



## BROADCASTER /SPONSOR PROFILE

### 1- Cover

Company logo



## **2- Basic Numbers**

### **Contact Details**

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Email : [contactcentre@sabc.co.za](mailto:contactcentre@sabc.co.za)

### **Physical & Postal Address**

Cnr of Artillery & Henley Road

Auckland Park

Johannesburg

Private BAG X1

Auckland Park

2006

## **3- Mission and Vision**

### **Vision**

The SABC envisions itself as the leading, credible voice and face of the nation and continent.

### **Mission**

The SABC strives to become a high performing, financially sustainable, digitized national public broadcaster that provides compelling informative, educational and entertaining content via all platforms.

#### **4- Team**

##### **Board Chairperson**

Mr. Bongumusa Makhathini

PA : Ms. Thembi Buhlalu

Tel : 011 714 3786

##### **Group Chief Executive Officer (GCEO)**

Mr. Madoda Mxakwe

PA : Ms. Amy Lodge

Tel : 011 714 2120/3820

##### **Chief Operations Officer (COO)**

Mr. Ian Plaatjies

PA : Ms. Gugu Xaba

Tel : 011 714 5969

##### **Chief Financial Officer (CFO)**

Ms. Yolande Van Biljon

PA : Ms. Melanie De Villiers

Tel : 011 714 2399

#### **5- About**

The South African Broadcasting Corporation (SABC) is the only public broadcaster in South Africa, with 19 radio stations, as well as five television broadcasts. It is one of the largest of South Africa's state-owned enterprises and the largest broadcaster on the continent.

## 6- Key Products (Channels, Subsidiaries)



### Radio Channels

19 Radio Stations (Metro FM, 5FM, Good Hope FM, Ukhozi FM, Umhlobo Wenene FM, Lesedi FM, Motsweding FM, Thobela FM, Mughana Lonene FM, Phalaphala FM, Ligwalagwala FM, Ikwekwezi FM, truFM, Lotus FM, SAFM, Radio 2000, X-KFM and Channel Africa)

### Television Channels

5 TV Channels (SABC 1, 2, 3, SABC News Channel and SABC Education Channel)

### Online Platforms

SABC News YouTube Channel

## 7- Quotes

“As the SABC, we are pleased to be one of the key role players in saving the 2020 matric year through the Woza matric campaign.

Education forms an integral part of our mandate, and it is for this reason that we have availed our platforms to advance the education agenda in our country. As a public service broadcaster, we are duty-bound to ensure that our content includes a significant amount of educational programmes, particularly during a period when it is most needed. Our role in this campaign is not only a social responsibility but a commitment to fulfil a constitutional mandate of delivering content that is intended to restore the dignity of the South African citizens”- Mr. Madoda Mxakwe, SABC GCEO.

## 8- Contact information

### Website

<http://www.sabc.co.za>

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Tel : 011 714 9111

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**Media Liaison Person**

Ms. Mmoni Seapolelo

SABC Spokesperson (Acting)

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