

Studio Talk

Madibaz Radio Newsletter | Fourth Edition

LIFE BEHIND THE MIC

**SAD LOSS FOR
THE STATION**

**VARSITY CUP: HOME
GAMES RETURN**

**KHAYA MTHETHWA VISITS
THE STATION**



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CONTRIBUTORS

SM Message

WRITERS

Amanda Klaas
Neo Maboe
Lebogang Sandla
Paballo Komane

PHOTOGRAPHERS

Aviwe Xaluva
Athi Mfikili
Triss Msabane

DESIGN

Sinesipho Joyi

Welcome back to all our Madibaz Radio staff, new & old. Last year was a very successful as well as progressive year with regards to our growth as a station entirely. We were able to break through our boundaries of comfortability by doing things that were particularly new to us and have gained a lot more experience that should help make 2018 an even better year all together.

As you should already know, I expect all Madibaz Radio employees to put in their best efforts in anything they do, inside as well as outside of the station. We aim to be an example of greatness and thus seen as that by everyone looking our direction. You are not just a producer, presenter or manager, but a brand which is Madibaz Radio & ultimately the Nelson Mandela University. With that being said you need not be reminded to behave in a manner that will respect us all.

To our new alumni on behalf of the station congratulations on your achievements to date. It is worth noting that in 2018 the station took its biggest intern number in history. All of our interns have successfully completed their studies and will be graduating this year - We are so proud of you!.

Madibaz Radio requires its employees to find a balance between the tasks that they are responsible for at the radio Station as well their academics. Keep your head up and take on every challenge with good intentions and pride.

This year we said our goobyes to the longest serving members of the station, Ms Sihle Siphamla who has made a move to the mother city (CT). We wish her all the best on her new journey. This year did not start that well though for the family as we lost one of the founding members of the station Mr Siya Cingo. (See page 10)

Regards
Sakikaya V. Makapela

Life beyond the mic: Themba Molongoane



Image: Themba Molongoane

By: Neo Maboe

Music has always been a very important aspect in radio, if not the most important, be it from the compiler, the presenters to the programming managers. One of our alumni's who have found a career in this industry is Themba Molongoane, a dedicated individual with the personality to take on many others. Themba's journey after university is one that most would describe as the perfect job. A job that demands that one be focused, but also one that allows you to rub shoulders with South Africa's top musicians.

Themba started as a public relations practitioner for "Cashtime Life" and is now working for Universal Music Group. "The experience and knowledge gained in this short period of time have been endless" says Themba, "I've had the honour of working with almost everyone in the music industry from artists all the way to label managers, however, the people that have had the most impact or influence in my journey are Raphael Benza who is the founder of "Vth Season", a music entertainment agency; Thabiso Khati, the former co-owner and CEO of Cashtime Life and now founder of

"ManagedxThabiso Agency", who was my first mentor when I started in this music game; Morgan Ross, founder and Co-owner of 'G Management" and UMG (Universal Music Group" Live Manager, my current line manager; and lastly Siphso Dlamini, the Universal Music Group managing director as well as my mentor" says Themba when asked about rubbing shoulders with greats.

"My journey with Cashtime Life I can undoubtedly say was the best time of my life, I wouldn't change anything. I mean I wouldn't be where I am now if it's wasn't for Thabiso Khati, Tsholo Moremedi, K.O and the other Cashtime Life family.

They taught me everything I thought I knew and didn't know about the music business, along with its up's and down's". In such a field of work one must learn to separate the artist as the celebrity they love and as the client, the time anyone else would be using to be taking and posting pictures of their favourite rappers, Themba has to work on various projects, some bigger than others, and some a lot more stressful and critical than the rest. "Launching, Ma-E's album 'Township Counselor'

must have been one of the most stressful and testing projects I worked on. I was an entry level practitioner responsible for another persons' (Ma-E) image and career. The Black KOncert and KOOK (K.O & OkMalumKoolKat) on the other hand were projects that I held very close to my heart, having been quite involved one could imagine how that felt".

Keeping your eye on the prize is something that Themba has managed to keep consistent in this time, being grounded and knowing that the accomplishment of your tasks play a big role is an important thing to remember.

"Knowing where you coming from and where you are going to is the hardest part" says Themba. "One thing that I have learnt is that every person should prioritize everything that will benefit them, whether it is work, school, sport etc. Also, open yourself to everything and make sure that nothing passes you by, the opportunities are endless."

"Long story short, the journey is everything...".

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Onwards & Upwards for Naziziphiwo Buso

As we make room for some new employees, we also need to commend the work of those that worked with us before. We caught up with Naziziphiwo Buso, our field reporter, and got to learn a little about her craft and just how passionate she is.

How long have you worked for Madibaz Radio?

I've been working here since my first year (2015). I started off with a show called New Age Era then moved to Romantic Memoirs and Tucked In. Later I started news reading and lastly field reporting.

How did you get into field reporting?

I just needed someone to show me another aspect of working as a journalist for Madibaz Radio. Our station manager would ask me to cover stories and later I realised just how much I enjoyed it.

What are your roles as a field reporter?

You need to make sure you are there to cover everything. If something dramatic happens in Motherwell, you need to be there to cover that story and be certain that you get the full facts. You have to know the communication teams of every organisation from the police to the big companies.

What skills do you think are needed to be a great field reporter?

1. Contacts. You can be all good and smart and pass with a cum laude, but, you won't make it to the field with no connections.



Image: Naziziphiwo Buso

2. Stand out in the news room. Not be unnecessary, however make sure you not afraid to ask strong questions and get all your research done before you are at a story.
3. Context. Know your work
4. Eager to learn

Who do you look up to?

- Ultimately I'd like to be Mr Sakikaya "Bhut'Saki" Makapela, he knows a lot about everything, that's a skill I would like to have. He taught me what I know and more.

In the field, I look up to Nosimphiwe Manona. She could cover the same story as you but create new and amazing angles & headlines that entice you. She was strong in the newsroom & open to sharing contacts.

Do you feel social media will take over traditional journalism?

Not at all. Social media will not always be a credible source, and because of that it won't always provide the most accurate information. The traditional approach of going to your primary news source is key. We are lucky as the media because we are a reputable source, people trust us for that reason.

Where to from now?

I'm working and studying at the same time. I was fortunate enough to get a placement at The Herald for this year starting in March where I will do more field reporting.

Any Advice:

Contacts are a big element to journalism, make sure you get out there and demand attention, and make an impression.

Be willing to sacrifice your time for where you want to excel in.

Get involved and respect your craft.

After all is said and done, you are the best journalist you push yourself to be. Once you keep that in mind, there is nothing stopping you from achieving great things.

Naziziphiwo Buso was part of the 2017 group of interns and will be graduating in April.

Khaya Mthethwa Visits Madibaz Radio for the First Time

By: Amanda Klaas & Nomfundo Modi



Former South African Idols winner and Clash of The Choirs coach Khaya Mthethwa paid Madibaz Radio a visit for the very first time, promoting his latest single with Oasis Worship "Mkhulumsebenzi" as part of his nationwide radio tour.

Speaking on the meaning and inspiration being his single Khaya says, "This song is based on Philipians 1:6 that says He who began a good work in us is faithful to bring it into completion." In explaining what the scripture means, Mthethwa reiterated that at times people focus a great deal of time on what they want God to do for them but they lose sight of what God is doing within them. Madibaz Radio is proud to have hosted Khaya on The Antidote, which airs Monday to Thursday from 1pm-3pm.

Gloomy season for FNB Madibaz

By: Paballo Komane

The first home game for the FNB Madibaz vs FNB Ikeys which took place on the 5th of Feb had such an impressive turnout as over 3000 people came out to show their support, it was just unfortunate that the match ended in a 17 – 27 loss. It's always good to see the fans chanting and being behind their team, which is the vibe that was present at the stadium throughout. Considering the issue with some students still trying to sort out their registration, it gives hope that the next home games

will have a somewhat bigger turnout from the students and supporters as the tournament progresses. The FNB Madibaz took on FNB CUT (the Central University of Technology) in a Round 3 fixture in the Free State. The match saw the Mandela University side bested by the home team by 38 points to 37. This was also followed by another narrow loss at home, this time to FNB Wits on the 19th of February; final score 29-32. The match was broadcasted live on SuperSport and once again

the supporters came out in their numbers. The most recent match that was played at home by FNB Madibaz, this time against FNB NWU where they unfortunately lost 37 – 5 at home. FNB Madibaz suffered another huge loss against FNB UJ away, the final score was 69 - 8 to UJ. Since the start of the tournament, students came out in their support with a reported 3000 students having come out, to chant, support and motivate the FNB Madibaz at all their home games, and us as Madibaz Radio will keep updating you about the matches that will take place at home on our various social media platforms, so students can keep tabs by following: 'Madibaz Radio' on Facebook Twitter and Instagram, as we are also one of the media houses for Varsity Cup to promote the Madibaz home games.

Upcoming home fixtures:
12/03/2018 – FNB Madibaz vs FNB Maties - @18:30pm NMU Stadium
19/03/2018 – FNB Shimlas vs FNB Madibaz - @18:30pm Xerox Shimla Park
26/03/2018 – FNB Tuks vs FNB Madibaz - @18:30pm Tuks Stadium



photo: Athi Mfikili | FNB Madibaz vs Wits University

Tremendous first activation



photo: Triss Msabane | Presenters engaging with audience during MAKRO activation

By: Paballo Komane

We started the year off with a bang! Our first activation was a huge success, having students show up in numbers during the lunchtime activation. It was an entertaining activation filled with dancing, singing and the crowd participation was great. The purpose of the activation was to promote the Makro student

deals and discounts they have for students, as well as having our newly appointed resident DJ (who you'll find out more about in the next newsletter) entertain us on the decks, who was also promoting his birthday celebration with an event that took place titled "First Friday". The activation had + 200 students show up and

was led by our very entertaining MC's Hlubi (Programming Manager) & Max (Presenter) who definitely held it down. Makro has been our client for quite some time now and having a successful activation to kick start the year puts us in good spirit, we hope to see you at all our activations throughout the year!



Growing number of sign-ups



photo: Sinesipho Joyi | New hopefuls waiting for their chance to be interviewed

By: Amanda Klaas

Over the years, Madibaz Radio has gained tremendous support at activations hosted at the different Nelson Mandela University campuses, sign ups at the university's annual Byways to Highways (society's expo) and receiving many CV's from interested and potential employees – and this year was no different!

This year alone we have had 140 sign ups from the South Campus Byways to Highways. In that, we have hosted close to 100 interviews with potential employees to fill the various vacancies the station had advertised. Madibaz Radio is incredibly excited to introduce new staff, radio personalities and shows.

Former Idols Finalist Reconnects With His Roots

By: Amanda Klaas & Nomfundo Modi

Port Elizabeth born singer, actor and former South African Idols Top 16 contestant in 2015.

Phila Madlingozi, hit the shores of the bay making an appearance at Madibaz Radio as part of his radio

tour promoting his three latest singles Cinderella, Bawo and Ubudoda.

This is part of Phila's efforts to build a fanbase from his birth city.

He was interviewed on the Rooftop a show hosted by Luthando Nkonjane which airs between 11am -1pm on Friday's.

Remembering Siyanda Cingco

By: Lebogang Sandla

Madibaz Radio was dismayed by the news of the loss of one of its founding members and Alumni Mr. Siyanda Cingco. Our station manager was shocked to receive a phone call from another station employee informing him of what had happened early January this year. Those who knew Siya, would describe him as one of the most bubbly and humorous individuals at the station. To many he came across as quiet but truth is he kept to himself. For those who do not know, Siya started working for Madibaz Radio in 2014, when the station was founded. He began working as a presenter on our sports show Extratime alongside Mneno Sandla, and also occupied the role of producer for the same show. In 2015, just before he left, Siya was completing his National Diploma in Journalism doing his in-service training at the



photo: Sourced from facebook | The late Siya Cingco

Radio station as a Journalist. We would like to extend our condolences to the family and friends of Siyanda Cingco, and hope that his should rests in peace. He may be gone, but his memories will live forever

in our hearts. I hope we are all inspired by this sad story to do the best we can do in the little time that we have to do it, for tomorrow is not a certainty.



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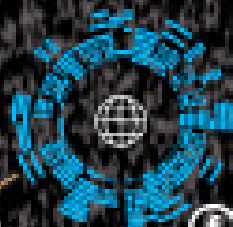
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