



**PRESS**

**RELEASE**

**e.tv Launches Zulu and Sotho News Bulletins in Prime Time**

**TX: Monday 15 September at 6pm**

On Monday 15 September, e.tv will launch Zulu and Sotho eNews bulletins at 6pm. The bulletins will be broadcast Mondays to Fridays and will include national, international, business, sports, human interest stories and weather.

Bronwyn Keene-Young, e.tv's chief operating officer says, "Over the past nine years eNews has established itself as the most authoritative source of television news in South Africa. The 7pm bulletin is the most-watched English news in the country. The launch of the Zulu and Sotho bulletins at 6pm, builds on the success of the eNews brand and provides Zulu and Sotho speaking South Africans the opportunity to watch eNews in their home languages."

eNew 6PM will be anchored in Sotho by Segametsi Moilola, who viewers will recognise from Sunrise and Mabutho Ngcobo, who will anchor the Zulu segment.

**BIOGRAPHIES**

**Segametsi Moilola**

No stranger to TV, Segametsi Moilola gained valuable experience on e.tv's breakfast show Sunrise. Segmetsi was born and raised in the small mining town of Welkom in the Northern Free State. After completing high school, she studied towards a diploma in Public Relations.

Her career in broadcasting began in 2003, when she worked as a producer for a current affairs radio show. An avid lover of travelling and watching documentaries, Segametsi also has a blinding passion for our continent because of its culture and beautiful landscapes.

**Mabutho Ngcobo**

Viewers will be able to put a face to the authoritative voice of broadcast journalist Mabutho Ngcobo, who has been in the broadcasting industry for the past seven years. He started his journalism career in community radio in KwaZulu-Natal and went on to work for media giants Amarc Africa radio, Cape Talk and Kaya fm.

Ngcobo is also an award winning journalist. He won the National Vodacom Journalist of the year award for the best radio feature in 2003 and again in 2007.