

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In order to proceed with the recognition of Standards Generating Bodies in terms of Government Regulations 19(1)(c) and 22(2) of 28 March 1998, National Standards Body 04, Communication Studies and Language, invites public comment with respect to *the acceptability of the nominees and the representativeness of the key education and training stakeholder interest groups* listed as SGB applicants below.

**In addition, the NSB invite submissions from interested parties wishing to serve on such an SGB.** Interested parties should take note of the section on SGB Information below.

**All nominations/ applications should be accompanied by curricula vitae.**

More information regarding this application may be obtained on the SAQA website or from the SAQA offices.

Comment should reach the NSB at the address below by not later than **23 August 2004**. All correspondence should be marked **SGB for Audio Visual and Media Production** and be addressed to:

The Director: Standards Setting and  
Development  
SAQA  
*Attention: Mr. D Mphuthing*  
Postnet Suite 248  
Private Bag X06  
Waterkloof  
0145  
or faxed to 012 – 431-5144  
e-mail: [dmphuthing@saga.co.za](mailto:dmphuthing@saga.co.za)

**SGB INFORMATION**

As a necessary step in the development and implementation of the National Qualifications Framework, The National Standards Bodies are briefed [regulation 19(1)(c) of 28 March 1998] to recognise or establish Standards Generating Bodies (SGBs).

SGBs shall:

- a. generate standards and qualifications in accordance with the Authority requirements in identified sub-fields and levels;
- b. update and review standards;
- c. recommend standards and qualifications to National Standards Bodies;
- d. recommend criteria for the registration of assessors and moderators or moderating bodies; and

- e. perform such other functions as may from time-to-time be delegated by their National Standards Body.

Any bodies wishing to nominate representatives, make application to serve on, or make any other submission with regard to the above SGB should note the following information.

SGBs should be composed of organisations, which shall be key education and training stakeholder interest groups and experts in the sub-field. The NSB, when making its final decisions will have due regard for, among other things, *'the need for representativeness and equity, redress and relevant expertise in terms of the work of the SGBs.'*

Organisations proposing to nominate persons to SGBs should be sensitive to the need for **equity** and **redress**, and shall nominate persons who-

- (a) will be able to consider issues of productivity, fairness, public interest and international comparability as related to education and training in the sub-field;
- (b) enjoy credibility in the sub-field in question, who enjoy respect; have the necessary expertise and experience in the sub-field and have the support or backing of the nominating body;
- (c) are able to advocate and mediate the needs and interests of all levels within the sub-field covered by the Standards Generating Body;
- (d) are able to exercise critical judgement at a high level; and
- (e) are committed to a communication process between the Standards Generating Body, the National Standards Body and the Constituency.

**PUBLIC NOTICE BY NSB 04, COMMUNICATION STUDIES AND LANGUAGE, OF AN  
APPLICATION TO  
RE-REGISTER THE SGB AUDIO VISUAL AND MEDIA PRODUCTION**

On 15 April 2004 NSB 04 received and considered an application to re-register the SGB for Audio Visual Media Production and proposes, in terms of *NSB Regulation 24 (1) (e)*, to extend the brief and membership of the SGB at NQF levels 1 – 8.

**BRIEF OF THE SGB**

1. Develop learning pathways for potential qualifications and unit standards in the sub-field of Audio Visual and Media Production from level 1 through to level 6 [*Regulation 24 (1) (e)*].
2. The following qualifications shall be generated:
  - National Certificate in TV Production Operations (NQF Level 4)
  - National Certificate/Diploma in TV Production (NQF Level 5)
  - National Diploma in Radio Production (NQF Level 5)
  - National Certificate in Radio Station Management (NQF Level 6)
  - Five Qualifications in Film and Video Production/Management (NQF Levels 4 – 7)
  - National Diploma in Interactive Media (NQF Level 5)
  - National Diploma in 3-D Animation (NQF Level 5)
  - Unit standards in Radio Station Music Management (NQF Level 5)
3. Recommend the qualifications and standards generated under 2 above, to the NSB [*Regulation 24 (1) (c)*].
4. Recommend criteria for the registration of assessors and moderators or moderating bodies [*Regulation 24 (1) (d)*].
5. Liase with any other SGBs, as required. [*Regulation 24 (1) (e)*].
6. Review these qualifications and all unit standards, including those already registered and effect the necessary changes [*Regulation 24 (1) (b)*].
7. Accept and perform other related functions as requested by the NSB [*Regulation 24 (1) (e)*].

## Proposed Composition of the SGB

NAME	WORKPLACE	NOMINATING BODY	QUALIFICATION/ EXPERIENCE
Heather Setzen	Hotshots	Hot Shots	BA in Fine Arts, Higher Diploma in Education, Licentiate in Drama Teaching
Uwe Beckmann	Bedon TV	Bedon TV	Director of TV dramas; Currently President of the Society of Cinematographers; Director of Photography Group
Hoosein Ebrahim	PPSA (MEDUNSA)	PPSA (MEDUNSA)	BA in Languages. Broadcast Communications Programme, Dip in Business Management, Mediator in private practice
Paddi Clay	SANEF	SANEF	BA (UCT); 25 years experience in journalism and training
Shiraj Jamal	Bush Radio	Bush Radio	Senior Primary Education Diploma; Higher Education Diploma; teacher and trainer; human resource development for Bush Radio; experience in broadcasting
Cheryl-Ann Delport	Mercury Film and TV School	Mercury Film and TV School	23 years experience in TV and film; Managed a training school; Diploma in Journalism (ICS)
Tonie Englebrecht	SABC (Training)	SABC (Training)	31 years experience in radio and television, also worked as skills development facilitator
Phil Pretorius	Rand Afrikaans University (RAU)	Rand Afrikaans University (RAU)	BA (Hons) in Communication; Range of work-related qualifications; Junior Lecturer at RAU; attended many seminars and congresses
Howard Thomas	Busvannah Communications	Busvannah Communications	BA in Economics and Politics, extensive experience in production, film, broadcast, animation and graphics

NAME	WORKPLACE	NOMINATING BODY	QUALIFICATION/ EXPERIENCE
Christo Doherty	University of the Witwatersrand	University of the Witwatersrand	BA (Hons) (UCT); MA (University of Natal); Broadcast Production Traing at the SABC; Channel executive producer for Cue-TV arts television channel; Director of First TV School at Rhodes University; Currently Head of Digital Arts at Wits University
Celeste Dickinson	Jacaranda FM	Jacaranda FM	BA (Rhodes University); Was General Manager of Can-I 98.7fm; Freelance radio trainer at trans.mission; Worked for Rhodes Music Radio (RMR); Currently at Jacaranda 94.2fm
Anja Merret	Concept Interactive	Concept Interactive	BA (Hons), UED, MBA; Experience in DTP, web, multimedia & e-Learning industry; Currently on the management committee of ISPA; on the Advisory Body to Create SA
Pete Burnett	Durban Institute of Technology (DIT)	Durban Institute of Technology (DIT)	Higher Diploma in Education (University of Natal); Currently completing a MTech in motion picture production; 18 years experience in the Department of Video Technology; Currently at DIT
Angus Clark	M-Net	M-Net	Many short courses in TV studio operations, management, Management Development Programme (University of Pretoria); Lighting Design Specialist, Picture Quality consultant
Nikki Tilley	Monash University	Monash University	Involved in the Film and TV unit standards at Monash University

Patti Putter	Gasworks Post Production	Gasworks Post Production	National Diploma in Fine Arts (Wits Technikon); Currently Managing Director of Gasworks Post Production; Freelance line producer on TV drama series; Was administrator for South African Guild of Editors (S.A.G.E.)
Anthony Duke	SABC Radio	SABC	British Independent Broadcasting Authority Programming Course; Head of Music and Programmes at Capital Radio; broadcasting consultant; currently Station Manager for national radio 5FM
Faiza Abrahams-Smith	National Community Radio Forum (NCRF)	National Community Radio Forum (NCRF)	Radio Broadcasting Certificates (IAJ); Train the Trainer courses; certificates in early learning; currently CEO of NCRF; project coordinator at IAJ; training administrator at SABC
Gina Bonmariage	NFVF	NFVF	BA (Hons) Speech and Hearing Therapy; Programme Manager for EAVE; Was Head of Development for Primedia Pictures; Established Audio Visual Entrepreneurs of Africa; Member of the founding council of the NFVF
Gerhard Uys	PTA Technikon	Film Industry	BA in Communications and NHD in Film Production; range of short courses in related disciplines; several publications; vast experience in the industry
Phyllis Dannhauser	Wits TV	Wits TV	Diploma in Journalism, 18 years experience in live and pre-packaged film and video programmes
Martin Vilakazi	Institute for the Advancement of Journalism	Institute for the Advancement of Journalism	Secondary Teachers Diploma; Certificate in Journalism; certificate Media Training of Trainers; involved in radio and TV productions and in journalism