

## NTSHIBA LIVING HER DREAMS IN THE BROADCASTING INDUSTRY

In the quest of achieving her dreams and aspirations of becoming a broadcaster – Amanda Lungelwa Ntshiba – sacrificed attending her Matric Dance to apply to enroll for the Film and Television Production course at NEMISA. Growing up watching the popular SABC Current Affairs show Morning Live, Ntshiba knew exactly what she wanted and how to get it. It was during some of the early mornings watching her favourite news show – when a NEMISA advert flashed calling on application for the different NEMISA offerings.

*“That beautiful morning, I was preparing to go write my Prelim exam at Dr Blok SSS, I saw a promo on Morning Live inviting all young people from different corners of life. I knew there and then that I stood a chance, and I sacrificed my matric dance money to do all the applications,”* Ntshiba recalls.

The Bloemfontein-born NEMISA alumnae continues by saying that when she applied for the course, she initially thought Film and TV Production was only about



camera work, and editing not aware that there is a host of other career opportunities within the field.

*“I’ve worked in the Broadcasting industry for over 12 years, ranging from Ingest, NOC operations, MCR work, Tx Producer, on-air EPG QA controller, and more. I’m passionate about error-free transmission and customer satisfaction. Currently, I hold a secondment title of being a Specialist for the platform department. Dealing with launches and terminations of channels,”* Ntshiba said.

She said that what she enjoys most about her work is that information is King and she gets to be well-informed about issues before the rest of the



citizens are informed.

*"I get to know information way before it comes to the public. I understand the ins and outs of the entertainment business and how broadcasters make their money. It's a huge privilege to operate at a high level, with commissioning editors and production house and final product going on air," she added.*

She concluded by saying to aspirant broadcasters that they *"should always know that there is no job that is too low or too dirty, all jobs deserve respect. They should show up and show off. You are a brand. If you don't appear, you will disappear.*



*As cliché as it may sound it's true. A broadcasting career needs hunger and constant eagerness to learn new ways of working. I will be doing an injustice to you all, by not mentioning that mental health at a workplace is very important. Maintain a work-life balance. Don't neglect yourself, your family, or your health for anything. Business will always replace you. Try and remember that the source of life is God. We remain grateful for our careers," she said.*