

# #BehindtheSelfie with... Kgalalelo Sibanda

 By Leigh Andrews

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This week we go behind the selfie with Kgalalelo Sibanda, producer for e.tv *Sunrise*.



Sibanda behind the scenes. She captions this selfie as 'Live, love, laugh'.

## 1. Where do you live, work and play?

Born and raised in Soweto, I now reside in Glenvista, work in Hyde Park, and play any and everywhere, mostly my lounge!

## 2. What's your claim to fame?

Loud, outspoken, fun, vibrant, bubbly and I can put a smile on your face in most situations... even the awkward ones.

## 3. Describe your career so far.

I studied visual communication and majored in graphic design from the AAA School of Advertising. Yes, TV has always been something I wanted to be a part of, but wasn't too sure how. I quickly learned that my plans aren't always God's plans.

I got to e.tv *Sunrise* and started off as an insert producer and entertainment and lifestyle research writer, then added on as a field producer for outside broadcasts. My executive producer then gave me the opportunity and pushed me to challenge myself with producing the live show, and that's where I am now!

## 4. Tell us a few of your favourite things.

Chilled, intimate vibes with friends and time well spent at home with my Baboo.

## 5. What do you love about your industry?

It keeps me relevant, on the ball and every day presents itself with new challenges.

## **6. Describe your average workday, if such a thing exists.**

03:30am alarm, consume information on what's going on in my world. Arrive at work, consume information on what's going on in my world. Go produce the show. Consume information on what's going on in my world. Debrief. Consume information on what's going on in my world. Conceptualise and derive content for shows to come with the editorial team. Consume more information on what's going on in my world... sleep.

## **7. What are the tools of your trade?**

Any and everything that can give you content, from social media to having a conversation with someone at the mall, to having tea with your grandmother. Anything that can drive conversation and content and give you a different perspective different issues, industries and the likes.

## **8. Who is getting it right in your industry?**

*Sunrise* obviously – always stay true to your brand!

## **9. List a few pain points the industry can improve on.**

Patriarchy, we need more women in positions of influence. There's something about a woman's touch!

## **10. What are you working on right now?**

Two outside broadcasts – one for tomorrow and one for Friday.

## **11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.**

Hybrid, SNG, OB, Olay, adlib, video line, tech rider, content, editorial, SIBS, NIBS, FCC.

## **12. Where and when do you have your best ideas?**

When I'm under pressure.

## **13. What's your secret talent/party trick?**

I can drink you under the table.

## **14. Are you a technophobe or a technophile?**

I'm in the middle. I'm always on the wires but not publicly active.

## **15. What would we find if we scrolled through your phone?**

News, gossip, and random motivational quotes. Oh and pics of good-looking food.

## **16. What advice would you give to newbies hoping to crack into the industry?**

Always be dedicated, even when you're a runner. Knowing all the processes will work in your favour. Be a sponge, soak up everything, learn, learn, and learn. And never take criticism personally, it's all to aid you in your growth.

Simple as that. [Click here](#) for e.tv's press office and connect with Sibanda on the following social platforms: [Twitter](#) | [Facebook](#) | [LinkedIn](#).

*\*Interviewed by [Leigh Andrews](#).*

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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