

# SABC unveils Bok Jive, RWC broadcast schedule

 By Issa Sikiti da Silva: @sikitimedia

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Controversial figure Khanyi Mbau has teamed up with Oskido's Kalawa Records and 7de Laan's Pierre van Pletzen (Oubaas) to produce a Rugby World Cup (RWC) song titled *It's our Game* on behalf of the SABC, the public broadcaster announced yesterday, Wednesday, 18 August 2011, as it unveiled its TV and radio broadcast plans and activities for the 2011 RWC.



The song, created with the Bok Jive in mind and choreographed by Cassius Thothhalemaje, has already started to grace the TV screens across South Africa.

"This song and dance will aim at unifying all South Africans to sing and dance to the spirit and vibe of the Springboks, repeating history by winning this year's tournament," spokesperson Kaizer Kganyago told the media in Auckland Park, Johannesburg.

## Broadcast 35 games out of 48

The 2011 RWC will take place this year in New Zealand 9 September-23 October, and as the fever mounts ahead of the opening ceremony and eventually the opening game, the SABC announced that it will broadcast 35 games out of 48, in line with the sub-licence agreement with SuperSport. MultiChoice-owned SuperSport is the broadcasting rights holder of the RWC.

"We will broadcast 35 games in total, 28 of which will be live and seven delayed," Kganyago said, adding that the SABC and SuperSport have a healthy working relationship which consists of supplying each other with material.

The RWC games will also be broadcast on the following SABC radio stations: Radio 2000, Thobela, Phalaphala, Motswedding, Ligwalagwala, Ikwekwezi, Ukhozi, SAfm, RSG, Tru fm and Umhlobo Wenene.

"SABC is not only about TV but also about radio, so if you are somewhere driving, you will be able to catch these games on these radio stations," he said.

## On-air commentators

RWC on-air commentators were also announced and these include: Chester Williams, David O'Sullivan, Peter Hendricks, Hennie Le Roux, Kabamba Floors, Zola Yeye, Tim Dlulane and Tony Ndoro.

Furthermore, the SABC said its campaign titled *It's our Game* is aimed at getting all South Africans, regardless of race and age, to stand behind the team as it happened in 1995 and 2007, when the Springboks won the RWC under the Mandela and Mbeki administrations, respectively. As rugby is traditionally seen as a white man's sport, the SABC said its campaign's main goal is to attract the non-traditional audiences of rugby, in order to fulfill its mandate of nation-building.

While SABC2 will be the official TV platform for the RWC channel and the launchpad for the on-air campaign, SABC1 and SABC3 will be supporting channels, providing alternatives rugby viewing with programmes such as doccies, and country and player profiles.

Asked by Independent Newspapers journalist Therese Owen why Mbau was allowed to be part of the RWC song, given her 'bad girl' image, Kganyago replied: "It's not for us to judge people. Our slogan *It's our Game* aims to ensure that each and everyone in this country - whether you are rich, poor, young old and bad - is part of the RWC."

## ABOUT ISSA SIKITI DA SILVA: @SIKITIMEDIA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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