

# 1485

**ENTERTAINMENT  
RADIO**

**RADIO TODAY**

RADIO TODAY ANUAL GENERAL MEETING 2008

STATION MANAGERS REPORT

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## Overview

It feels like yesterday when late maSisulu our former left us by surprise after a short illness. I am sure she is happy where she is to know that the South African High Commissioner in the UK Mrs Lindiwe Mabuza took that responsibility to be a patron of the Section 21 Company Radio Today.

2007 – 2008 has been once again an exciting period at Radio Today from a debate whether to change our name to a debate about where to place our new studio equipment, and that exercise costs the staff members sleepless night as we are aware that people have their day jobs and they get to work on Radio Today at night and weekends., we are very fortunate to have dedicated team that the station has.

Like other areas of media, we get affected by the activities around us, the politics in Zimbabwe, political changes in South Africa, Obama making his way to the White House, New Albums launched, New shows being launched in the theatres , the list is endless.

Can you imagine if all these developments were not there, how boring life would be, how boring radio would be, can you imagine life with the same music everyday, same presenters we had 40 years ago, same president we had 28 years ago.

The nice thing is Radio Today has been moving with all these developments and that affects the sound of the station, whether it affects it positively or negatively that is another debate.

I tried to listen to a station I used to listen to ten years ago and I tuned out in 15 seconds, but at the time I was not aware why and I kept saying that they changed, its not the same station only few days later I realized that I have changed, I am now ten years older and that also made me to realize that we are dealing with a moving target.

The country fought for years to do away with some of the Acts like Group Areas Act and encouraged that communities to be intergrated and now the challenge is for South Africans to learn to tolerate each other, learn from one another and together make and develop a true South African identity . Media is very critical in the process of sensitizing communities about tolerance and media can play a huge role I shaping people's way of thinking.

In the process of trying to achieve the above goals we need support and understanding from the listeners and all those that contribute to the station's

development and we need to keep reminding ourselves about our roles and responsibilities.

### **Human Resource**

We are very blessed to have such a dedicated team of people at Radio Today from our listeners, the board, presenters, general staff, sales team and trainees.

### **Staff Breakdown**

#### **Presenters**

White females	<u>22</u>		
Black females	<u>4</u>		
Coloured females	<u>2</u>		
Black Males	<u>5</u>		
White males	<u>29</u>		
Coloured Males	<u>1</u>		

#### **Presenters who left**

- Mark Taylor
- David Batzofin
- Rosemarry Royeppen
- Ian Logan
- Nicole De Grucy
- Sue Jowel
- Nancy Ncube
- Andre Durand
- Dr Linda Friedland
- Sibusiso Vilane
- John Ferreira
- Bob Courtney

#### **New Presenters**

- Lucas Linda
- Richard Green
- Ammerency Kidson
- Ella Bella Constatinidies

- Katherine Lee
- Matibele Motlounge
- Lisa Cohn
- Taryn Cohn
- Lillian Mlambo
- Heila de Beers
- Lerato Tlhapi
- Bryan Hattingh
- Benjy Mudie
- Andy Rice
- Scott Davidson
- Jane Trembath
- Mixael de Kock
- Adelle First
- Natalie Chapman
- Shan Naidoo
- Brent Graham
- Ingrid Botha
- Alfred Lephoi
- David Bullard
- Roger McCleary
- Shannon Walbran
- Dr Sue Tager
- Dr Nicky Welsh

#### **Full time staff**

<u>Edward Masche</u>	<u>Black</u>	<u>Male</u>
<u>Gareth Owen</u>	<u>White</u>	<u>Male</u>
<u>Jackie Kanapi</u>	<u>Black</u>	<u>Male</u>
<u>Micheal Phiri</u>	<u>Black</u>	<u>Male</u>
<u>Sanele Sobantwana</u>	<u>Black</u>	<u>Male</u>

#### **Free Lance Sales**

<u>Thulani Raseala</u>	<u>Black</u>	<u>Male</u>
<u>Dave Du Preez</u>	<u>White</u>	<u>Male</u>
<u>James Kinloch</u>	<u>White</u>	<u>Male</u>
<u>Roy Marsland</u>	<u>White</u>	<u>Male</u>

#### **Freelance Technical Producers**

<u>Cavall Burgees</u>	<u>Coloured</u>	<u>Male</u>
<u>Jabulani Ncgobo</u>	<u>Black</u>	<u>Male</u>
<u>Kabelo Mono</u>	<u>Black</u>	<u>Male</u>
<u>Kgomotso Kgopa</u>	<u>Black</u>	<u>Female</u>
<u>Kgomotso Nkwe</u>	<u>Black</u>	<u>Male</u>
<u>Mokhesi Makgobola</u>	<u>Black</u>	<u>Male</u>
<u>Owen Matjie</u>	<u>Black</u>	<u>Male</u>

<u>Thabiso Mbele</u>	<u>Black</u>	<u>Male</u>
<u>Wayne Murphey</u>	<u>White</u>	<u>Male</u>

### PRODUCERS

Tisetso Gobuapelo	Black	Female
Julia Britou	Black	Female
Mulanga Magodi	Black	Female
John Matcalf	White	Male

### SALES

The sales activities have been up and down, for various reasons, companies run campaigns for a given period and they stop, others don't get the expected response and results, others change their strategy.

The challenge of any company is to keep pushing the sales but with few hands in this department this is not an easy exercise.

This is the list of clients we have had this year:

- Phumelela
- Jack's paint
- Pick n Pay
- Hirches Home Store
- Waterproofing system
- Tena
- Edwabond
- Andy's locksmith
- Hollywood
- Dischem
- Munro Flowers
- SA Natural Products
- Victor Lichi
- IEC
- Basa

### Marketing Activities



- BASA awards outside broadcast
- Magoebaskloof Spring fair



- Burns Night
- Media Partners for CAF conference
- Broadcasting the Hana's Suitcase
- Shop SA outside broadcast
- Rockfest Concert
- Devotion ( Rev Charmers mailing list)
- Pro Bono advert on The Times

- Living Naturally advert on Sunday Times
- Broadcasting the launch of the Marketing Communication Mag.
- Monthly Nedbank concerts



### Programming

Time	Presenter	Programme	Genre
01:00-06:00	BBC World Service	BBC through the night	BBC
06:00-07:00	Lucas Linda & Richard Green	Breakfast Drive-Time	Music
07:00-07:05	Voice of America	International News	News
07:05-07:10	Lucas Linda & Richard Green	Local News, Traffic and Weather	News
07:10-07:30	Lucas Linda & Richard Green	Breakfast Drive-Time	Music
07:30-07:35	BBC World Service	BBC News	News
07:35-08:00	Lucas Linda & Richard Green	Breakfast Drive-Time	Drive -Time
08:00-08:05	Voice of America	International News	News
08:05-08:10	Lucas Linda & Richard Green	Local News, Traffic and Weather	News
08:10-09:00	Lucas Linda & Richard Green	Breakfast Drive-Time Show	Music
09:00-10:30	Ammerancy Kidson	Jozi Today	Magazine
10:30-10:45	Rev Les Green	Daily Devotion	Devotion
10:45-11:00	Ammerancy Kidson	Jozi Today	Magazine

11:00-11:05	Ammerancy Kidson	Local News	News
11:05-11:30	Loaded music	Music	Music
11:30-12:00	David Bullard & Alfred Lephoi	Media Today	Media Review
12:00-13:00	BBC World Service	BBC World Briefing	Actuality
13:00-15:00	Loaded music	Music	Music
15:00-16:00	Errol Ballantine	Afternoon Drive-Time Show	Drive-Time
16:00-16:05	Errol Ballantine	Local News, Traffic and Weather	News
16:05-17:00	Errol Ballantine	Afternoon Drive-Time Show	Music
17:00-17:30	BBC World Service	BBC Focus on Africa	African News
17:30-17:40	Errol Ballantine	Afternoon Drive-Time Show	Music
17:40-18:00	BBC World Service	Inside The Premier League	Sport
18:00-18:30	Talking of Nature	BBC's One Planet	Environment
18:30-19:00	Loaded Music	Music	Music
19:00-19.30	Business Power Hour	Moneyweb Market Update	Business
19:30-19:50	Business Power Hour	BBC's Business Daily	Business
19:50-20:00	Business Power Hour	BBC's Business Analysis	Business
20:00- 23:00	Benjy Mudie	Rock of Ages	Rock
23:00-01:00	Greg Tucker	Deconstruction Hour	Alternate Rock

**Contacts**


<b>Time</b>	<b>Name</b>		<b>Tel Number</b>	<b>Speed Dial</b>
08:00-16:00	Jacky Kanapi	Controller		
11:00-19:00	Gareth Owen	Controller	084 405 5991	*30
08:00-16:00	Sanele Sobantwana	Station Manager	083 617 0630	*67
	Andrew Brooks	Geneys	083 258 3835	*13
	Roy Marsland	Telephony	084 641 0447	*64
	Sentech/Signal	Sentech/Signal	011 471 4612	

**New programmes**

- Jozi Today - Monday – Friday 09:00 – 11:00
- Media Today - Mondays 11:30 – 12:00
- BBC Business daily - Monday – Friday 19:30 – 20:00
- Bravo Brava - Tuesdays 20:00 – 21:00
- Disability Today - Wednesdays 18:00 – 18:30
- ASA Programme - Wednesdays 18:30 – 19:00
- Pro Bono - Thursdays 18:30 – 19:00
- Sport Betting - Saturdays 07:30 – 08:00
- Grounded - Saturdays 12:00 - 12:30
- Call back the past - Sundays 10:00 - 10:15

**PROGRAMME BREAKDOWN IN HOURS**

<u>Programme</u>		<u>Duration per week</u>

		
<u>News</u>	BBC VOA LOCAL NEWS	48hrs.25 50min 60min
Talk	Community Health Gardening Legal Motoring Religion Sport Interactive	12hrs 1hour 30min 30min 30min 1hr 15min 45min 15min
Business	BBC Business Power Hour Risky Business ASA	2hrs 2hrs 1hr 30min
Music	Easy listening Rock Nolstagia Jazz Choral	45hrs 26hrs 11hrs 5hrs 1hr

### **Lisencing Matters**

Last year in December Radio Today's license was renewed for five years instead of four years and our next license application will be in 2012 September. I must thank the team of hard working individuals who assisted in the renewal process and without any queries we were granted the license yet for another five years.

Our license conditions are still the same and listed below are the promises of performance which dates back to 1995 and still applies today:

- The licensee shall broadcast a language content of English

- The licensee shall have a programme format of not less than 35% talk which includes informational programme and not more than 65% music in its daily broadcast.
- The licensee shall play a South African music content of not less than 40%. The quota is subjected to regulations by the Authority.
- The licensee shall broadcast a total of not less than 30 minutes of news per day. This shall include news from the community produced by the station on issues affecting the identified community.
- Of the talk content the licensee shall broadcast a programme content of which 35% shall be aimed at educational enrichment, promoting literacy or health and information matters the community. This will include none formal education such as skills development.
- The licensee shall ensure it schedules programming that appeals to all members of the community especially to adults over 50 years of age.
- The licensee shall ensure an equitable gender representation of men and women on the board and management of the station.
- The licensee shall establish a coordinating body including representatives of Old Age organizations like JAFTA , cultural organizations, and individual members from its coverage area in the promotion of entertainment, education and culture.
- The station shall have regular meeting through its management and its affiliated institutions with its community in order to ensure community participation in the selection and provision of programmes.
- The station shall keep and furnish the Authority with proof of such meetings as well as the attendance thereof by members.

I will appreciate all the queries and concerns regarding our compliance to the licensee conditions to be put in writing so that I can share them with the regulator ( ICASA) in the process of finding solution.

The board agreed last year to make some amendments in our license condition in the following areas:

- That the station moves from AM frequency to FM.
- To include 1485 in our station name.
- To apply that the station appeals to the adult market in general.
- That the station is English understanding.

The above recommendations were part of the renewal process and ICASA has not yet given us the permission to go ahead with the amendments.

## **COMMUNITY ACTIVITIES**

Road to democracy project



Radio conference organized by Radio Today

- Radio Today has given NGOs like the Salvation Army, JAFTA, EWT, ANIMAL ANTI CRUELTY LEAGUES, DRIVE ALIVE, CHOCH, ZOO LAKE, CANSASA, Different Foundations AA, Crime Line, Constitution Hill Trust, Pro Bono.org, Johannesburg ZOO and other community organizations extensive airtime.
- We welcome the community announcements any time form Non Profit Organisations.

## ACADEMMY



### Aim

Give a free exposure and education to young people interested in the radio industry , working with experienced broadcasters through a mentoring process in making sure that radio in general is sustainable through a transfer of skills.

### Objectives

- To make sure that the skills are transferred from experienced broadcasters to the young broadcasters.
- Giving back to the community that Radio Today serves
- Ensure sustainability for the station for years to come.
- Ensure proper grooming in a nurturing environment.
- Provide opportunities for job creation.
- Open the door for the bigger and better opportunities.

The academy was established in 2004 and it has since exposed over 60 young people in the field of Radio of which in that 70 percent of our trainees are either working for Radio Today others are with other radio stations.

This year we have had 16 trainees and this number keeps growing as the demand goes up.

The academy assists students in the media field and those that aspire to get in the field.

The procedure to get involved is very easy, the person needs to have real interest in radio, and they go through a screening process for one to go to a right direction.

Once we establish the strengths we then follow them through a hands on training.

We do not have a manual and theory instead we give practical knowledge and the training is tailor made for an individual.

These are the areas we have trained people in so far :

- Technical production and sound control
- Producing programme
- Programme research
- News reading
- Journalism
- Presenting
- Editing
- Sales and Marketing
- Management
- Potcasting
- Handling outside broadcasts

The station has donated it time resource, the equipment, and skills free of charge to the academy.

I must thank all the participants who contributed in the process of growing and developing talent, providing career to our trainees.

### **Summary**

Radio Today is the station with the heart and always willing to listen to its listeners and later take the voice of a listener to the public in the form of broadcasting and I would like to thank all the listeners who choose Radio Today as the station of their choice and I must further thank all the listeners who participate through their feedback in growing the station.

The board of Radio Today that has been with me throughout the year, who took the risk and put their reputations at risk in trying to get the station out of its challenges.

I would very much appreciate all the efforts the CEO Dr Ivan May has put to make my job an easy and exciting one for the past twelve months .

The contribution made by the presenters must never be underestimated, they work day and night to keep the station alive and exciting, using their own resources for nothing.

The dedicated staff of Radio Today who work tirelessly around the clock in making sure that the station stays on air all the time, thank you for being a great team.

I am looking forward to work with everybody in the next coming year.

Thank you.

Sanele Sobantwana  
Station Manager  
Radio Today  
1485 AM

### **CONTACTS**

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