

# Nonkululeko Britton



By [Louise Marsland](#)

13 Feb 2015

Primedia Broadcasting has appointed Nonkululeko Britton as the new Executive Producer of the 947 Breakfast Xpress. She replaces Sam Cowen who left the show in December.

Britton is billed as a skilled content specialist with a unique blend of experience in both radio and digital media; who is motivated by the power of technology to tell stories that start conversations that can lead to social change.

As executive producer of 947's Breakfast Xpress, Britton will also be called on to bring her game in terms of strong organisational and strategic skills, and creative problem solving abilities.

"I've been brought in to give a big picture perspective of the show. We are a large team, both on and off-air, and there are a number of other important stakeholders who have input into the show and I need to connect all of these people so that all stakeholders get the best possible outcome.

"The presenters and producers are doing a great job but it's my role to take a step back, to listen to the show objectively, and manage the show's strengths and weaknesses. I also need to have an external focus, to listen to the audiences, and to what's going on in Joburg, to ensure that the show is relevant and exciting to the audiences.

"I do work on content planning with the team, and manage the administration of the show, but I see communication as a big part of my role to ensure the show, the talent, the listeners and audiences, the advertisers and our business are all happy," she says.



## ABOUT NONKULULEKO 'NONKU' BRITTON

Nonkululeko 'Nonku' Britton is the new Executive Producer, 947 Breakfast Xpress, Primedia Broadcasting. Britton previously worked for Metro FM and Ukhozi FM, winning an award for Best Radio Show at the Stars of Mzansi in 2007 for the Ukhozi FM breakfast show. She is also a highly regarded digital specialist, with experience at Naspers, Native and FNB Digital Banking.

**Q: How will you make an impact in your new position?**

**A:** I am formalising the informal, by documenting processes that have always happened, and creating a clear roadmap of where the show's going. This bank of intellectual property has up to now been kept in key role players heads and has relied on great instincts. I believe that by formalising and documenting plans, it will help the show to maintain clear direction, and to stay true to itself and its audiences.

**Q: What is your key challenge?**

**A:** Relationships - managing all the people that I need to communicate with, and understanding how different, often creative people, need to be communicated with, to ensure the messages get through as intended.

**Q: Most important attribute needed to do your job?**

**A:** Calmness. Live radio is dynamic and outcomes can't always be controlled, it can get chaotic and there's a need for someone who has a cool head to pull things back together when they spin out. I've found that I need patience, to allow people and situations a chance to resolve themselves. It's a balancing act, to know when to speak if I want to be heard, and when to let the silence allow others to find solutions.

**Q: What is the future of radio? Does it have one?**

**A:** In the context of our country - radio is still a fundamental mass medium. Even among the wealthier segments, traffic and costly bandwidth means that radio is still a hugely reliable medium for millions of commuters. The personal connection that listeners have with their favourite presenters and stations is a major strength of radio. There are huge synergies between radio and many other media sources, whether they are digital, social or even other traditional media and we feel we are able to amplify the strengths of terrestrial radio through the use of these other media.

**Q: What change would you like to see on the airwaves in SA?**

**A:** I think we need more diversity - we need more stations that are committed to a core audience. Whether they are new stations, or the existing stations need to remain focused on their mandates, I feel like most stations tend to converge in the middle and there's not much catering for anyone outside of that.

**Q: What defines you?**

**A:** Having a sense of purpose that guides me from the minute I wake up, is critical to keeping me true to who am I and shaping who I become. I know I have a greater purpose, which supercedes any temporary definitions of what is important to me at that point in time - family, career etc.

**Q: Your life philosophy?**

**A:** Know thyself.

**Q: Tell us something about yourself not generally known?**

**A:** I am a poet. I used to host a lot of sessions but am now focussing on writing and looking to publish eventually. I have expanded this passion of mine into workshops for the youth, encouraging kids to write, and express themselves.

**Q: If you had a magic wand, what would you wish for?**

**A:** I wish every child in this world could have a place and space where they feel loved and can flourish.

**Q: At the top of my 'bucket list' is...**

**A:** A honeymoon in Bali. We didn't go on honeymoon due to the arrival of our child, and we had intended to go at the end of that year but STILL haven't gotten around to it.

## ABOUT LOUISE MARS LAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMCG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

■ Teaching trade: the importance of empowering the female entrepreneur - 17 Dec 2019

■ New monetisation models for media are needed - 16 Dec 2019

■ #AfricaCom: The many VOD markets - 25 Nov 2019

■ #AfricaCom: TV content future will be shaped by OTT - 20 Nov 2019

■ Africa's growth rests on economic empowerment of women - 1 Nov 2019

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>