

David Niddrie
Summary profile

August 2009

Personal details

Surname **Niddrie**
First names **David Clephane**
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Nationality **South African**

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Broadcasting related activities

Journalism (1987-1991)	South African correspondent, Pacifica Radio News
Campaign and policy development (1990-1993)	<p>Co-founder and steering committee member of the Campaign for Independent Broadcasting (CIB). CIB was established as a multi-sector coalition to achieve: transformation of the SABC into a public service broadcaster from a state propaganda organ; to prevent SABC's use by apartheid interests during the first democratic election, and to prevent the apartheid administration from licensing private, pro-apartheid broadcasters prior to the establishment of a democratic administration.</p> <p>On behalf of the CIB, Niddrie:</p> <ul style="list-style-type: none"> - Contributed to media legislation, - Co-developed the process by which the first board of the SABC was nominated and appointed, and criteria for board appointment.
Pre-election interventions in the SABC (1992-1994)	<p>Conceived and initiated the Public Broadcasting Initiative (PBI), a programme to: develop a cadre of middle and senior management for a PBS SABC, with a particular focus on news, and to develop the capacity for intervention and deployment of independent news management at SABC during the 1994 election campaign</p> <p>Spent three months with the Canadian Broadcasting Corporation executive management</p>
Elections monitoring (1994)	Head of Broadcasting for the Independent Media Commission (a constitutional body established to ensure equitable coverage of the 1994 election and collapsed into the IBA and IEC post-elections)
SABC (1994-1997)	<p>Head of strategic planning unit of the SABC, responsible for:</p> <p>Developing the strategic plan to reposition SABC as a sustainable PBS (the document was submitted to the IBA under the title <i>Delivering Value</i>, and formed the basis of the IBA's conclusions in its Triple Inquiry Report;</p> <p>Developing the repositioning strategy for the SABC as a PBS.</p>
Private radio & television	<p>Developed the concept, business plan and implementation programme for Yfm, and prepared the licence application for Yfm. Served on the board of Yfm.</p> <p>Developed the concept, business plan and implementation programme for e.tv, and prepared the licence application for e.tv (and served on the board of Midi Television, which held the e.tv licence).</p> <p>Developed the concept, business plan and implementation programme for Yarona FM (Botswana's biggest private commercial radio station), and prepared the licence application for Yarona. Serves on the board Yarona FM.</p>

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Current activities

Media and communications consultant

- Directorships** iNtengu Consulting (Pty) Ltd
iNtengu Research & Risk Management (Pty) Ltd
Yarona FM (Pty) Ltd (Botswana) – Botswana's leading private radio station

Career summary

- 1972-1986** Journalism and news production on a variety of South African newspapers, including the Rand Daily Mail, Sunday Post (banned 1979) and City Press.
- 1986-1993** Freelance correspondent, working mainly for foreign newspapers and radio stations (Denmark, UK, Holland, Canada, USA, Singapore, Harare): Politiken (Denmark), Toronto Globe and Mail (Canada), Pacifica Radio News (USA), Straits Times (Singapore). South African correspondent for SouthScan, a weekly newsletter providing political analysis on Southern Africa.
- In the same period edited *Work in Progress*, a South African-based political monthly and contributed to 'alternative' and underground media – South, Cosatu News, UDF News, Vrye Weekblad, Umschenzi, Agenda Press Services (Harare).
- 1990-1993** Member of executive structures of Campaign for Open Media and Campaign Independent Broadcasting (broad-based organisations campaigning for media freedom and transformation of SABC from apartheid state broadcaster to national public broadcaster). In this capacity jointly drafted criteria for membership of the first independently appointed SABC board, and appointment process.
- 1992-1994** Executive director, Public Broadcasting Initiative, established to facilitate training for prospective SABC broadcast managers, and coordinate external assistance in covering 1994 election.
- 1994** Director of broadcasting, Independent Media Commission.
- 1994-1996** Head of strategic planning, SABC.
- 1996-2000** Executive director, Mopani Media (Pty) Ltd. Mopani Media was established by former members of the SABC strategic planning unit as a greenfield commercial media house: it conceptualised, secured the licences for and operationalised Yfm, e.tv and Yarona FM (Botswana)
- Developed formats and content schedules for all three services and contributed to business plan development
- 1996-1997** Director Yfm

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- 1997 Project manager for licence application, Yarona FM, Botswana
- 1997-1998 Director, Midi Television (licence holder for e.tv)
- 2000-2009 Media and communications consultant
- 2005-2009 Layout and sub-editing, Umsebenzi and African Communist

Key academic and media policy papers

- 1986 *The South African mass media in a post-apartheid society*— (with Howard Barrell)
University of York: Conference on the South African economy after apartheid.
- 1987 *Restrictions on journalism - Culture in Another South Africa*, Amsterdam Colloquium on South Africa and Journalism (with Mono Badela).
- 1992 *Towards a democratic media dispensation - Keynote address: ANC media policy workshop.*
- 1993 Contributed media provisions of the *Reconstruction and Development Programme.*
- 1994 *Delivering Value*, SABC submission to the Independent Broadcasting Authority as part of the Triple Inquiry. *Delivering Value* informed much of the Triple Inquiry findings.

Acceptance of nomination to the board of the SABC

11 August 2009

To whom it may concern

I, David Clephane Niddrie, ID number 5307035185085, of 71 Highland Road, Kensington 2094, Johannesburg, confirm that I accept nomination to the board of the South African Broadcasting Corporation and am willing to serve as a member of that board if appointed to do so in terms of the Broadcasting Act of 1999 (the Act).

I do not fall into any of the disqualification categories set out in Section 16 of the Act, and am not subject to any conflict of interest requiring disclosure in terms of Section 17 of the Act.

My contact details are:

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A handwritten signature in black ink, appearing to read 'D. Niddrie', is written over a solid horizontal line.