

e.tv launches formal eKasi filmmakers training programme

Issued by [eMedia](#)

5 Sep 2014

This week e.tv unveiled its first accredited (NQF level 5) training programme targeted at aspirant and junior filmmakers. The programme aims to develop the local production industry and boost the quality of local content to match and surpass international standards.

The six-month programme, which began on 1 September, enrolled 40 participants from various independent production houses. All the participants have been selected by the production sector. Host production companies include: Ants Multimedia, Asi-B Films, Blq2wrk Media, Eclipse TV, Ochre Media (Scandal!), Quizzical Pictures, Red Pepper Production and Sobabili Production.

"The aim of this programme is to invest in the development of local content and the local film industry. We want to ensure that we continue to increase the talent pool across the industry and ensure our storytelling ability resonates broadly with the audience. We are committed and very proud to be part of this training and development of future filmmakers," said Monde Twala, Managing Director for e.tv Channels Division.

The course is run in partnership with the Media Information and Communication Technologies (MICT) SETA and facilitated by the eAcademy, headquartered in Hyde Park. The programme consists of the fundamentals of television theory and an intense practical component. In order to receive a certificate of competence, the participants will be required to complete a portfolio and a practical assessment at the end of the programme.

For several years e.tv has supported aspiring scriptwriters and ensured their development by training and mentoring them and scores of new actors have established their acting career through eKasi: Our Stories. This new programme serves as a much more intensive and formalised leg of the same developmental process that began in 2009.

The programme induction and orientation will run from 1 to 12 September 2014 and from October classes will run for two days a month with on-the-job training happening at the respective production companies for the rest of the month. The project mentor is e.tv Local Productions manager, Keshni Rajoo, and the lead trainer, Charles Tagg, known and respected in the industry for his well-rounded knowledge of television and also for his passion and commitment to developing new talent.

"This industry is in serious need of training programmes that focus more on the practical side of training. Through the eAcademy we have created a gateway to this form of learning where every person who embarks on a formal training programme with us is guaranteed of the necessary workplace exposure to complement their area of learning. The eKasi Skills Programme is the fourth such initiative that the eAcademy has launched in partnership with e.tv since it started operating this year and we are proud to be setting new trends in the industry," explains Natalie Delport, Managing Director for Sabido eAcademy.

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