

# SABC sponsors SATMA again with live broadcasts

The SABC will sponsor the 2013 South African Traditional Music Achievement (SATMA) Awards, launched in 2005, with live radio broadcasts and TV broadcasts.

The awards take place at the Buffalo Cricket Stadium in East London on 4-5 October 2013 at 6pm, in partnership with the Eastern Cape provincial government, SABC, National Heritage Council of South Africa (NHC), Daily Dispatch, Drum Magazine, G4 Brothers Brands and DANCO.



## Promoting local music

For the first time, the SATMAs have been split into two days. On Friday, the event will host a 99% Indigenous Comedy Show and the main music awards ceremony on the Saturday evening.

SABC's spokesperson Kaizer Kganyago says, "As the country's only public service broadcaster, the SABC continuously strives to empower the local music industry through its 18 radio stations and three TV channels. Be it traditional, jazz, gospel, choral or any genre, music plays a crucial role in the promotion of the culture of South Africa's people. The SATMA Awards offers an opportunity to the SABC to continue showcasing the country's music cultural diversity. Music occupies a central place in the SABC's programming."

South Africa's top artist and song writer Ntando Bangani is still the SATMA Awards ambassador for 2013.

## SABC involvement

- Umhlobo Wenene FM and Tru FM will do live broadcasts and live crossings from the venue on 4-5 October
- Live crossings by all SABC radio stations to Umhlobo Wenene FM & Tru FM for an update on the day of the SATMA awards event.
- Interviewing SATMA awards winners during and post award ceremony by SABC radio stations relevant to the winners eg Best Ndebele Album Winner to be interviewed by IKwekwezi FM.
- SABC 1 Selimathunzi will film on 4-5 October and do the red carpet and ROOTS will do the insert which will be broadcast later.
- SABC 1 will broadcast the SATMA awards on Saturday 19 October 2013 at 8pm.

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