

STUDIO TALK

SIXTH EDITION



4 YEARS OF GOOD RADIO

EDITORIAL

STATION MANAGERS ADDRESS

SAKIKAYA MAKAPELA -STATION MANAGER

Hey Madibaz Radio family. It's been a while since we last spoke.. Last year has been a bitter sweet one. We have reached several successes and milestones while at the same time we lost some alumni.

It was indeed with great pleasure to have had 4 of our station employees who also happened to have been our interns in 2017 spreading their wings by securing internships with industry greats. The first half of the year saw our then Marketing Manager Neo Maboe joining the MTV family. This was followed by our journalist Naziziphiwo Buso joining The Herald and our HR consultant Lebogang Soso Sandia joining the university's Arts, Culture & Heritage unit and now the Madibaz Sport unit. The second half of the year saw former head of News Sanele Nongauza joining the Algoa FM digital team while Head of News Sphamandla Gwinta together with journalist Lwando Nomoyi joined the PE office of SABC News this November.

This is indeed testament that the skills and time spent at Madibaz Radio are enough to equip you to better your career and we are looking forward to another group doing the same next year.

This year also saw the station partnering with Radio Active Productions Publishing (RAPP) which is a fully accredited MICT SETA training institution. This partnership saw four of the station's personnel being trained in Radio Presenting and Production and getting SETA accredited certificates, which helps not that individuals but also will assist in improving the quality of production at the station.

After a long and busy year, it is amazing to see how much has been done and achieved in and around the station. In the winding months Madibaz Radio teamed up with McDonald's to celebrate its 4th birthday in style by giving away free Mc Cafe breakfast across Nelson Mandela University's campus in the week leading up to the birthday weekend which brought a Saturday with a triple threat line-up of our first annual Sport's Day, 3's a Crowd comedy show and the Back to the Future after party. Unfortunately, this year also saw us losing two of our alumni who have passed on this year, those being former sport presenter and news intern Siya Cingco and former current affairs presenter and producer Bonele "Bones" Bethe, may they forever rest in peace. For the first time this year please enjoy Studio Talk and enjoy the last few days of holiday.

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SIBUSISO KHUBHONI

Sibusiso Khuboni is an Alumni of Nelson Mandela University who obtained his undergraduate diploma in Analytical Chemistry; he is now working in the water sector organization called Umngeni Water in Pietermaritzburg as a chemistry laborite analyst. He holds a leadership and management certificate with Black Management Forum. Sibusiso is currently serving in Toastmasters Umngeni Water in Pietermaritzburg and is pursuing his postgraduate studies in chemistry at the Mangosuthu University of Technology. Sibusiso managed to score a six months program of youth development program with Duke CE from Duke University in the United States of America. In 2014, Sibusiso joined the Madibaz radio family and hosted the famous show called the Hitlist. The show was about the latest songs in the music industry whether it be local or international music. It mainly celebrates the latest trends in the music industry and has the responsibility of keeping its targeted audience updated about new or future developments in music. Khuboni was a passionate individual around Nelson Mandela University who served in the SRC committee as an event organizer; meanwhile, in 2012 he was part of South Point Committee dealing with events there as well and was a judge for the beauty pageant Mr. and Ms. South point 2012. We caught up with Sibusiso Khuboni and this is what he had to say. "I always had a passion for radio I am glad I took the opportunity, when Madibaz Radio came into my life and opportunities were granted to us as students, I grabbed it and gave it a try. Till this day I love radio and will give it more if another opportunity could come, joining Madibaz Radio taught me so much. I lived in the moment however, it trained me with time management, planning strategy and teamwork".

I always had
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"I honestly love
at Me
and it's
everything

NKCUBEKO QHAYIYALETHU SILINGA

Nkcubeko Qhayiyalethu Silinga – who most of us know as Que, studied Public Relations & Corporate Communications. She started working at Madibaz Radio right at its inception in 2014. Que had high aspirations for her career so naturally she applied for the highest ranking position there was available. Having gone through the interview process she unfortunately did not get the post, but Mr. Makapela offered her any other slot that she desired, and she chose to be a Radio Personality.

This brought to existence what we know as The Hitlist, a concept by ‘your favourite letter’. Que presented the show from 2014 to 2015 with a couple of co-host Mmeli Notsh, Crème De la Pam and many more. She went on to take a lifestyle show to gain as much radio experience as possible and learn how to be diverse. Given that she has a P.R. background she was part of the teams spearheading projects such as SaniTeens and Dream girls. At the 2015 Student Media awards (then Madibaz Radio awards ceremony) Ncubeko was nominated for an All-rounder award alongside Sanelisiwe Owethu Ntabeni, also known as Dabs and subsequently won. Leaving a standing record of being the only person to be a recipient of the award to date. In 2016 she hosted DT46, the drive time show with Hlubi Zibi and Roger. Eventually Nkcubeko left the station at the end of 2016 where she was placed at Keith Ngesi radio based in East London.

“I honestly learnt a lot at Madibaz radio, and it truly set the pace for everything else that I actively do and my ambitions thereafter. Working for a successful online campus radio station put me in a great position to understand the online space and where radio is ultimately going in future and equally equipped me for traditional frequency radio”, she said.

She is now based in Johannesburg, still pursuing radio but as a freelancing voice over artist. She says that she would honestly advise that anyone who wants to pursue a career in radio start at campus level and not be afraid to fail.

The platform is there, so one must take advantage. “Reading is the only way you are going to have impelling content. Also be kind, you never know who is watching or listening to your show. It could be a person who is going to give you your big break”, she concluded.

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WOMXN'S SEMINAR TAKES CENTRE STAGE

BY SIMAMKELE MAZONDWA

Madibaz Radio hosted their bi-annual Womxn's Seminar towards the end of August. The speakers on the day included Nobubele Phuza who is USSA Netball Secretary and Student Forum member. Phuza emphasized strong words on the issue of "Rape Culture" and mentioned that to her, it is almost as if some men's minds become sexual as soon as they see a woman wearing short or revealing clothes. "There was this day I was bathing in my room, I was taking my clothes off and when I checked out the window there was a man staring and looking forward to seeing me naked. I was shocked and it made me realise that we are not safe as women", she continued. One of the main themes of the Womxn's Seminar was to showcase the role media has in the subject of women abuse and rape.



Zandile Mbabela, who is the media manager at the Nelson Mandela University spoke about the importance of being conscious enough to know when women are portrayed in a negative way in the media space. "It is important to look things with a critical eye in the media space because that is where the false perceptions about women start and it is important for men to protect women", she added. Director of KwaQhama General Trading, Limakatso Mani, also added on the topic of women empowerment. During her speech, we were all honoured to witness her engagement to her long term girlfriend, Sine. Esethu Matetu 23 – an attendee of the seminar, mentioned that she learnt a number of things from, the women that were speakers on the day. "I feel so empowered and I believe these women are not just beautiful but they are strong and powerful women" she said. In conclusion, the event was a huge success and we are looking forward to the next one in 2019.

**"..THESE WOMEN ARE NOT
JUST BEAUTIFUL BUT POWER-
FUL AND STRONG WOMEN" ...**



NEW GROUND BROKEN WITH EMPLOYABILITY WORKSHOP

BY SIMAMKELE MAZONDWA

One of the key elements when applying for a job is providing a suitable CV and knowing how to make it suitable. In the month of September, Madibaz Radio staff members got the opportunity of being shown how to create a profile and appealing CV at the employability training workshop.

One of the guests on the day was Anele Xaka – an Alumnus of Madibaz Radio, but is now part of the Woodlands Dairy hiring team. Xaka told the crew about the importance of creating a CV and the manner in which one should carry themselves during an interview. “It is important that your CV is straight to the point. It is also important to research about the company before going to an interview, this helps to ask relevant questions about the company during the interview”, he stated.

All of Madibaz Radio staff members were present on the day and felt very honoured to be part of a workshop that helps with these things. One of the



workers of Madibaz Radio Onke Sotshongaye informally known as Max the DJ, mentioned that he was very happy to be part of such an amazing workshop. “I am very delighted that we were given this opportunity to be part of this and one of the things I like about this workshop is that we were given information by someone who was once part of us as Madibaz Radio”, said Sotshongaye.

3 IS A CROWD COMEDY SHOW #MADIBAZRADIOTURNZ4

BY ZENANI MHLONGO

Madibaz Radio turned four this last September and part of the celebration was a comedy show and later on the birthday party. The show was hosted by Tsepiso Nzayo who is a well-known NMU student and a SATMA nominee comedian in the bay. He is also an athlete and has a campaign on his social media titled #RunWithTsepiso. Nzayo opened the show cracking a few jokes and also introducing the other comedians for the evening. The Dockside Harbour was full to the max and the crowd was exceptional; laughing at every joke and interacting with the comedians.

On the line-up was: Lonwabo Xatasi and Siqhazolo who are also popular comedians in the area. All-in-all the show was a huge success, seeing that the venue was full throughout the entire three hours.



The guests who were present only had great things to say about the show and thus Madibaz Radio. One of the highlights of the show was when the crowd wished Madibaz Radio happy birthday in a song. We are very grateful to everyone who came and celebrated with us and we are looking forward to hosting many more successful event that will help boost our NMU talent.

FIRST ANNUAL MADIBAZ RADIO SPORTS DAY KICKS OFF

BY SIDIMA MFEKU



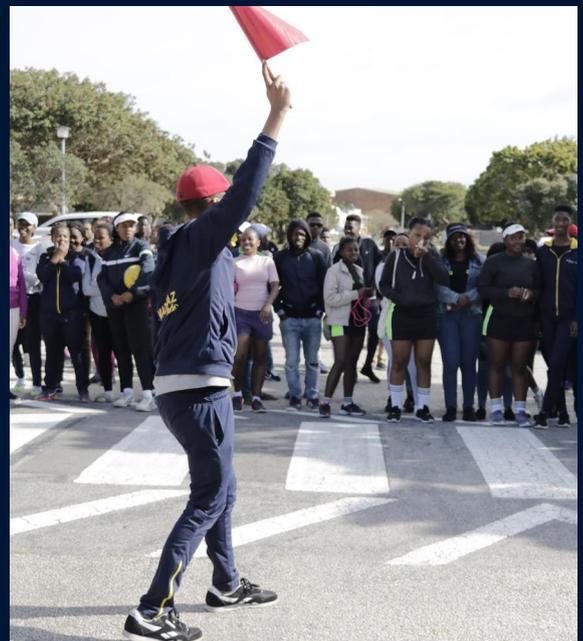
Nelson Mandela University's Madibaz Radio hosted its first sports day tournament at the University's North campus sports fields on Saturday (15 September). Beginning with a 4km fun walk around Mandela University's North and South campuses, the sports day saw more than 30 sport teams participate in various sporting codes and approximately 35 people finishing the 4km fun walk in time.

Event and sports manager Teboho alluded that the fun walk might have had its slight glitches as far as time is concerned but everything went according to plan. He said "the fun walk began 30 minutes late due to unforeseen circumstances, but we managed to eventually begin and everyone enjoyed the walk". This is "our way of bridging the gap between the airwaves and our listeners, we are trying to be in the same space, fever and mode with our listeners and followers all the time", He said.

More than 13 football lovers from around the University with approximately 90% of them university students participated in football, 7 in Netball, Basketball 6 and only two for touch rugby.

Following the 4km fun walk, teams in their respective sporting codes took to the pitch to battle it out in search for the best players, and best teams. Football finalists said they enjoyed the match and appreciate Madibaz Radio for allowing them an opportunity to better their skills. Meanwhile Basketball and netball players said their pitch was slippery and wet due to the weather conditions.

In football finals Classics went up against Bignuzz and Classics came victorious. The netball final went to Silver fans, while basketball was won by Spartans. The best player of the tournament Bubbles said "I am grateful to have been part of this tournament and wish Madibaz Radio all things success".



... "OUR WAY OF BRIDGING THE
GAP BETWEEN THE AIRWAVES
AND OUR LISTENERS" ...



AM I ASKING FOR IT



AM I ASKING FOR IT?

BY SIDIMA MFEKU



Motivated by the growing concern over gender inequalities and patriarchy in South Africa, Madibaz Radio in partnership with other gender activism campaigns at the Nelson Mandela University launched the “AM I ASKING FOR IT” campaign aimed at alleviating the level of gender based violence.

“This is a campaign where we reverse the roles of general societal issues that we face, especially issues of gender based violence and the emotional suppression of women” Anesipho Makina organiser of the campaign, said.

On the day of the launch of the campaign, men, some from Madibaz Radio wore ladies clothing, “we put men in the shoes of females for them to sort of feel the pressure of women, like in situations where women find themselves in vulnerable situations and the society will say why they were wearing a certain way” Makina added.

She said “it is important for men to be in the shoes of women because men often gaslight women and do not think that this is a big deal”.

Makina further added that they want to work towards the scourge of the Femicide rate of South Africa. “It is very important for men to understand that the Femicide rate of South Africa is so high that it is the worst in the world, this is because of the ignorance of men to issues of gender based violence”.

**“IT IS IMPORTANT FOR MEN
TO BE IN THE SHOES OF WOMEN”**

MCDONALDS MOMENTS WITH MADIBAZ RADIO

BY ZENANI MHLONGO

This year we have managed to stretch our wings, forming collaborations, partnerships & relationships that have heightened our brand image and perception amongst students and staff of our university, Youth of the Bay and the greater population of South Africa. It was no different this time around as Madibaz Radio worked with Mc Donalds as a client, and held activations promoting the Mc Donalds breakfast menu and SBux payment option available to students. The activations took place at Missionvale campus, 2nd Ave campus, & South campus.

Our students and staff members came out in numbers, queuing from the early hours of 7am outside the different cafeteria's, from the 13th – 14th of September. Mc Donalds setup a Coffee station and VIP lounge where people came through in single file, grabbing Coffee, Oatmeal and an Egg Mc Muffin for breakfast. The Operations managers was very pleased with the turnout at these activations. "There is many more we would like to do on campus. Perhaps sponsor a sports team, a society or even a department of the institution because the student market is one of our biggest market in the Humewood area", said Franky Ferreira. Mc Donald confirmed that they had given out a total of 2000 units of breakfast. 500 at Missionvale, another 500 at 2nd Avenue campus and 1000 units at South campus. As added value to the client, the Hitlist had the opportunity of doing cross overs from the Mc Donalds store and Mandisa and Xaxa did a great job informing our listeners of all the specials, payment options and new products Mc Donalds has to offer to customers.





MADIBAZ RADIO COMMUNITY OUTREACH

BY SIMAMKELE MAZONDWA

As part of Madibaz Radio's birthday month celebration, Madibaz Radio crew took some time to donate sanitary pads and textbooks in some of the township schools in the Eastern Cape. The schools that received packets of sanitary pads and textbooks were Missionvale primary school and Khwezi Lomso High school.

Anesipho Makina who is part of the marketing team at Madibaz Radio mentioned that the whole idea of donating sanitary pads and textbooks is to empower the community. "We donated more than 300 packets of sanitary pads and we tried our best to collect as many textbooks as we can, in order to empower learners and the community as a whole because Madibaz Radio is also a community station", said Makinana. "The period cycle causes females to be emotional, stressed and period pains can be a problem hence we felt we should visit these learners, not just give sanitary pads but give them some knowledge in order for them to know they are not alone, we also go through it," Makina added.

Veruscha Abrahams, 13, a grade 7 learner at Missonvale primary school expressed her gratitude towards this initiative. "I am very happy and grateful that Madibaz Radio team came to us to donate sanitary pads and textbooks because not many children get this opportunity," said Abrahams.

Adrienne Armstrong who is a HOD at Missionvale primary school also expressed her thank you words towards this initiative. "Some of these learners choose to stay at home sometimes because they have no sanitary pads, we are really grateful because it will have positive impact on them", said Armstrong.

YEARS OF GOOD RADIO

BY ZENANI MHLONGO

The two day birthday extravaganza ended off with a bang!

The final event we had was the birthday celebration which was also at The Dockside Harbour. The line-up was full of PE's favourite DJ's including our resident DJ's Sbhizo and Kbellz. Kumanandii, Cakwe, Jabu, Muzero and many other household names were also part of the entertainment for the night.

The birthday celebration was a huge success and the best way to close off the weekend's festivities. There was also great feedback on social media regarding the party and the entire weekend as a whole.

All thanks goes to the team and everybody who came to the event.



...AND MORE YEARS TO COME! ...

A DIGNIFIED CLOSE TO A SUCCESSFUL 2018

BY LEBOGANG SANDLA

The 2018 Annual Student Media Awards were underway at the North Campus Conference Centre. The staff of Madibaz Radio together with that of Madibaz News were treated to a night of glitz and glam, fine dining and entertainment to close off a fruitful 2018.

Guests were served a three course meal and enjoyed musical items performed by some of the talented staff members from Madibaz Radio. Not only were staff members awarded certificates for their diligence and their respective contributions to the Radio and News department, it was also a chance for all to let loose and look good doing it too, with the theme being strictly formal.

Both station manager Mr Sakikaya Makapela and Editor in chief Ms Sade Prinsloo encouraged staff to maintain the standard of broadcasting, level of professionalism and overall a sense of pride in their work as they addressed the staff reflecting on the year gone before.

The categories for the awards ceremony for Madibaz Radio were best programming newcomer, best presenter, best producer, best newsreader, show of the year as well as the people's choice award taken from their respective departments; Sports Department, Music Department, Marketing Department and Programming Department. Whilst



the categories for Madibaz news were Editor of the year, Journalist of the year, Graphic Designer of the year, Photographer of the year and Videographer of the year.

With a host of nominees there could only be one winner per category.

Best Sport Newcomer: Charles Mkhize

Sport analyst of year: Athi Mayinje

Sport Producer of the Year: Zama Baleni

Sport Presenter of the year: Charles Mkhize

ExtraTime Sport show of Year: ExtraTime on Weekends

MADIBAZ Radio



THE CYPHER

**THE CYPHER
MADZADZA
&
TUMISHO**

MADIBAZ Radio



**THE DIBA DRIVE
MAX THE DJ**

THE DIBA DRIVE

MADIBAZ Radio



RISE AGAIN

**RISE AGAIN
HLONELIKHAYA,
NONDUMISO & THATO**

MADIBAZ Radio



THE SUNDAY AFTER

**THE SUNDAY AFTER
MBASA, TUMI
& KUHLE**



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