

Strategic appointments at SABC announced



By [lssa Siki da Silva](#)

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Nine months after his appointment at the helm of the South African Broadcasting Corporation (SABC), Group CEO Dali Mpofu has finally “shaken up the tree a bit”, announcing new strategic appointments and promising to focus more on internal issues such as staff morale and motivation.

The appointments include the former television presenter and radio DJ Bob Mabena as the executive manager of Public Commercial Services. Former Premier Soccer League (PSL) chief operations officer Sizwe Nzimande has been appointed as the project manager for the 2010 office. Nzimande comes from a sales and marketing background and worked as a national manager for Peter Stuyvesant and marketing manager for Value Brands.

Former Financial Mail reporter and Sowetan assistant editor Amrit Manga, described by certain quarters as Snuki Zikalala’s ‘best man’, is the new head of television news and current affairs. This is a hot seat, which is likely to generate interest from critics, competitors and observers who will be watching Manga’s every move closely. But Manga was hesitant and ambiguous when asked by Bizcommunity.com if he will bring some changes to the current SABC TV news format.

Mampone replaces Jakins

Gabriel Mampone is the new deputy chief executive of Commercial Enterprises, replacing Mark Jakins who resigned after a sterling contribution to pursue business interests.

Magata Kaiser Kganyago and Thami Ntentei have been appointed as company spokesperson and head of PBS radio respectively. Ntentei is a former director of communications in the office of the Deputy President, while Kganyago is a former teacher and principal of Magkofi High School in Limpopo.

Brightboy Nhlakanipho Nkomo is the new general manager of the Labour Relations Department and Paul Tati will head the Human Capital of Commercial Enterprises. Solly Mokoetle, who joined the SABC from the Canadian Broadcasting Corporation in 1994, has been appointed as chief operating officer, while Robin Nicholson is the new chief financial officer.

Woman lead

Women have also made a remarkable entry in the group executive. Apart from Matona Ntshona, Metro FM’s new station manager whose appointment was announced in March, five more women have joined what Mpofu called the ‘dream team’ that will partner him as they all look forward to deliver services that are set to empower listeners and viewers in terms of the

SABC's new strategic outlook. Thoko Modise, a former economic news journalist and an experienced television producer, is the new SABC3 general manager, while former True Love and Bonanza feature writer and columnist Bessie Tugwana will head SABC2.

Dr Nandipha Gila and Ntsoaki Ramaphosa have been appointed general manager of education television and general manager of human capital/news, respectively. Gila is a former senior lecturer at Border Technikon and a recipient of the 2005 Andre Mellon Foundation Scholarship. And the last woman in the list is Hlonipa Nobuntu-Masiza, who will head the Human Resources/Content Enterprises.

Furthermore, other senior appointments outside the group executive were also announced and included the likes of Christopher David and Anton Heunis as acting head (legal) and head of audience services respectively.

SABC spokesperson Lesego Ncwango said: "We are committed to develop a cadre of leadership, management and technical capacity that should grow and keep the organisation focused."

ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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