



Programme - Wednesday, 4 July 2018

Mainstream

09:00 – 09:30

Welcome: Join Prof. Tawana Kupe (Vice-Principal: The University of the Witwatersrand) and Ms. Nadia Bulbulia (Executive Director: The National Association of Broadcasters) at the opening of the 9th edition of Radio Days Africa.

09:30 – 10:30

#Storytellers: The changing radio landscape is creating unique opportunities in the audio-creation space. Content is fast becoming a commercial driver and an audience builder for niched stations and podcasters. The impact of technology, legislation and mixed media are elements that affect strategic and operational decisions daily. Prof. Franz Krüger (Director: Wits Radio Academy), Boni Mnchunu (General Manager: East Coast Radio), Nada Wotshela (Group Executive Radio: SABC), Joan Warner (CEO: Commercial Radio Australia) and Omar Essack (CEO: Primedia Group) will discuss the challenges and opportunities that radio currently faces.

10:30 – 11:10

Tea

11:15 – 11:55

The Arm Wrestle For Afternoons: Afternoon Drive shows in Gauteng have seen a make-over in the last year with renewed focus and attention to this day part. Ashraf Garda (SAFM) moderates this panel discussion between Greg Alridge and Lucky du Plessis (947), Thando Thabethe (5FM), Kgomotso Matsunyane and Ndumiso Ngcobo (Kaya FM) and Mo-Flava (Metro FM) as they arm wrestle for afternoon audiences.

Who Are Our Real Competitors? Nick Grubb (CEO: Kagiso Media Radio) argues that it requires the combined efforts of the radio industry at a commercial, regulatory and product level to maintain and grow its attractiveness to audiences and advertisers.

Lights. Camera. Mobile Phone Action: Technology has traditionally been a barrier to entry when creating content for mixed media platforms. Expensive cameras, microphones, computers and

software meant that only large media groups could record, produce and broadcast well-crafted inserts and documentaries. Times have changed. **Eleanor Mannion (RTÉ Ireland)** shows us how to become a smartphone storyteller.

12:00 – 12:40

The 123 of DAB: Multiplexes, market development and main stream switch-off, join this panel discussion to get a deeper understanding of all things DAB+. **Lynn Mansfield (SADIBA), Jacqueline Bierhorst (Digital Radio NL), Jørn Jensen (NRK) and Darren Willsher (WorldDAB) and Pinky Kekana (Deputy-Minister of Communications)** will look at successes in Europe, the Norwegian switch-off and an update on South Africa's digital progression.

Brand Building for Longevity: **Claire Mawisa (TV & Radio Professional)** shares her tips and insights to help radio professionals build a personal brand that will help create career longevity and relevance.

Producing The BBC Minute: Youth audiences consume news and information in non-traditional ways. Join **Seren Jones** and **Olivia Lepoidevin** from the BBC Minute as they share their recipe to engage with youth audiences via audio.

12:40 – 13:40

Lunch

13:45 – 14:25

The Story of Money: Financial shows have long been part of programming line-ups offering daily updates to the world of money. A shift in approach has seen a new energy and focus on financial programming. **Siki Mgabadeli (eNCA) and Gugulethu Mfuphi (Kaya FM)** chat to **Lerato Makate (Acting Director: Wits Radio Academy)** about their approaches and insights into creating the daily story of money.

Twenty Traits of Great Presenters: **John Simons** has been a programmer at BBC Radio 2, the LBC and headed up the Real Radio and Smooth Radio programming teams. Based on 35 years of experience, he shares his 20 traits of great presenters.

A Hot Debate: The team at Hot919 have reinvented the model for community broadcasting. **Lloyd Madurai (Managing Director: Hot 919)** explains how they have grown in the last 3 years to become a formidable offering in the Johannesburg market from an audience and revenue perspective. He will also share why they truly are a community broadcaster and not just another commercial player.

14:30 – 15:10

Ibrakfesi Eyondlayo Ekuseni: South Africa's biggest breakfast show is broadcast nationwide from the Eastern Cape daily on Umhlobowene FM. Join **Programme Manager, Siyanda Fikelepi**, and his team, **Pastor Nozewu, The Coach and Mafa Bavuma** as they explain how they offer listeners a sense of belonging that keeps them rooted to their culture within a modern context.

Alive In All The Right Places: Commercial radio in Australia is a world leader in terms of talent development, creativity, education and advertising opportunities. **Joan Warner (CEO: Commercial Radio Australia)** shares the thinking behind their organisation and why Australia is a leading territory.

Building An Award Winning News Story In The Field: Mia Lindeque (Eye Witness News) is the winner of the Liberty Radio Award for Best News Story. She takes us through the steps of creating award-winning journalism in the field; sharing her tools, tips and challenges.

15:10 – 15:30

Tea

15:35 – 16:15

Creative Relationships: On-air performance is a small part of the relationship between programme managers and on-air presenters. **Alastair Teeling-Smith (702 Programme Manager)** and **Eusebius McKaiser (702 Presenter)** talk about the process of managing expectations, performances and disagreements in a creative relationship.

Top Ten Promotions From Across the Globe: Multi-platform promotions with a strong on-air element are essential tools for radio stations to remain relevant in an entertainment economy. **Niall Power (Presenter & Producer: Beat FM)** shares ten well-planned and executed promotions that created energy, excitement and great on-air talkability.

Nineteen Years Of Yarona FM: Billed as one of the leading lifestyle and music brands in Botswana, Yarona FM has been on the air for nineteen years. **Tshepang Motsisi (Programme Manager)** and **Kelly Ramputswa (Station Manager)** share the station's approach to leading the music and conversations for Botswana's urban youth audience.

16:20 – 17:00

11 Things I Need To Tell You: Sean Ross (VP Music & Programming: Edison Research) discusses format trends, broadcasters' strengths, challenges and opportunities as the audio space expands. He has a candid, but positive look at what broadcasters can do in 2018. This includes the opportunities created by podcasting, playlisting, smart speakers, and other audio options.

Fact Checking 101: The need to create quick content, share breaking news and deliver accurate facts is a reality in a modern media environment. **Kate Wilkinson (Africa Check)** shares tips and tools to ensure you have your facts straight.

The Northern Light: With rapid growth when they were launched just over ten years ago, Capricorn FM remain the only commercial offering in the Limpopo Province. **Tholi Bologo (Station Manager)** tells us how the Capricorn FM team are making the province their own and how the station has developed in the last decade.

17:00 – 19:00

Welcome Event: Join legendary South African DJ and **Good Hope FM's Ready D** at the Welcome Event. Catch up with colleagues and enjoy an opportunity to network after the first day at #RDA18 #storyteller