

Thabisile Mbete



By [Louise Marsland](#)

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Thabisile Mbete has been appointed Content Editor at Primedia Broadcasting. She was previously the Executive Producer for the John Robbie Show on 702 and part of 702's management team. As Content Editor, she will oversee content strategy on Primedia Broadcasting's four radio stations, 947, KFM, 702, CapeTalk, and Eyewitness News, as well as online and social media. Her primary role is to ensure the editorial integrity of content for all brands and ensure it is free from political and commercial interference. She will also be responsible for professional development of producers, content producers, reporters and call screeners.

Q: What is at the top of your to do list?

A: It is updating the group's editorial policies and reaffirming our identity as an independent broadcaster. With news and broadcasting trends evolving at such high speed, the business needs to be aware of how these high speed changes impact our editorial output. I also have to ensure we maintain the high quality content our consumers are accustomed to. Primedia has a rich heritage, built over the years by dedicated professionals driven by a commitment to fairness, truth and independence. This is what I hope to build on.

Q: What is your main content challenge in this industry?

A: The major concern is staying ahead in terms of finding new angles, sources and guests for the different platforms. Social media platforms have certainly changed our approach to content production. Broadcasters can no longer claim to be the sole content producers. Every user of social media is a content creator. That means we are responsible for more than what we publish as Primedia, but also for user generated content.

Q: What is your core content strategy?

A: To use our platforms to create meaningful connections with listeners and digital users.

Q: What do you see as your most important role as Content Editor?

A: It is ensuring that all platforms maintain the editorial standards set - this applies to both radio and our digital properties. Achieving this requires working with the various teams. It means constantly reminding our on-air personalities, production teams, news and online teams about the importance of keeping things simple while making sure that we keep up with developing trends.

Q: Most important attribute needed to do your job?

A: There are a few. At the top of that list is being fair and balanced. I believe in the concept of opening minds and allowing listeners and users to make up their minds on a topic, once we have presented them with as many sides involved in the story as is humanly possible.

Q: The biggest trend to note in your industry?

A: Media on demand - the idea that the consumption patterns of our listeners and digital users have shifted. They demand content at their own convenience and not when we publish it and the two are not always compatible. This is changing our outlook completely.

Q: How will you make an impact?

A: By championing editorial independence and integrity across all our platforms and in our interactions with the outside world. This is imperative for us as professionals in the media but also for our users and other stakeholders. This has been part of our heritage since the early days so there is no reinventing the wheel.

Q: What inspires you?

A: Knowing that South Africa can do and be better.

Q: What are you currently reading for work?

A: Various editorial policies from news organisations all over the world both in print and broadcasting. It is comforting to see that the issues we face here are not unique to us. Well established media institutions across different societies continue to grapple with the same issues that we are faced with locally.

Q: At the top of my 'bucket list' is...

A: Visiting Nepal.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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