

Studio Talk

MADIBAZ RADIO NEWSLETTER, 2ND EDITION

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Catching Up With Alumni

By Neo Maboe

The step from high school to university is not an easy one; however, it is

one that needs to happen, similarly, the step from university into the workplace is also a challenge.

Madibaz Radio has provided knowledge, skill and know-how to all its employees, a package enough to keep you equipped in a similar field of work. Nothing worthwhile is ever easy - success comes through hard work and determination - one person that can relate to this is Madibaz Radio's very own alumni,

Kgabo Maphoto. From its birth, Kgabo and many others have been able to help build, guide and nurture Madibaz Radio into what it is now. In his last year at NMMU, Kgabo was able to find the balance between being a friend, an honours student as well as a Marketing Manager for Madibaz Radio. All of which prepared him for what would come next. An opportunity to prove his worth as a "Marketing Specialist in Youth & High Value Pre-paid Marketing" at MTN.



Kgabo Maphoto

(Continued on page 10)

Employee of the month

By Lebogang Sandla

For the first time this year, we have a new employee of the month. Congratulations to Vuyolwethu Kwindla, presenter of *The Antidote*, on being voted employee of the month. Vuyo is a dedicated young man from the small town of Uitenhage. He joined the station in

2016 as a co-host of *The Rush hour* with Livuse 'Lily' Sodede and Waldo Engelbrecht. Vuyo is second year Bcom Accounting student studying towards becoming a Chartered Accountant. For those who may not know, Vuyo has actually been the only person working on, *The Antidote* till recently.



Vuyolwethu Kwindla

He produces his own content, and arranges his own segments etc.

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Station Managers Message

Wow, it is so amazing how time flies, we are now halfway through the year. It was January now and yet we are halfway to the end of the year. We are also in the middle of the exams period where a lot of NMMU students including Madibaz Radio staff are writing. As a station we would like to wish everyone good luck, study hard and give yourself a rest period as well.

Welcome to our second edition of Studio Talk, our

monthly newsletter that connects Madibaz Radio staff, alumni and broader Madibaz Radio family. This newsletter is an exciting project spearheaded by our 2 PR Interns. We are grateful for all their hard work in producing this publication. As a station in May we also welcomed a new crop of 8 Journalism interns. This then means we have doubled the number of interns we normally take in a year to ten in 2017.

In May the station was featured on Bay TV's Big 1 Up. It was such a pleasure to wel-

come the Bay TV crew at the station when they came to shoot the insert. You can find the insert on our YouTube channel. This is an exciting time at the university, as we will be adopting our new name and logo. This process also includes some exciting developments for the station. Be on the lookout for a lot of exciting things in the coming months.

Kind Regards

Sakikaya Makapela

Management team profiles

By Lebogang Sandla



Name: Lusapho Pikashe

Position: E.P-Current Affairs

Year employed: 2016

Did You Know: Lusapho use to win singing eisteddfods when she was in high school in the genre of Jazz.



Name: Tebuho Zongwana

Position: E.P-Sports Department

Year employed: 2016

Did You Know: Tebuho worked at the Herald last year as a Sports intern.



Name: Mihle Mapoma

Position: E.P-Programming

Year employed: 2015

Did You Know: Mihle is an avid reader. She read & finished 6 books this year.



Name: Nondumiso Tshabalala

Position: E.P-Blog & Input

Year employed: 2016

Did You Know: Nondumiso is a creator of music.



Name: Mbasa Puzi

Position: Senior music compiler

Year employed: 2015

Did You Know: Mbasa co-owns two companies & has represented the NMMU first XV.



Name: Sanele Nongauza

Position: E.P-News & Bulletins

Year employed: 2014

Did You Know: Sanele has been part of Baseline dance crew and is well skilled in the art of Judo.

*EP—Executive Producer

“The quality of a leader is reflected in the standards they set for themselves” - Ray Kroc.

Employee of the month

(Continued from page 1)



“My life as a student is pretty simple; I wake up in the morning and try head to the gym at 6 am every day. From there I attend a 7:45 am every morning except Tuesdays.

My classes are normally from the morning until 12 pm, which is when I head to the station to prepare for my show, and then present it between 1 – 3 pm. After that, I catch up on schoolwork then head home around 6pm to play soccer with my house-mates. When that is done, I conclude my schoolwork and sleep”.

“My life is simple like I said - It is based on school, school and more school”, said Vuyo”.

His highlights whilst being employed by Madibaz Radio was to be given an opportunity to have his own show, interviewing all the celebrities he has, and beating Max the Dj from *The*

Diba Drive in a dance off. Working for a radio station was a challenge to me when I started presenting.

Now I have become comfortable engaging in broadcast and public speaking. What I like about Madibaz Radio is that the people are more accommodating than last year.

The culture amongst the employees is changing and people are interacting and learning from each other.

Show Details

Name : The Antidote

Time: Mon-Thurs, 1-3pm

Presenters: Vuyolwethu Kwindla, Sphamandla Nyembe

Alumni Spotlight

By Neo Maboe

Here are some of Madibaz Radios' previous employees who are making a name for themselves in different fields after leaving the station.



Lichumile Monakali

Radio Personality, Producer
2014-2015

Music Compiler 2015

Current: Candidate Architectural Technologist – SAOTA



Melitta Nganlonkulu

Producer 2014-2015

News Reader 2014/15

Current: Journalist - African Business news & Contributor - CNBC Africa.



Sanelisiwe Ntabeni

Writer & Editor of the Blog
2015-2016

Presenter 2015-2016

Music Compiler 2015

Current: Social media community manager



Sharne Martin

Presenter 2014

Producer 2015

Programming Manager 2015

Current: Administrative assistant, NMMU School of Accounting

MADIBAZ RADIO

Gqom vs Trap 2.0

By Neo Maboe

It's no secret that Madibaz Radio throws one of Gondwana's best parties - the simple title "Gqom Vs Trap" is enough to bring flash backs of what was an amazing experience. It focuses on two music genre's, gqom and trap, competing to see which is the more favoured genre amongst the youth of the Bay. If you thought last year's event was crazy, this year was so much better.

On the 13th May, Gondwana made way for over 400 people all in the name of a good time. What started slow quickly turned into a crowd of people - in a que from the doors of Gondwana down to White Tiger - all eager to be a part of the party. By 23:00pm, the club filled up as people danced and sang to tunes

played by the likes of House Natives, Breakfast the Dj, Anonymous T, Fabiano and much more.

The surprise performance by the electrifying Boyz'n Bucks member Stilo Magolide was a crowd pleaser, not only that, but he gave fans an hour of his time on stage and managed to interact well with them. Hits songs like "Mr Party", "Day Off" (feat Nasty C), "Shukumisa" feat Riky Rick as well as "More", to name a few, could be heard from every corner of Gondwana, enough to keep everybody more than happy to call themselves a fan.

As the night went on, the atmosphere carried out on an electrifying high as both Gqom and Trap songs echoed on the dance floor till the early hours of the morning. The Madibaz Radio team managed to organise a great event, so much so that the management

for the club called to let them know that Gqom Vs Trap 2.0 was able to triple the sales they would usually make on a Saturday night. Clearly Madibaz Radio is on to something, we can only imagine what to expect next.



Stilo Magolide

"The surprise performance by the electrifying Boyz'n Bucks member Stilo Magolide was a crowd pleaser"

Line Up:

- Jesse James
- Justin
- SOS
- Fabiano
- Picasso
- Stilo Magolide
- Breakfast the Dj
- House Natives
- Anonymous T

Management spotlight: Athi Mfikili

By Nondumiso Tshabalala

“By now, it should be a known fact that Madibaz Radio is alive with talent. Some budding, and some well out of their ‘training shoes’”

The station continues to house students who either want the practical experience to what they are studying, or those who want to meddle in a world completely isolated from that they’re studying.

In this edition, we profile Athi Mfikili, Madibaz Radio’s Sports Department Manager. He was born and bred in Qumbu, near Mthatha, but has predominantly found himself in Port Elizabeth. Athi’s presence at the station is so calm and collected that he’s not hard to miss. However, with this said, Mfikili contrasts this notion through his impressive working ethic. His management skills have assured that Madibaz Radio has a solid Sports Department. Equally, Athi’s demeanour naturally exhumes experience. This, something easy to pick up once you hear him speak.

In addition to being a star player at Madibaz Radio, Mfikili is currently challenging a PhD in Marine Sciences. There, he investigates the evidence of tsunami deposits along South Africa’s coastal line. He first registered at NMMU in 2008, and then came back in 2014 to carry out his Masters and now his PhD. Speaking about himself, he said that he has a natural liking for ‘stability’ and ‘structured organization’.

This also explains his love for Sport, saying

that after he stopped playing football in 2015, he opted to coach the post-graduate student village’s (PGSV) team. As well, he’s the coordinator for the campus football league (res league) at NMMU.

Athi mentioned that in entirety, he wants to see the university become one of the best in sport. That he wants to change the perceptions people have about sport, and that he wants to influence transformation so that even women are widely recognised in any sport event.

What this says, is that Madibaz Radio got a good deal hiring Athi. And henceforth, the audience can only look forward to great work in the sport department – influenced by Athi Mfikili.



Athi Mfikili

Madibaz Radio at the NMMU Open Day

By Lebogang Sandla

With the first semester coming to an end, the Nelson Mandela Metropolitan University geared up to prepare for their next intake of the matriculating students of 2017. NMMU opened its doors, and departments, to all matric students of the Eastern Cape region. The university invited many schools around the Eastern Cape region to attend a showcase of all the academic and cultural programmes that are available at the University.

The aim of the open day is to equip these scholars with the necessary resources and information about the requirements for them to gain acceptance into the university. A few of the schools that are invited to this open day function are given an opportunity that they would not have, therefore it becomes important for the university to give back to the community by having a platform such as the Open day.

This year's annual open day saw the Student Governance & Development department represented by Madibaz Radio and the university's newspaper "NMMYou". Sharing the stall with them was the Arts & Culture department.



Selu Msweli with Khumz Taylor during an OB

All three departments had a setup different to previous years. In the space, there was a stage setup for performances and marketing & advertising material from the three branches of SGD department. For the first time this year, on Friday the 5th of May, the radio station had an out based broadcast of their shows starting from Keep it Khoi with Neo Maboe at 9am till Levels with Selu Msweli and Luthando Nkonjane ending at 15pm. The station's management and its employees were very happy with the success of this live broadcast as it was the first of its kind. In the previous years, the station only had means of doing crossovers to the news headlines. With the success of this pilot project, the station aims at having more outside broadcasts. The CSL department had a competition for the "Most Imaginative Stall(s)" and the winners were; 1st place: Renewable Energy, 2nd place: School of Architecture, 3rd place: Physics.

King Slay re-visits the Throne

By Lebogang Sandla

Yet again, Madibaz Radio was blessed by a visit from an Alumni of the station, Mr Leslie Ramolai. Leslie, who is originally from Vereeniging, Johannesburg, studied at Nelson Mandela Metropolitan University. While studying at the University he joined the station in 2014, at the time of its inception as a presenter on “On The Throne” (OTT), that featured the likes of; Liso Mahlathi, Murangi Netshitomboni and Axola Mashiqana.

Mr. Ramolai’s visit to the station brought much joy and laughter to senior station members who worked with him in the past. He was well known for the “shade” (smug remarks) he passed amongst his colleagues. In an interview, he mentioned how Port Elizabeth had become his second home. “I’ve been awarded opportunities, been through unforgettable experiences and made friends of a lifetime. It is always good to come back to a familiar place.”

After leaving the radio station in 2016 Leslie went back home to spend time with his family before leaving for the United Arab Emirates for work. As exciting as this sounds Leslie went through a number of challenges to get to where he had to be. He went to the extent of

selling his camera, what was not just his means of earning a living, but also a passion. All this effort was to have funding for interviews and finally get a passport to go to the UAE once he got a job. Leslie works as a Customer Service and Guest Relations in the Entertainment and Leisure industry of UAE now.

In 2015, Leslie was promoted to Executive producer of the programming department. A few months later, he had

worked himself up to being the stations Programming manager as Themba Molongoana’s successor. He exhibited quality leadership skills and lead the department from 2015 until 2016 when he resigned. As a former programming manager, Leslie’s advice to the current employees is not to take for granted the opportunities that are given to us, in particular the ones we receive here at Madibaz Ra-

dio. “Nurture your craft, like the saying goes, talent is a gift from God and what you do with it is a gift back to him”, said Leslie.

Overall, we were happy to see Leslie once again, and with that being said, we would like to say Thank you for visiting the station. We wish you a safe journey back to the UAE. Madibaz Radio will always have a place for you.



Leslie Ramolai

Studio Talk With Leleti Khumalo

By Lusapho Pikashe

Outside of being an actor, Khumalo is an ambassador for Sunlight, a Unilever product. Khumalo and her team have been going around South Africa informing and educating South Africans on easy and different ways of saving water.

Leleti Khumalo was born in 1970 in Kwa Mashu Township, the North of Durban. She started off her career as a theatre actress that furthered on to Broadway and ultimately granting her the opportunity in starring in her debut film production, Sarafina. Sarafina was distributed worldwide, and became the biggest film production to be released in the African continent.

Outside of being an actor, Khumalo is an ambassador for Sunlight, a Unilever product. Khumalo and her team have been going around South Africa informing and educating South Africans on easy and different ways of saving water.

Khumalo visited our very own Madibaz Radio as a part of a #SunlightSaveWater campaign, encouraging the youth to actively participate in saving water by taking showers rather than taking a bath etc.

Hlubikazi Zibi on OTT conducted the interview.

Q- Today you are here to

talk more about the Sunlight Save water Challenge/ Campaign please tell us more about that.

I have joined Sunlight like two years ago. This campaign is about making people aware that we have a crisis in South Africa. Therefore, it is very imperative for us to know where to go from here. We often are misled by the rains we have, we often think “oh yeah we are back” whereas we are in a crisis. Therefore, it is all about going to people and telling them that each drop of water counts. It is really about changing one's lifestyle and I cannot do it alone. We need everyone on board.

Q- How much of a difference do things like showering rather bathing make when it comes to saving water?

They count a lot. This is of great importance. When you take a shower, you use less water especially if you keep them short.

Q- Most people just assume that we have water reservoirs, that our municipali-

ties are taking care of the water issue, and that we are all sorted, how do you assure that people cut their water usage?

We have to tone it down especially if we want to have water in the near future. We have to save what we have right now and as I said earlier, it is not just for individuals but for us to do this together as South Africans. e.g. Use the water you used to wash the dishes to water the garden.

Q- Is it safe to do so because there are chemicals in that water?

No, you must remember that the rain comes and will wash away those chemicals so there is no harm done.

For the rest of the interview please do check out our Madibaz Radio SoundCloud page.



Leleti Khumalo

Catching up with Alumni

(Continued from page 1)

Here is what we learnt after catching up with our alumni:

Q: What is your job description?

"I am a part of the Prepaid Consumer Segment Team. Our key function is to develop value propositions (products/services) for our defined market and deliver the product/service/promo throughout the whole Go-to-market process"

Q: The day-to-day life in that position?

"Catch up on publications that cover our industry and any new interesting insights that may have developed about our segment.

My daily activities include drafting concepts for new propositions/modifying existing. I work very closely with the Product Team, which assist with the technical development of our concepts, Brand and Communications who assist with the positioning, creative execution and launch of the product. Legal and Regulatory for T&Cs, and all other stakeholders in the business who will need to interact with the proposition."

Q: Pros and Cons of the position?

"The pros of the position are that you get creative freedom in conceptualising what you feel will bring value to your segment. The ability of being able to seeing your concepts in the markets and seeing real life interaction of your proposition with the segment.

Cons are that you work for a big corporate competing in various

industries, so it is easy for other parts of the business to tarnish the possible success rates of adoption of your product/service"

Q: How did your role at Madibaz Radio help or equip you for the future?

"My role as Marketing Manager for the station could not have done a better job at preparing me for the role. Professional etiquette, reporting and being able to shake things up with tight budgets are skills that every corporate value. As well as understanding how media works, understanding the market you serve and being able to carry through projects initiated to fruition."

"Passion is more important than motive when choosing your career and job".

It is evident that amongst other things hard work and dedication echo throughout Kgabo's career. A passion and mentality that turns your job into a hobby are also important. "Passion is more important than motive when choosing your career and job. Employment is tougher than you can imagine whilst you still at varsity and the benefits are not as great as you would imagine them to be. Passion, as abstract as it is, has been biggest strength and source of self-motivation during heavy days."

Madibaz Radio is grateful for the efforts Kgabo Maphoto was able to invest in the station and wish him well for the many years of success to follow.



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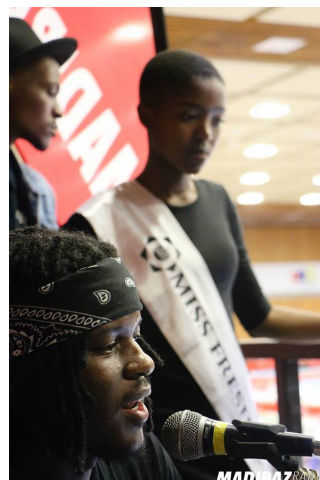
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1. Studio Guest: Jabu Hlongwane.
2. Gqom vs Trap.
3. Mr. Freshette, 1st prince with scholar.
4. Leleti Khumalo with our very own Max The DJ from Diba Drive.
5. Open day crowd.
6. Aewon Wolf interviewed during "Levels" at Open day.
7. Siya Beyile after an interview for the Enactus Entrepreneurship Talk.
8. Siyabonga 'Scoop Makathini' Ngwekazi with Hlubi at Gqom vs Trap.
9. Thando & Lelona at Gqom vs Trap.

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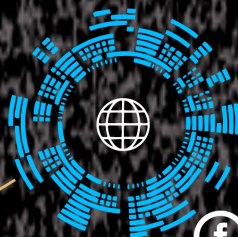
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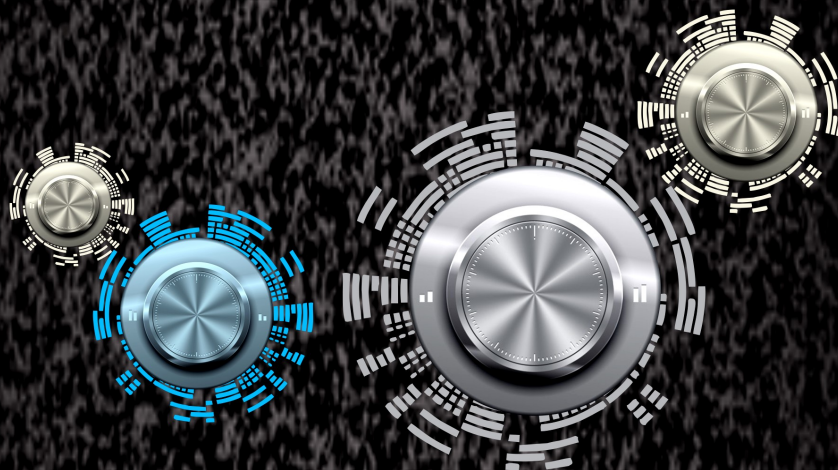
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