Adjunct Professor, Head of Wits Journalism and Director of the Wits Radio Academy - Franz Krüger has decades of experience in professional journalism, in South Africa, Namibia and the UK, working at media groups such as the SABC, the BBC, London Guardian, East London's Daily Dispatch and the Windhoek Advertiser. He was founding Group Editor of East Cape news agencies, a network of independent news agencies during the eighties, which was subjected to considerable repression at the hands of the apartheid government. As SABC National Editor of radio news and current affairs from 1994 to 1999, Krüger formed part of the first post-apartheid editorial management team and helped achieve a significant turnaround in the credibility and quality of its radio journalism. During his spell at the SABC, he managed coverage of several elections, the truth and reconciliation commission, the introduction of sound to bulletins, the overhaul of news and current affairs programming and the equalization of news resourcing for African language stations. In 2000, he left the SABC to become an independent journalist and trainer, serving as correspondent for Canadian, Dutch, US and British radio. In

2009, he became Director of the newly established Wits Radio Academy, where he later became Head in 2016.