

STUDIO TALK

Fifth Edition

WE TALK TO MASOLI
FOUNDER - SIHLE
SOLDATI

MADIBAZ RADIO:
Our new identity

Life beyond the mic:
We talk to Anthony Camble

NEW YEAR, NEW SHOWS

STATION MANAGERS MESSAGE



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Station Manager

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Five editions in and Studio Talk is going strong, constantly growing and providing you with just enough relevant information to stay in the loop and not miss a thing with regards to Madibaz Radio.

In this edition you will notice that we have increased content space. We have added a further 4 pages so that we can give you even more exciting station news. We also welcome new members to the Studio Talk team (see contents page) which is indicative of the growth of this publication.

The month of April will see more exciting developments around the station of which some will be communicated in the next edition. These include a record number of graduates who will be capped during this month's graduation ceremonies. Also look out for a more improved look and feel of our online platforms including social media space being driven by our marketing team.

Inside the station during this month we will be bringing back "employee of the month" where we will be rewarding staff members who work hard for the Madibaz Radio brand. The employee of the month will be announced every month via the Studio Talk.

In this edition look out for an article around the new look Madibaz Radio (see page 1) following up on our recently relaunched logo to keep in line with the CI changes happening at the university.

**Yours Truly
Sakikaya Makapela.**

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MASOLI

inside this
issue

OUR NEW IDENTITY:

MADIBAZ Radio

"On 20 July 2017, Nelson Mandela University was officially renamed: the only university in the world to carry the name of Nelson Rolihlahla Mandela."

The Nelson Mandela University has officially changed its logo. This has led to all its entities changing their logos too, to suit the main identity of the institution, as the entities/organizations in the institution are sub-brands of the university. The logo design was done by a Cape Town-based company called Creative Caterpillar.

Our (Madibaz Radio) logo also had to change from the blue and italics logo of our name, with the word 'radio' underlined and in line with the rest of the 'Madibaz' name. The new logo is similar to all the other Madibaz entities. It's the words 'Madibaz Radio' in yellow (representing freshness, positivity, intellect and loyalty), with a dark blue (representing maritime, wisdom and stability) background. We are a sub-brand of the university, and therefore, like all the other sub-brands, we have a similar identity and logo, e.g. Madibaz SRC, Madibaz Football, etc.

Madibaz Radio has officially launched its new logo which can be seen on our new generic poster, which will soon be around all Port Elizabeth campuses of the Nelson Mandela University, our social media platforms and our website.

Alumni Returning

By Lebogang Sandla

Over the years those who have been with the station has been blessed to cross paths with many talented individuals. We've seen many of our alumni move on to work for big companies and be in the presence of public figures in their respective industries, which brings great pleasure to our station manager. What brings him even more pleasure is seeing one, or two of our alumni coming back to the station to continue working with the team. This year started off on a bad note, but things might get interesting with the return of two former managers and one of our former presenters. Welcome back to Melikhaya Xotyeni, Hluma Luzipho and Lihle Hanabe.

As mentioned earlier the three played pivotal roles at the station to help build the brand, with Melikhaya managing the music department, Hluma managing the technical department and Lihle working in human resources. If you were around, you would know how they ran a tight ship in their departments.

We sat down and had a chat with the two individuals and asked them what it is that made them decided when they came back to Port Elizabeth they would return to us.

"The station has that thing! Plus I missed out on a lot of opportunities to grow in the media industry and I think at Madibaz Radio I have an opportunity to relive those lost moments in time and become better at what I do", said Hluma. "Initially I was here for idols. I was not bothered by coming back to work for the station because I wanted to audition for idols and complete my studies".

"Welcome back to Melikhaya, Hluma and Lihle"

Lihle on the other hand hasn't been a total stranger. He would always pop in before or after work to say hello to the team since he still works in Port Elizabeth. "I think more than anything I missed being on air because I enjoyed presenting and the thrill it brings to behind the mic each time, but the reason I came back is to add more experience to my resume so as to put me in a good position when looking for a new job because what is going on in the industries is tough. Things are not black and white as we think, and there is a lot of pressure from supervisors and managers so if you are not prepared to adapt and change you'll fall behind because people depend on you to give them certain things for them to complete their tasks. Every day we learn new things so one needs to be ready for a new challenge and to take their career a step further each morning".

Thank you gentlemen for always keeping our station in your minds, and in your hearts. We are happy to know that our Alumni are always willing to return and teach us new things to better Madibaz Radio as a brand. Good luck with your studies and we hope you enjoy your return.



Life Beyond The Mic

By Neo Maboe

More than just a title, “Life Beyond the Mic” covers the journey of the Madibaz Radio alumni, finding out how life outside the studio and in the “real world” treats them. This time around we caught up with an old station favorite, Anthony “Tony/Sir Camble” Kakembo. Tony like many of the older staff joined Madibaz Radio in 2015 as the presenter for the Saturday show “The Cypher”, alongside another station alumni, Mandla Ntlemeza and Mbasu Puzi the show compiler. The very same show was later awarded “Show of The Year” in 2015.

After finishing his studies at the then Nelson Mandela Metropolitan University, Anthony’s life took a turn for what some may consider the best. In 2016, he moved to the United Arab Emirates and here’s what he had to say about it.

How was the journey between a small coastal city in South Africa, to one of the biggest cities in the world? How did you settle?

“I can start off by saying that just the idea of leaving the city where I had spent so many years building a name and legacy for myself was no easy task. For years leading up to my departure it was a combination of nerves, not knowing how or where it was that I needed to go advance what I had already built for myself and how I would carry those skills or reputation to my next destination. I was also stuck between whether I should go to a city where I felt I had built some decent ties or to go somewhere and start a fresh, a clean slate and in a place where no one knew me from a slice of bread.



So the plan was do as much as I can, gigs, shows, freelance as well as corporate work until one day, the time to leave would come. After a year or so of making that decision, I took a map and placed it on the ground, spun around until I was dizzy, and then put my finger anywhere and that was going to be where I would go. With that I booked a one way ticket and applied for my visa and within two weeks of this little gamble selection I was on a plane to the desert. This is when the real struggle began!”

What was your job description? Pro’s & Con’s, as well as favored experiences you rate highly.

I was a Digital Marketing Strategist. At the time the position did not really exist but it was my understanding that the world is shifting to a more virtual space and there was a gap in understanding or knowing how to transition to this new era while maintaining your core market and reaching potential markets. It is reading into online consumer behaviors, triggering online behavior for the purpose of collecting data that would in turn show you what works and what does not work in communication messages to consumers, which ultimately gives you the ammo you need to create strategies.

The only real con or challenge I faced was when I worked in Abu Dhabi, where society is very conservative and slow on the transition to a digital space where it would need them to be in public view. The Arab nation pride themselves with and prefer to keep their lives very private which means a lot of data that would be collected was false or profiles were not real.

What did Madibaz Radio prep you for?

“Being more social and open in impromptu situations. This is extremely important. You see working in radio is a combination of extreme preparation and a lot of in the moment decision making coupled with heat of the moment decision making on top of that. This is a learning I apply in my everyday life and career. I have to be prepared and strategize but also be aware of the ever changing climate. Sometimes there are developments that may go unnoticed to me and I suddenly have to be able to amend an entire strategy because of this. In the same token being on Radio we would have an entire show set out and then a guest ditches us now I have an entire hour or so unaccounted for that we must now make relevant and entertaining.”

How has your life changed i.e. perspective etc. on how things worked then and now?

“Very much so. The simple of it is that I have a more international and mindful perspective on things. It is no longer JUST about the South African point of view but a South African view knowing that there is a global spin I have experienced added to that. It may not always be right or understood but looking at things from the outside in having been groomed from the inside really gives you another level understanding of things. Not that it is above anyone else's at all but it helps to know and learn more things.”

What you still hope to achieve?

“For now I think I have achieved quite a lot in the last three years. Managing and Running close 15 companies in different parts of the world from one central point of the world. Extending and building my network on several continents and now working for a company that represent the third biggest earning economy in in the world, I think it best to just focus on that. I do however have idea of a management agency company in the pipelines but that is just an idea for now.”

One thing we can learn from Anthony's story is that persistence and a daring personality is one that is needed to stretch a little further than the normal crowd. Nothing worthwhile will ever come easy, with every push, success is a step closer.



Sihle Soldati Set To Take On Ghana

By Amanda Klaas

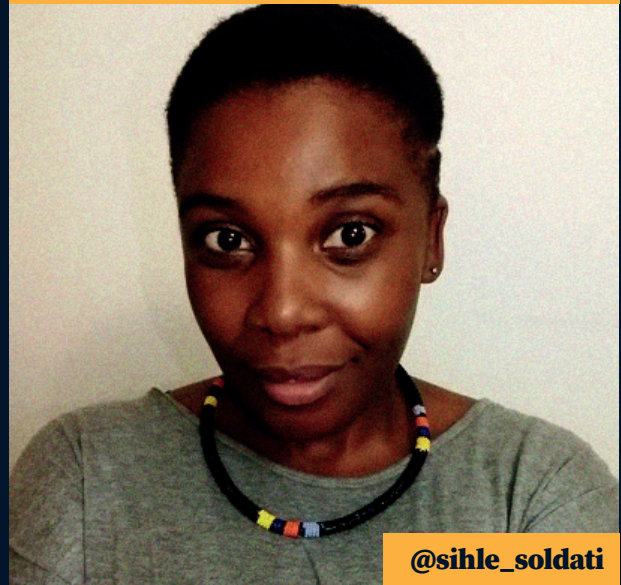
Madibaz Radio caught up with third year running host of *Afropreneur*, a show that profiles student entrepreneurs and individuals who run their own businesses, as she prepares for her debut at the Mercedes Benz Fashion Festival in Accra, Ghana.

How and when did you get into fashion design?

I enrolled at Nelson Mandela University in 2014. I accepted my calling in high school. I moved to the Free State from a small town called Mthatha in the Eastern Cape. My high school years at Harmony High school were some of my best years, but I struggled a lot in my 1st year. In fact, my 1st year was quite traumatic. I used to get teased about the conditions of the Eastern Cape and how backward it was and how stupid people from the villages were. I was teased for being umXhosa.

I remember one morning I was back home in North Crest for June holidays, and my mother was preparing to go to a Council Meeting. She had her traditional Xhosa attire and my niece Tina, who was about 4yrs at the time said: "Awuhlem-hle Khulu" easily translated as "you are so beautiful, grandma"

It clicked to me that who are, to fail to see such beauty in who we are. I accepted who I was that morning, then raided my mom's wardrobe and stole her clothes. Went back to school and I started wearing my mom's skirts made of Da Gama prints. I needed more clothes, so my sister and I went shopping. To my surprise, your Mr Price, Edgars etc didn't have clothes that spoke of the African heritage and identity. Also, my favourite brands were Stoned, Cherrie Cherrie and Sun Goddess but they were in Johannesburg, and we couldn't afford their prices.



I decided that day that:

- I am going to be a fashion designer
- My items will speak of the African heritage and identity and
- They will be easily accessible

Who/what is your brand - Masoli?

Masoli is my mother, a name given to her by her friends and colleagues. It comes from MamuSoldati. They then shortened the "Mamu" to Ma and "Soldati" to Soli, thus creating Masoli

My mother has always been there, whether at the forefront or background. I stole all her best pieces. I remember every time I went back to the Free State from school holidays she would call and shout at me for taking this and that. I would mix and match those items with items from retail shops and come up with 'Bomb-Diggity' outfits. My first sewing machine I got from her room. For the longest time it had been sitting on top of my mom's wardrobe and she said I can have it, although I've never seen her sew. Accessories my soul, we used to negotiate and she would tell me that no take this one, not that one due to the fact that she was 'iGqirha'.

I therefore decided to dedicate my business to her. Unfortunately, she passed away July 2013, 6 months prior me enrolling at Nelson Mandela University. My collections are taken from a Pan - African paradigm that is influenced by afrocentricity. Most importantly, I would like to communicate an evolved African aesthetic with which generations of Black women will review their sense of beauty.

Tell us more about your role in the Mercedes Benz Fashion Festival

The event will be taking place at the World Trade Centre in Accra, Ghana in July. I will be showcasing 10 Spring/Summer 2019 outfits. The collection is still at its research phase.

How has radio (or Madibaz Radio) shaped or aided you in your fashion design career?

Fuel, energy and 'Amandla' are the first words that come into mind. Being on Madibaz Radio has supplied me with much needed fuel (energy, 'Amandla') to go on. First and foremost from my former producer Lusapho Pikashe, for a healthy working relationship. This healthy relationship enabled me to continue working on my designs and on my sewing. 2ndly my guests, for opening up and sharing their own personal stories of hard work, sacrifices and struggles with me. They in turn, inspired me to not give up. Every week I would get this supply of fuel. And I am grateful.

What advice would you give anyone looking to get into the creative field? (either fashion or media industry)

FOCUS on bettering your SKILL. If you do this, you will be amongst the best in your field.

Madibaz Radio is immensely proud of Sihle and wish her well on her journey to the Mercedes Benz Fashion Festival in Accra, Ghana this July.

You can catch her show, Afropreneur, Wednesday's from 6pm to 7pm.



“My mother has always been there, whether at the forefront or background. I stole all her best pieces”

NEW YEAR, NEW SHOWS

2018

The year 2018 has sprung in full force, promising to be an exciting and successful one.

In the spirit of the New Year, Madibaz Radio has turned a new leaf by giving listeners fresh and captivating shows!

Madibaz Radio has also enrolled new staff members who, alongside the existing members, will thrive to make Madibaz Radio even better than before.

With a better vision, fresh ideas and dedication, Madibaz Radio will reach even better heights.

Vuyolwethu Kwindla, 2017 Presenter of the Year nominee has left The Antidote (2017 Show of the Year) to venture on to Rush Hour and Levels.

Thato Moshoeshoe, who won the Best Newcomer of 2017 award is back on Rise Again from 7:00 - 9:00 am every Sunday morning. Madibaz Radio promises a very prosperous year, with a new look and a bunch of new faces!

(Continues on page 12)

Alumni Profiles



Luphumlo Joka
Madibaz Radio 2015

Was:
Producer & Presenter for The Cause and The Cure

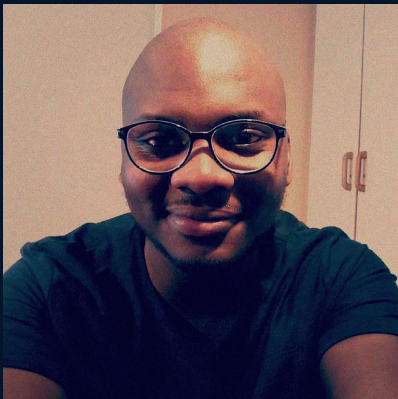
Currently:
Chief Executive of Global Leadership Consultants



Nosipho Nyembezi
Madibaz Radio 2014

Was:
Newsreader
Current Affairs co-host (In Between The Lines)
Current Affairs producer (In Between The Lines)

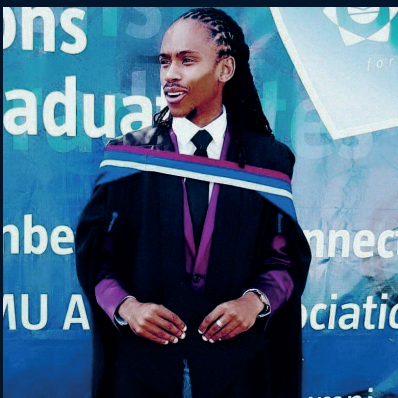
Currently:
025 Graduate —Digital Strategic Planner at Ogilvy & Mather SA



Phakamani Ntsele
Madibaz Radio 2015

Was:
News Reader
Intern
Executive Producer—Bulletins

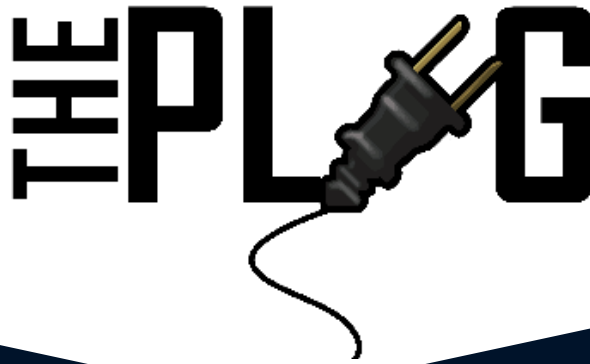
Currently:
Freelance writer



Luvuyo Sebe
Madibaz Radio 2015

Was:
Co-host on The Morning Shake

Currently:
Account Manager at SABMiller



By: Paballo Komane

Madibaz Radio was the media sponsor for 'The Plug', which is an annual event that takes place to celebrate the founder of The Art of Benevolence's birthday, which took place on the 18th March 2018 at Black Impala Tshisanyama. It was the first event we sponsored for the year and it was a huge success.

The event featured various people from the station on the performance line-up such as Mathias (Music

Manager), KBellz (Resident DJ) & Zenani (Marketing Officer) and the MC's for the day were Mandy (presenter on The Hitlist) & Mzi (presenter on The Rooftop).

"I am astonished by the love and support the people of Port Elizabeth showed, the turnout was beyond my expectations and the experience was beyond ordinary, which is what the TAOB brand is about; anything but ordinary." – Selaelo Sathekge, Founder of TAOB



MadibazRadio Mzi and Mandy hosting the plug

Madibaz Radio

Resident DJ's

By Lebogang Sandla

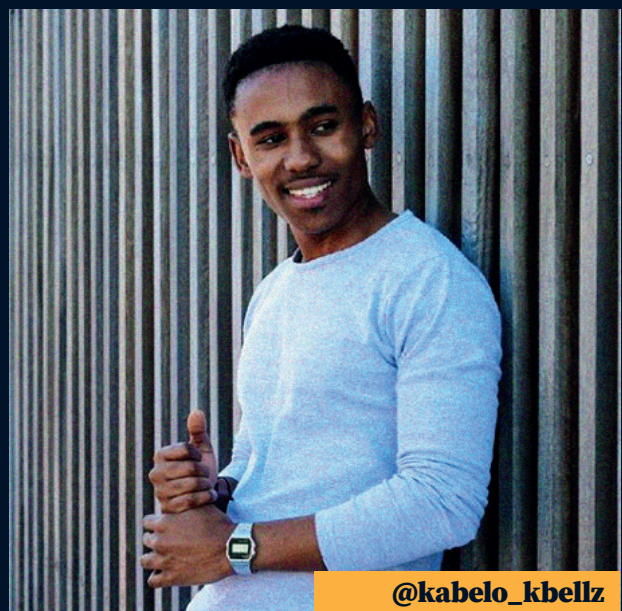
As Madibaz Radio matures bigger and better, our producers are finding more and more ways to add some flavour to their shows. This year is no different with a continuation of a tradition that has been practised on radio broadcast for years.

The Diba Drive and The morning Shake have included some local DJ's to their action packed shows. These DJ's are not just local artists. They are also students at Nelson Mandela University. The two DJ's, Kabelo Vusani also known as KBellz and Sibabalwe Mcetywa who goes by Sbhizo are full time registered students at 2nd avenue campus, with Kabelo studying Logistics and Sibabalwe studying a Bachelor of technology in Human Resource Management. These two form part of the entertainment segments for our morning, and afternoon drive time shows.

"The inclusion of these two DJ's provides great opportunities. This allows for the station to tap into their social media presence and engage their followers and ultimately grow the presence of our station" said Hlubikazi Zibi, Madibaz Radio programmes manager.

I managed to snatch a couple of minutes from their busy schedules and they shared their thoughts on being a resident Dj at Madibaz Radio. "It has familiarised me with the experience of serving and audience that's not in my presence, and that has perpetuated my growth and not just as a Kbellz the DJ but also as Kabelo Vusani." Sbhizo on the other hand would love to widen his reach. He says, "The relationship between Madibaz Radio and myself will benefit my profile and in turn I can influence the station with my type of music to add to the good job that the music department had already been doing over the years."

To jam to these mixes, tune in to the morning shake Fridays 8:15 – 08:45 for Sbhizo's mix and Kbellz on The Diba Drive, Fridays from 17:30 – 18:00.



“Best Interview I Have Had So Far”

By Amanda Klaas

House music sensation, Da Capo stopped by Madibaz Radio on March 7th as part of his nationwide radio tour promoting singles Take It All (featuring Goodluck) and Proud of You (with Berita) from his latest album titled Indigo Child.

Born Nicodimas Sekheta Mogashoa, Da Capo is a self-taught producer and DJ who fell in love with music at a very young age. With bangers such as Speed of Sound (featuring Tresor), he has taken the house music scene by storm. Not only has Da Capo pushed his passion nationally, but spoke of his international travels to cities such as Paris.

Da Capo went on to highlight that this interview had been the best one on the promotional tour so far. The interview was hosted by Rush Hour's Vuyo Kwindla, which airs Tuesday's and Wednesday's from 12pm to 1pm.



MADIBAZ Radio



WEEKDAY PROGRAMMING

Time	Monday	Tuesday	Wed
07:00 – 09:00	The Morning Shake	The Morning Shake	The Morning Shake
09:00 – 12:00	OTT	OTT	OTT
12:00 – 13:00	Extra Time	Rush Hour	Rush Hour
13:00 – 15:00	The Antidote	The Antidote	The Antidote
15:00– 18:00	Diba Drive	Diba Drive	Diba Drive
18:00 – 19:00	The Law Show	The Drill	Afropreneur
19:00 – 21:00	Waar was Jy	Pholisa Umphefumlo	EvriWeek experience
21:00 – 00:00	Detention	Tucked In	Tucked In

Time	Thurs	Fri
07:00 – 09:00	The Morning Shake	The Morning Shake
09:00 – 12:00	OTT	The A Team
12:00 – 13:00	Extra Time	Roof Top
13:00 – 15:00	The Antidote	Levels
15:00– 18:00	Diba Drive	Diba Drive
18:00 – 19:00	The Movement	The Lifeline
19:00 – 21:00	Replay	
21:00 – 00:00	Tucked In	The Beat Revolution

MADIBAZ Radio



IN HIS PRESENCE

SUNDAY
16:00 - 18:00
WITH

**NHLAKANIPHO GOGÉ &
UNATHI GIBE**

MADIBAZ Radio



LEVELS

FRIDAY
13:00 - 15:00
WITH

VUYO & SELU MSWELI

MADIBAZ Radio



PHOLISA UMPHEFMLO

TUESDAY
19:00 - 21:00
WITH

LELONA & QADIKAZI

GALLERY





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