

SATMA Awards are in East London this year

For the first time, the SATMA Awards, which honour and award traditional musicians across race and ethnic backgrounds, will take place at the East London International Convention Centre on Saturday 27 October 2012 at 5.30pm.



SABC is a media partner of this event, themed, "My Culture, Your Culture, One Nation and all Roads Lead the Eastern Cape."

SABC spokesperson, Kaizer Kganyago says, "We welcome the opportunity to support the Awards...as we continue to promote South African music and support and celebrate local talent. The awards will be supported through the corporation's various radio stations and TV platforms.

The CEO of the SATMA Awards, Sabelo Silinga, says, "The awards have made a contribution in the cultural landscape of South Africa through nation building, social cohesion and promoting South African traditional music. This event will further attest to the richness of South African cultural diversity and the role the organisation has played in restoring and promoting South African traditional music and nurturing local talent."

Broadcast details

- Umhlobo Wenene fm and Tru fm will do live broadcasts and live crossings from the venue on 27 October 2012, with live crossings by all SABC radio stations to Umhlobo Wenene & Tru fm for an update on the day.
- SABC radio stations will interview winners during and after the award ceremony on stations that are relevant to the winners, eg Best Ndebele Album Winner to be interviewed by IKwekwezi FM.
- SABC 1- Selimathunzi will do the red carpet on 27 October and Roots will do the insert, which will be broadcast later.
- SABC 1 will broadcast the SATMA AWARDS on Sat 10 November 2012 at 22:00