

## #BehindtheSelfie with... Lungile Nduvane

This week, we find out what's really going on behind the selfie with Lungile Nduvane, Africa's youngest station manager in community television at Bay TV.



Lungile likes it black and white. Here's his random day...

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

**Nduvane:** I live in the friendly city of Port Elizabeth also known as Nelson Mandela Bay. The only city in the world named after the icon, Tata Nelson Rholihlahla Mandela. I work for the most dynamic and futuristic community television channel. Nelson Mandela Bay Television, which is better known as Bay TV. Geographically, I live on one of the most beautiful coastlines in Africa with calm and relaxing beaches as our playground.

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

**Nduvane:** They say my claim to fame is broadcasting, but I let my work speak for itself. At the age of 30, I am the youngest television channel manager in South Africa, as far as I know.

### 3. Describe your career so far.

**Nduvane:** A career is very important and a career plan is paramount to one's progress. I live by making certain that I constantly make plans for my career and future. Part of my career goals is obtaining my master's degree and PhD.

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

**Nduvane:** When it comes to things I love, they vary a lot. I love modern architecture, I love travelling, I love cars. There are many things that I love, but youth development is very high on that list.

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

**Nduvane:** I love the industry, its unpredictability. No two days are the same. I love the impact that the industry has on communities and individuals in shaping the way society thinks and reacts.

Accessibility is one issue that can be improved upon. We need the child who is in deep, rural Eastern Cape to be able to access the industry and have knowledge of the full value chain of the industry, so that they are able to choose any career path within this diverse industry.

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

**Nduvane:** There are no 'average days' in being a channel manager, each day comes with unique opportunities. There is no '9-5' in my job. The job becomes your life.

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

**Nduvane:** The tools of any trade are the same, I believe. You need commitment, passion, willingness to learn, as well as talent and education. These tools can get you through in any industry.

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

**Nduvane:** Bay TV is getting right. We are for the community. We have a proven track record that we are one of the biggest feeders of talent and crew to the mainline broadcasters. We are futuristic and global in our thinking and we are moving with the constantly evolving technologies. I believe that the channel is getting it right. There is always room for growth, but currently we are getting it right.

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

**Nduvane:** We are currently working on five major projects – I am unable to divulge at this present moment, but soon the great strides being made by the channel will be revealed!

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

**Nduvane:** There are various terms making the rounds in the broadcast industry, none more than DTT or Digital Terrestrial Television. The term VOD or Video on Demand is also making the rounds. Both are crucial in this industry as they speak to technology and what I believe is the future of broadcasting.

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

**Nduvane:** At 3am and 4am. I am awoken by an influx of ideas that I make certain I develop. That is probably my favourite time of day.

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

**Nduvane:** I'm never the life of the party, so I don't have party tricks, but my friends – and I add, only my friends – think I'm funny. I'm sort of a 'sit down' comedian.

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

**Nduvane:** 13,012 unread emails!

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

**Nduvane:** Dedication, determination, sacrifice. It's not the glitz and glam everyone perceives it to be. Be willing to learn, be willing to work.

Simple as that. Read more insight from Nduvane by [clicking here](#), and interact with him via [Facebook](#), [Twitter](#) and [Instagram](#).

*\*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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