

**PROGRAM DATE: 2016-10-06**

**PROGRAM NAME: WOMANITY – WOMEN IN UNITY**

**GUEST NAME: CLARA NZIMA – HEAD SABC 1**

<b>SPEAKER</b>	<b>TRANSCRIPTION</b>
DR. MALKA	Hello, I'm Dr. Amaleya Goneos-Malka, welcome to 'Womanity – Women in Unity'. The show that celebrates prominent and ordinary African Women's milestone achievements in their struggles for liberation, self-emancipation, human rights, democracy, racism, socio-economic class division and gender based violence.
DR. MALKA	Joining us in studio today is Ms Clara Nzima who is the Head of SABC 1. In her record she was the Programming Manager of SABC for two decades from 1996 through to 2016, she was part of the team that produced the first IsiZulu clay animation; she was personally awarded for Best Youth Drama Script for the Idem Awards for Mina Nawe; she also wrote three seasons of another youth drama which was nominated by the Star Tonight Award for script and won best director; she was the first CE on Generations as well as numerous successful productions for SABC 1; she was a jury member for the best drama in youth programmes for the Rockie Awards; she was invited to the FYMTI Film Festival in Argentina as a member of the panel and presented papers on TV programming at the festival in both 2013 and 2014; she was a panel member on the youth programmes at the conference for youth and children's content in Lagos Nigeria in 2015 and throughout the years she has represented SABC at numerous film festivals, markets and has become an influential and powerful woman in media today. Welcome to the show.
<b>MS CLARA NZIMA</b>	<b>Thank you Dr. Amaleya.</b>
DR. MALKA	Now today, as I've mentioned in terms of the introduction you head up the bouquet 1, SABC 1 as most people would be familiar with; you've successfully run programming for the channel and under your supervision the channel has won numerous awards locally and internationally and you've represented the SABC at various film festivals and markets, not just within our continent, but also a round the world. Can you please share with us a few of the landmarks in your career to date and when you understood that TV would be such a big part of your identity and destiny?
<b>MS CLARA NZIMA</b>	<b>I must say, you know, coming into television was somewhat of by chance. I was just out of university looking for a job and I'd gone for an interview at the Institute of Race Relations and the secretary there, you know, just chit chat chit chat asked me what I'm doing and what I'm looking for, my ambitions and suggested you know, just try the SABC they're looking for people and the SABC is one of the places I just applied to you know, as a young student and fortunately I got called in but you know in my application, not knowing television at all you know, because at that time I...ja it was like very new....</b>
DR. MALKA	It was also new not just to us as individuals but into the country.
<b>MS CLARA NZIMA</b>	<b>Yes, ja. So and I had also...because I like reading, I was reading the...what is now the Sowetan but it was the World then I think and I read a biography of some woman who had also been hired by the SABC and was a production secretary, I thought you know possibly that's the best way to start because I don't know television and maybe if I start there I can learn everything and that's what I applied for, so I got in as a production secretary, you know at that time the SABC still had a training institution internally so we were at training for 6 months and at the end of the 6</b>

	<p>months I got an award actually for best production secretary at training and from there I went on to do youth and children's programmes, you know, which was quite fun and also challenging because you know, on the youth side we had a weekly youth magazine and it was live you know and live television is quite nerve wracking, so ja, that's where I started.</p>
DR. MALKA	<p>And within the youth market it can be fairly unpredictable at the best of times....</p>
MS CLARA NZIMA	<p>Ja....</p>
DR. MALKA	<p>....so trying to adapt and keep in sync with what's happening.</p>
MS CLARA NZIMA	<p>....yes, yes and being in touch with what the youth needs all the time, it's quite a challenge but also as part of that team we were also responsible for children's programmes you know, ECD type of programming and we had you know colleagues on the other side who were quite experienced in this you know, the Afrikaans group, who were responsible for things like Willie Wallie and so on so what we did is we decided to just shadow them and see what they're doing and that's where we came up with the first animation you know, because story telling is an obvious for ECD but we didn't want to do puppets and the option for us was doing animation but because animation is expensive we did clay animation which was quite fun you know, so we were the first clay animation for IsiZulu as Ezoxosh' Idada and ja and it went very well so that's how I actually started and you know with television, that was my launch pad, the youth and children and I stayed with youth and children for a while and to a point where as we developed as a unit we got into youth dramas and we had a very progressive manager at the time, Veronica Blanchard, who's interest was you know every story we tell has to be from the point of view of you know the viewers and so authenticity was very important for her and she believed you know because at the time we didn't have many black writers or you know the black crafts people in the industry were behind the scenes but we didn't really have directors, writers and so on, so writing internally became the option because internally dealing with this thing we were the people who knew a bit about what should be happening so she encouraged you know, each one of us in the department to start writing scripts.</p>
DR.MALKA	<p>It sounded very hands on and lots of co-creativity to immerse you in more components of the value chain than you'd initially signed on for.</p>
MS CLARA NZIMA	<p>Yes, ja, yes. I would write during the day using the previous script as a guide but just infused my own experience and you know and point of view on this thing and so it went until all 13 episodes were written and that script was Zikhethele, which is a drama based in a school of performance, you know, it was just at the time...</p>
DR. MALKA	<p>....like performing arts and drama....</p>
MS CLARA NZIMA	<p>...yes, it was just after the Fame, remember Fame? So we wrote that and it went on to be 3 series and that's the one that you know got nominated for a few awards and after that you know I was posed another challenge, like what now and you know my mom, who was a nursery school teacher, one afternoon came back and said you know this is what happened, there's a medical doctor not far from the school who's son committed suicide and you know and it was over nothing serious, you know kiddies things and them taking things seriously and land up committing suicide and when I was asked to write I used that as an inspiration, so my next drama was Mina Nawe which dealt with teenage suicide so and my catalyst was that incident you know so I wrote that and that's the one that I won a best script for with the Idem awards.</p>

DR. MALKA	So you really started within the SABC almost at grassroots and worked your way up right through the system, now you're heading up one of the largest channels that the South African Broadcasting Corporation has and tremendous responsibilities come with that role. Can you tell us a little bit about this current role now and what your vision is and some of the aims you want to achieve in this short term?
MS CLARA NZIMA	<b>Ja, no, incidentally this current role is brand new in a sense because I just got the role officially on 1<sup>st</sup> September...</b>
DR. MALKA	Congratulations!
MS CLARA NZIMA	<b>....thank you, and I had been acting since February in the same role because my previous line got promoted to GM television channels. It's quite an involved role because you know you're responsible for the running of the whole channel you know whereas my expertise was previously just the content side, now I must run the whole thing which is you know, the brand SABC 1 which is a big brand and therefore it's quite daunting just you know taking care of the biggest channel in the country and it's the content itself you know working with content hub colleagues...</b>
DR. MALKA	....there's the revenue side as well...
MS CLARA NZIMA	<b>....there's the revenue side you know, there's the marketing side, there's the everyday running of the channel you know, being on air every day you get calls anytime when something goes wrong at FCC, so it's quite a huge task.</b>
DR. MALKA	And to digress slightly, within this role you've explained some of the challenges that have gone through, in terms of your mandate and your plans have you got any programmes that are designed for women specifically, not from a content point of view but rather from a behind the scenes and work programmes for employees?
MS CLARA NZIMA	<b>You know throughout my career since I got into the management level I've always insisted in my role, even as a commissioning editor within the channel, I had always insisted on having an assistant because for me succession planning is very important and it's important because you know in broadcasting there's actually nothing really, really new, so for me it's important that we have that kind of continuity and the newness comes with innovation as we go along but just that institutional memory is also very critical in the broadcast environment so I've always had an assistant even as a commissioning editor even as a programme manager I've had an assistant and I think in...with all my assistants I've had one male and most of them even now, my assistant programme manager is a woman. I think I just....development of women for me is very critical not just you know within the SABC even with the productions that we deal with it's....even with the you know the crew, the writers and whatever we always like to have a balanced team, even with the stories it's you know, how do we portray women you know, we have to portray women in a positive light not you know...so we take care in doing that.</b>
DR. MALKA	Yes and when we talk about stories for women I read an article from Gender Links on a piece of research that they'd had commissioned in 2010 and then a later update in 2015 and what it indicated was that in terms of content women account for approximately 20% of the content that's portrayed which is woefully low in my opinion and coupled to that there's also the representation factor of how women are being represented in the media because citizens are consuming that content, that is the image that they're seeing of us.
MS CLARA NZIMA	<b>Yes, they are, you know and it's very important that we portray women in a positive light you know, we have to have those lead roles which are women and positive roles you know not just mean roles and ja, but it's</b>

	<b>something that's very important for me and I think also just you know as I said the developmental side, the training, just seeing that people progress within the SABC and the unit.</b>
DR. MALKA	Today we're talking to Ms Clara Nzima who is the head of SABC Channel 1.
	<b>AD BREAK</b>
DR. MALKA	You are listening to 'Womanity – Women in Unity' on Channel Africa, the voice of the African Renaissance on frequency 9625 KHz, on the 31 meter band, also available on DSTV channel 802. Today we're talking to Ms Clara Nzima who is head of SABC Channel 1. We would love to receive your comments on Twitter@WomanityTalk.
DR. MALKA	In the previous segment of the conversation Ms Nzima relayed her entrance into SABC starting late 80's commencing as a production secretary and rising through the ranks to become Head of SABC 1, we also spoke about the importance in terms of how women are perceived and portrayed not only from a content perspective but also in terms of succession planning within the organisation so that we continue with institutional knowledge shared to expand to the next generation and be robust in that succession planning.
DR. MALKA	Ms Nzima our programme 'Womanity – Women in Unity' is all about gender equality which is increasingly a global focus and part of the importance therein is about female leadership, it's important for the capacity of building women both within our country, within the continent and within the world at large. Can you just tell us a few words on how you perceive female leadership?
<b>MS CLARA NZIMA</b>	<b>You know I believe....I believe women are natural leaders you know. You take the leadership role at home you know, bringing up children you know, that's a huge leadership role and I think women bring into the workplace a certain....it's not, it's not, it shouldn't be just regarded as soft skills but I think you know what is seen as soft skills is also important in the workplace because you're dealing with human beings and you know and I think human beings by nature are also very different and I think women have that instinct of you know not necessarily mothering but you know there's that instinct of recognising the differences in people.....</b>
DR. MALKA	Yes and it's managing the sensitivities.....
<b>MS CLARA NZIMA</b>	<b>Yes, yes....</b>
DR. MALKA	...and I had a good expression the other day when someone was talking about when everyone was growing up young kids first and foremost the authority figure in the household is generally a woman, whether it is a mother, whether it is a grandmother that's the person of authority and that's actually inherently within us when we move into the other spheres of our lives.
<b>MS CLARA NZIMA</b>	<b>Yes, yes...yes, ja it's unfortunate that sometimes it's seen as a weakness but it's not.</b>
DR. MALKA	I think it's a communication strength in my opinion.
<b>MS CLARA NZIMA</b>	<b>Yes it is</b>
DR. MALKA	We've spoken about the communication aspect with women coming into the workplace and bringing in some of their inherent qualities, in your opinion what areas do you think we need to build on the most to help women advance in the future?
<b>MS CLARA NZIMA</b>	<b>I think as women we do need to be accepting of each other, sort of, in that you know when you're in there you should be able to lift another person up. There is a tendency you know, some people say women are their worst enemies because there are instances where you know, because I'm in there and you don't want anybody else next to you or at least that's how it looks like, but I think it's important for us to lift each other and to mentor those</b>

	<b>young people you know that are entering to create spaces where young people can converse, young women especially, can have conversations and discuss their challenges and you know, just build them up in the system because the....ja the work environment can also be very challenging you know people do need a space where they can just have that..bounce their ideas, bounce their concerns and you know.</b>
DR. MALKA	And if you had a crystal ball and if you were looking 20 to 30 years ahead how do you think South Africa would look in terms of women's rights?
<b>MS CLARA NZIMA</b>	<b>Shew, I think you know we are a progressive country in that regard and I think definitely in the near future we're going to have a woman president because I think women are capable you know, women are very capable of leading this country and I think ja, we just need to be given those opportunities and make the best of it you know.</b>
DR. MALKA	I agree with you; concur with you and if I look around our room today we're here as women and our technician Tebogo on the other side is also a lady and it's building on our strengths....
<b>MS CLARA NZIMA</b>	<b>Yes, yes....</b>
DR. MALKA	....and demonstrating because I always think that role modelling is incredibly important .....
<b>MS CLARA NZIMA</b>	<b>....it is....</b>
DR. MALKA	....it shows what's possible and I think in your position now as you've risen through the ranks you're the channel head, you are a role model, you've provided evidence to women as well as men on what women can achieve through hard work and sacrifice but during that journey and given that this is a gender based programme, can you just expand on some of the gender challenges which you may have encountered?
<b>MS CLARA NZIMA</b>	<b>Shew.....</b>
DR. MALKA	And how you dealt with them?
<b>MS CLARA NZIMA</b>	<b>There're quite plenty and I think the one I can cite was being a young woman and falling pregnant within that old SABC which was very male dominated and you know and I think there was a feeling like you know, as a woman you being made a favour, done a favour by being hired in the SABC you know I remember there was two of us in the unit who were pregnant at the same and not that it would have crippled the unit by any means because it was a huge unit the dubbing department but we were given such hard time taking maternity leave. Actually we were refused maternity leave because you know...and we were told you take six weeks and you come back or you're fired kind of thing, which was quite challenging and you know quite.....</b>
DR. MALKA	It hurts.....
<b>MS CLARA NZIMA</b>	<b>It hurts, it was ja and but you know we went away, we spent our six weeks with our kids and we came back and you know and I think fortunately you know with the supportive family structure you know things went smoothly but it was quite hurtful and I think the fact that you know women these days can take six months it's a victory so we've come a long way within the SABC and I think the other thing which was quite refreshing for me in my journey within the SABC was when we had Professor Dr Ivy Matsepe—Casaburri, as a chairwoman of the board, she you know, she brought that female touch to the SABC, I remember she had what she called brown paper bag lunches where you know she would order a lunch in brown paper bags and we'd have discussion forum with her and you know share</b>

	<b>our problems as women within the SABC and what was profound with me, the outtake in one of those sessions was the problems we were experiencing as women within the SABC she was also experiencing within the board and you know what she said was don't give away you know being a woman and your role, she says you know I'm a grandmother and when it's time for me to fetch my grandchild from school I excuse myself from the board and I go and fetch my child and I will come back, you know, and I think it just made me think of the kinds of sacrifices we sometimes, we sometimes make you know to the detriment of our families because at the end of the day when all else is gone your family will be there so you know and I think from then on when I have something that needs me in my family I will take leave, I will leave early I will just excuse myself and I will go attend to that thing and that's the courage she gave me and that's what I tried to do with my female subordinates you know, when there's a need to go home I will release.</b>
DR. MALKA	And I think that that's a reality in our world today, I don't think it's a case of a 50/50 equal balance, the reality is that some days maybe I'll be with family 70% and work will be 30% that day but other days it'll be 80% work and 20% family and there has to be an integration.
<b>MS CLARA NZIMA</b>	<b>There has to be a balance and you know what I've found is that as women we were able to make up for that lost time you know, I don't know there's just that conscious....</b>
DR. MALKA	I think its commitment, accountability....
<b>MS CLARA NZIMA</b>	<b>Yes, yes.</b>
DR. MALKA	....and I often hear from that women with children are almost more accountable because they are very strict in terms of their time management because they know when things need to get done and to fulfil them.
<b>MS CLARA NZIMA</b>	<b>Yes and we're able to meet the deadlines you know regardless of babies giving you sleepless nights and so on but you're able to find that time and that's why for me women are you know, are critical as an eco-system in the workplace.</b>
DR.MALKA	They're renowned for flexibility, they're renowned for multitasking.....
<b>MS CLARA NZIMA</b>	<b>Yes, and working hard.</b>
DR. MALKA	Absolutely. Today we're talking to Ms Clara Nzima who is the Head of SABC Channel 1.
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DR. MALKA	In the previous segment Ms Nzima spoke about leadership, we also spoke about some of her endeavours within the SABC itself and how the culture of the SABC has evolved in terms of women's development, their progress and progression and to a certain extent the way the rest of the world has evolved to come to the point where women can have six months maternity leave, not feel guilty, not be regarded as pregnancy being a penalty for part of life.
DR. MALKA	Ms Nizma we're now turning towards more of the personal side in the latter part the show. One of the questions I always ask is about the factors of success, so if you can please just tell us in terms of what you consider has been contributors to your success?
<b>MS CLARA NZIMA</b>	<b>I think you know the biggest influences in my life have been my parents, you know my mom and dad, they both didn't have much education but you</b>

	<p>know they always insisted that we don't have any money to leave for you children you know, we have nothing to leave for you except education so if you don't accept what we're giving you in the form of education there's nothing else you will get and they were quite strict yes, but very involved, you know my dad was a factory worker but he would come back from work and check homework you know and there's a point where you know we were at a Catholic school because we are Catholic and... but there were some teachers who were taking shortcuts and he saw that through the homework and books not marked and whatever, he took us out of that school you know, religion or not, he just took us out and we went to another school and he was involved right through you know up to a point where he didn't understand maths or whatever but you know he saw, I remember my youngest brother he was in high school and had the same problem and he went to the principal and said what's this maths teacher doing because I see my child's books are not marked, so what's going on so the principal had to intervene, so that's my dad and my mom was a very, shew, very strong woman and also education you know she grew up at a time when her dad felt taking a girl to school, waste of time, you know, she wanted to be a nurse and so she couldn't but fortunately she had an uncle who understood her ambitions and was willing to support but the least he could do was to take her to be...to training for nursery school you know, the crèche, pre-school kind of training, so she did that and you know she was the best at that up to a point when she left the formal employ parents would come and say you know we want you to teach our children, you know, we were taught by you and we want you to teach our children.</p>
DR.MALKA	<p>You know when you're relaying this story I feel so sad that women were controlled and inhibited and restricted from realising their ambitions.</p>
MS CLARA NZIMA	<p>Yes, ja...but you know she got the bit that she got and made the best out of it you know and she also grew from being just a teacher to a principal and when she retired she was forced to run a mini pre-school from our garage up to a point where you know health just couldn't allow her and she stopped. So those were my inspirations and I think in the neighbours as well I had, I had very positive influences. My high school principal was my neighbour and relative so you know I didn't have a chance to play around but you know I was also fortunate in that if I had a problem at school I'd just go across the road you know and get the help. So I have had the positive influences in my life throughout and as I mentioned earlier my previous manager Veronica you know, being a woman in this workplace which was very male dominated at the time and being English you know it came with its disadvantages in a mostly Afrikaans world but you know she was very strong and you know...so I've had positive influences and ja I think right now my muse is my daughter. My laat lammetjie as they call it, she's 23 and doing her honours at UJ but you know I had a GM who always wondered how do you know so much about young people and that's where I get it from, I get it from Mbali my inspiration and she's just wonderful. I remember when she was younger, because you know when you're in television you don't stop working, I'll be at home.....</p>
DR. MALKA	<p>It's a 24/7 job....</p>
MS CLARA NZIMA	<p>Yeah....I'll be at home watching television and then I start seeing wrong things and I voice them out not knowing that she's taking all this in and you know when I come back from work she would say, ja mom you know what they did on your TV, this is what they did, they did all the wrong things.... and you know whatever is happening out there you know, the touch points of the youth we have a wonderful relationship so she's my</p>

	<b>muse.</b>
DR. MALKA	Well that's fantastic and it sounds as though women have played a very important part in your life.....
<b>MS CLARA NZIMA</b>	<b>They have.</b>
DR. MALKA	....from your mom to Veronica as a mentor and in a way there's a reciprocal relationship between mom and daughter with Mbali. What would you say has been the best lesson throughout your career?
<b>MS CLARA NZIMA</b>	<b>Shew! The best lesson I've learned is you know, you have to work for what you want so you know for me whatever I want I will work hard to get and I think the other lesson is we're never too old to learn, you know the lifelong learning, I believe in that and I even with all my experience within the SABC I never feel like I know everything, I feel there's always an opportunity to learn something from someone every day so you know those are the things that just propel me every day.</b>
DR. MALKA	I think that those are important lessons valid across absolutely everything. Lastly in closing our conversation could I ask you to please end off with sharing a few words of inspiration which you'd like to impart to our young ladies that are listening to us on the continent today?
<b>MS CLARA NZIMA</b>	<b>Shew, I think I would like to say believe in yourself, you know, I think we're all born with potential and in life we will get obstacles but what's important is you know what you do with those challenges that you meet every day and I think nothing is insurmountable, you know if you have the resolve to do or get something it's within you and I think believing in yourself for me is more important, you know.</b>
DR. MALKA	Thank you very much.
<b>MS CLARA NZIMA</b>	<b>Thank you.</b>
DR. MALKA	It's been a pleasure having you join us on our show on this segment of Women in The Media.
<b>MS CLARA NZIMA</b>	<b>Thank you, thank you.</b>
	<b>PROGRAMME END</b>