

MEGA ARTISTS

WE ART

M A G A Z I N E

ISSUE#17
FREE EDITION

Salvador
Dali SPANISH
SURREALIST

Mahlatshe
Phaladi
FROM STREET
TO WEDDING
PHOTOGRAPHY

Tshepang
Selapyana

VERSATILE MULTILINGUAL
ACTOR, RADIO & TV PRESENTER

Brandon
Zambuko
SELF TAUGHT
HYPERREALIST
ARTIST

Sister X
THE X AGENDA
DEBUT ALBUM

TOPICS : STAYING CREATIVE | COMMUNITY RADIO & COVID-19

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COVID 19: THE DEATH OF PRINT MEDIA

Editor's Note

In the past months, South Africa imposed the most drastic restrictions, following its declaration of a 'state of disaster'. The sports, arts, and culture sectors were hit the hardest as numerous events were cancelled and postponed. In the past weeks, many entertainers claim to have lost months' income and are attempting to deal with immediate concerns, such as paying their rent, bond, and car repayments and feeding their families. The economic effects of the coronavirus bite down the creative industry long and hard. The media and entertainment industry is already seeing the devastating impact. Some artists are already looking ahead to the long-term damage the COVID-19 outbreak could do to their careers and future earning potential.

Traditional media like newspapers and magazines have been facing extinction since the evolution of technology and digital media. The decline began with the radio and the arrival of the television and access to the internet. It was just a matter of time most publications close their doors. The unexpected and devastating impact of Covid-19 is the final nail in the coffin, causing the closure of printing and distribution channels. In recent years newspapers and magazines circulation dropped and led to some publications closing shop. Caxton & CTP Publishers & Printers Limited (Cat) announced that it has begun a process of withdrawing from magazine publishing and associated businesses. The titles affected are Bona, Country Life, Essentials, Food & Home,

Garden & Home, People, Rooi Rose, Vrouekeur, Woman & Home, and Your Family. Also, Associated Media Publishing, the owners of Cosmopolitan, House & Leisure, and Good Housekeeping will close its doors on 1 May 2020. Other companies like Ndalo Media shut its doors in January 2019. The company was responsible for Destiny, Destiny Men, and Elle magazines, among others.

The shutdown of these publications is no surprise. The economic climate has been very tough in recent years. Advertising has been shifting and threatening and continues to threaten many magazines. If there is one thing that COVID-19 has taught us is that the market for magazine media in print will implode in South Africa at a seriously accelerated pace. Publishers who have not evolved into multiple and established digital platforms that they can monetize will not survive much longer.

Although this is a very challenging time for South Africa and the world, it has made it necessary for the industry to 'think outside the box' and make use of the many digital opportunities at their disposal. All media platforms need to re-adjust their business plan that involves digital media migrations and bring their brands to new markets. Businesses can build a presence in new markets themselves with a relatively small investment and have an understanding that we have progressed from a one-channel business to a brand business with a multi-channel approach.

Jack Rams

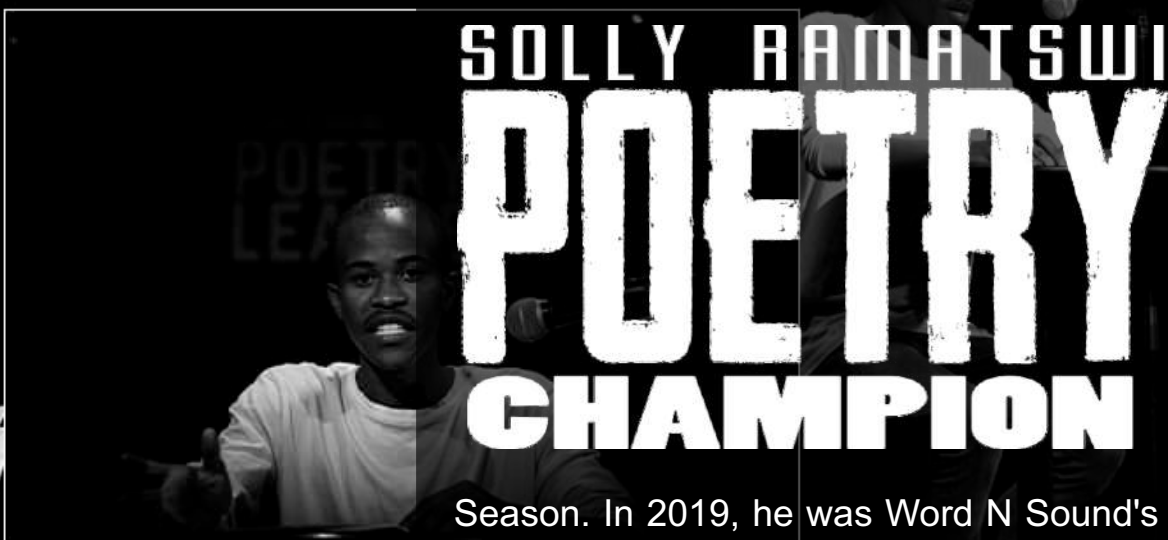
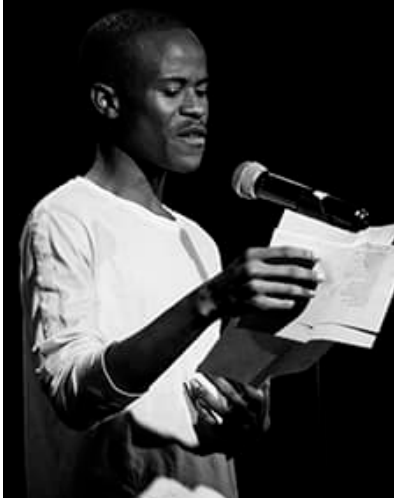


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Season. In 2019, he was Word N Sound's King of the mic for the month, and went on to be Season 9's Poetry League Champion and made it to the Tshwane Speak Out Loud Top 5 and got in the top 5 for the World Of Words Slam and came first for Ekurhuleni Poetry Slam. He holds the award for Perfect Poem, from Word N Sound, season 9.

Born and bred in Pollen, a small village in Limpopo, Solly Ramatswi, also known as Soetry, moulds the imagery of his village to write poems about black boys and his experience. Having the experience of living in both the village and the city, he bridges the two spaces and finds common ground with his writing; Makes the two worlds look familiar with each other. The 26-year-old uses poetry to reflect his experiences and views on the current states of manhood, with the aim to learn, unlearn, understand, and relearn.

In 2014, after matric, he moved to Gauteng to pursue his studies; It was from then that he grew into spaces like Tshwane Speak Out Loud, Current States of Poetry, Mzansi Poetry Academy, Word N Sound, and other poetry platforms. In 2017 he competed in the CSP provincial slams, second for Mzansi Poetry Academy's AKS – Anada Kinda Slam Aand came third for Leleme La Mma Poetry Challenge. In 2018 he made it to the top 5 for Word N Sound Poetry League's grand finale, where he came third and was awarded Best Newcomer for

His work has been shared on local TV and radio stations. His set of poems put under 'How It Took A Village To Raise A Storm' was showcased at the Joburg Theatre, Con Cowan Theatre, and are also part of a collaborate with Kenneth Mphahlele's Choreography in a play titled Pata, meaning hide.

Links to his work:

1. Word N Sound Showcase:
<https://youtu.be/njuZ-cKB7TA>
2. How it took a village to raise a storm:
<https://youtu.be/hW1kjHulP90>
3. Black Boy Stories:
<https://youtu.be/BUIQrr8lvBM>
4. Soetry at The Queens Fortress:
<https://youtu.be/KdONYtUXRkk>

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To the boy who carries a home on his back

Your spine is knitted with responsibility
 Your neck is wearing heavy bruises,
 around it are beads of debit orders in the
 colour of black tax
 pulling you to the ground,
 You feel how heavy a family can be.

You fall face first.

But It is better to lose your teeth
 than risk your home,

You fall too many times,
 your spine is known a passage heavy
 with movement,

Your rib - an open door lovers use to
 leave;

The ground flirts with your teeth to a point
 you find it hard to smile to your lovers,

Your teeth are gold;

A shovel of pay check digs into your
 mouth for a smile.

Your tears are dust,

Storms are seen when you cry

People look away when you cry

No one opens their eyes in a sand storm

But know this, you are a desert growing a
 castle on its shoulders,

All your crying is a sign that you are
 building;

Melanin holds the colour we know
 how to build on,

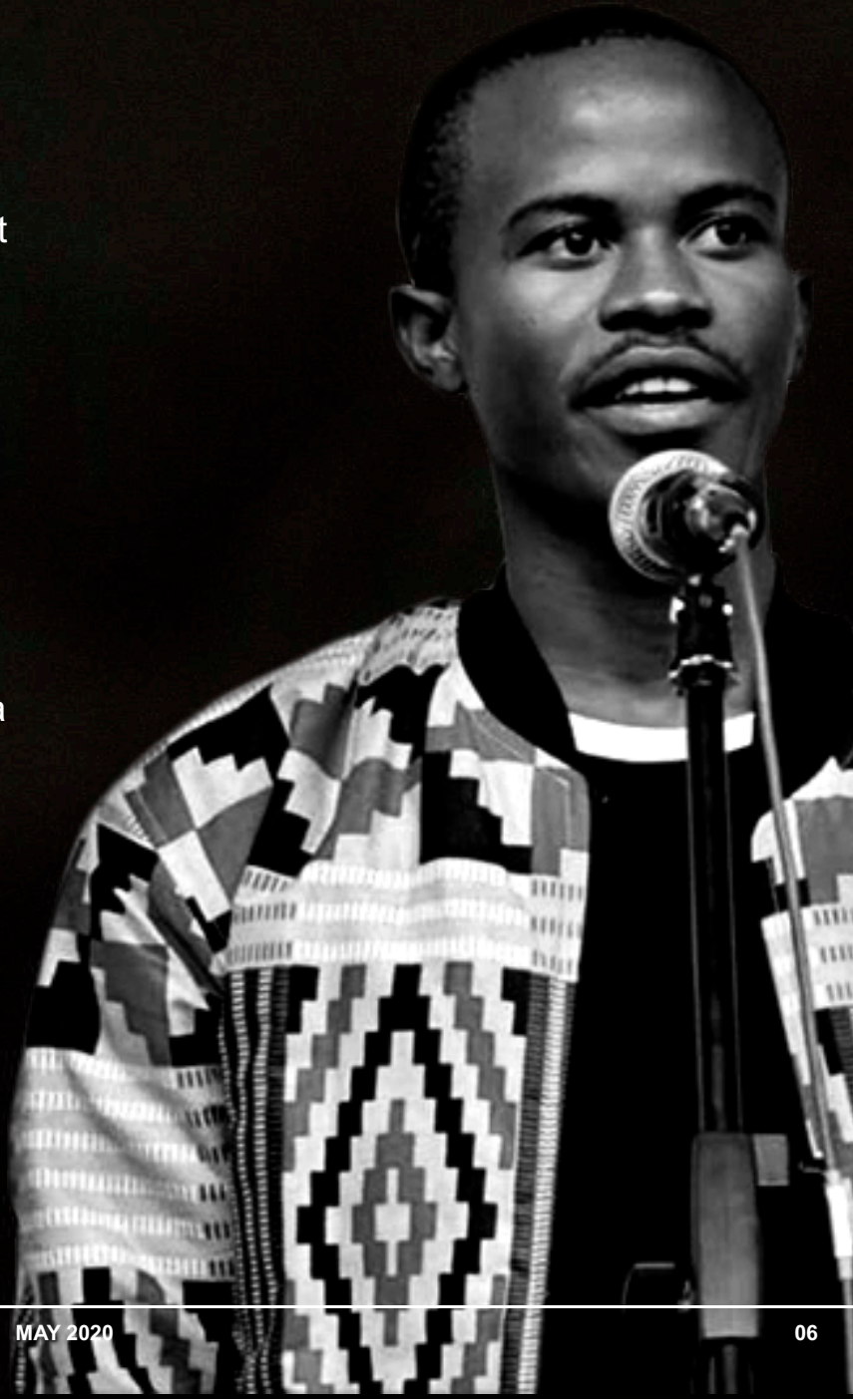
maybe this is why you have a home on
 your back.

You know how another's weight can
 weigh you down.

Your shoulder is not for crying but for
 them to step on.

To the boy who carries a home on his
 back like a snail:

This is how heartbeats become
 the gravity of the homes
 carried by boys like you, black boys.





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Tshepang Selapyana



TshepangSelapyana is a South African radio presenter and television personality best known as the host of SABC 2 Lifestyle Magazine Programme, NhlalalaYaRixaka. He is also known for playing the role of Magwiya on the popular SABC 2 telenovela, Giyani: Land of Blood. He also studied Audio Communication at Thuthuka Casting. He had a stint on Muvhango, Nelson Mandela Galler Dinner, Imposter, iSithembiso, and Muvhango. Tshepang grew up in Mukondeni, a remote village situated on the outskirts of Elim in the Vhembe district Limpopo. He was awarded a scholarship by Health and Social Development and the Netherland Embassy to study Child and Youth Care Work at the University of Western Cape and later placed to work at the social development probation services dealing with juvenile offenders and delinquent children.



THE LOVE FOR RADIO

I was passionate about radio from an early age. Listening to people talk and not seeing them fascinated me so much. I was intrigued by its uniqueness and how influential the voice coming through the speakers can be. I wanted to be on the radio but I did not know how to go about it. I conducted my research and listened to community radio stations for volunteering opportunities. I eventually joined Makhado FM which paved the way for me to join Energy FM. I think Energy FM was my radio career highlight. Energy FM is the first and only urban community radio station in Limpopo, founded by the legendary AshifaShabba. I regard AshifaShabba as the G.O.A.T of radio. I learned a lot about radio broadcasting.

QUITTING A FULL-TIME JOB

Radio was not the only thing that interested me and acting as well. I thought if I could do radio I could also do acting. My urge for performing arts and entertainment outweighed my professional career and everything else – so I resigned. I guess passion propelled me to take such a risky decision, especially because there is a high rate of unemployment in South Africa. Sometimes when one takes such a decision they become somewhat naive to the consequences and hope for the best. You have to take that leap of faith and see what happens. If it does not work, try something else and move on. It should not be the end. The urge of wanting to follow what I love couldn't let me relax. A regular

“
 You just have to take
 that leap of faith
 and see
 what happens”

ordinary office-bound job was a hindrance. I liked what I was doing. I just felt out-of-place.

FIRST TV AUDITIONS

I will never forget my first auditions. It was 2011 when I auditioned for Muvhango in Newton. I got there a bit late. The judges had already seen so many people. Some of the judges came outside and started selecting from the queue based on our looks. One of the female panelists said to me, "Nope! Your look is not suitable for the role.", and just like that, I was back home. I guess I was too much of a charmer boy for the character.

MULTILINGUALISM IN THE ENTERTAINMENT INDUSTRY

Speaking multiple languages has been an added advantage for me, and being fluent in a language is very important in our industry. I owe my multilingualism to my lovely community. We speak a language not recognized anywhere in the country. Our dialect is a mixture of Sepedi, Khilobedu, and Tshivenda, so my tongue is used to speaking that mix masala. I learned Tshivenda as my first language and all the other languages from people in my community.

I speak Tshivenda, XiTshonga, Sepedi, Khilobedu, English, and a little bit of Afrikaans. This has made it easier for me to get more opportunities in the industry as a presenter. Learning a language takes hard work, passion, and a set of unique skills that will set you apart from others. I also think that multilingualism broadens our horizons

and can act as an antidote against toxic xenophobia.


NHLALALA YARIXAKA

Three weeks after resigning from my fulltime job, a friend heard the auditions call on Phalaphala FM that SABC 2 wanted a host for their Lifestyle Magazine Programme, NhlalalaYaRixaka. He thought I fit the brief. I listened to the radio for more information. I knew from that moment that they were looking for me. I went for the auditions and waited for confirmation. I am still on the show running for the second season.

The show focuses on different aspects of Venda and Tsonga people outside Limpopo. Through the series, South African viewers can learn more about the dynamics of culture, people relations, adaptability, and lifestyles of the Venda and Tsonga people that have chosen to live elsewhere. The guests take charge of the journey and share their world with us. It is about having fun with the guests doing things they love. NhlalalaYaRixakaan was my breakthrough. It helped me explore and develop my acting.

GIYANI LAND OF BLOOD AND GAINING POPULARITY

Giyani Land of Blood was a one-call, but someone saw something in me and decided to run with my character. I didn't know that it was going to develop to be an important character because it only came in later when everyone had adjusted. My first day on-set was overwhelming. I was on set with seasoned actors. I was star-struck. I had to run lines and do rehearsals with these



“ Living in the limelight or being famous may seem dazzling but it can also ruin the chance for one to experience a normal life ”



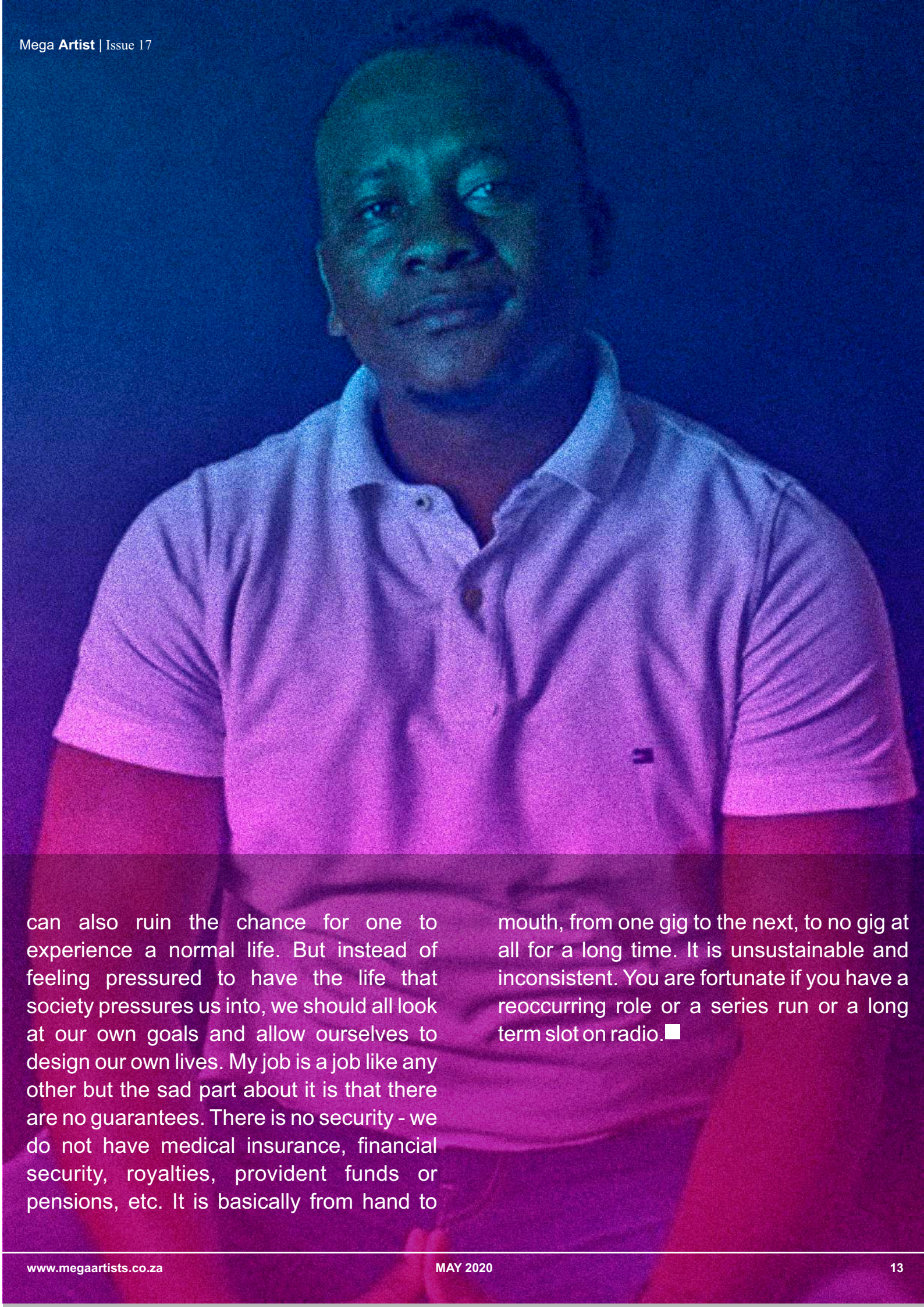
people – actors and actresses I grew up watching and admiring. I had to humble myself and use the opportunity to learn from them. I consulting with them and had fun working with them. It felt like paying homage. My life changed. Now I get recognized easily, especially when auditioning for other roles.

MOVING FROM LIMPOPO TO JOBURG

It was important for me to move to Joburg. The majority of local and international businesses choose to base their headquarters in Johannesburg, so there are countless options in terms of fields and sectors. The city center may not be as beautiful, and it may have a reputation for crime, but there are certainly compelling reasons to move to Joburg. There is a lot to see and do. Limpopo has the talent, but we do not have the agencies and facilities. It is not only Limpopo struggling or lacking but almost all the nine provinces. A lot of things relating to media and entertainment are happening in Gauteng. One of the conditions auditioning for NhlalalaYaRixaka was that the potential presenters must also be willing and able to accommodate themselves in Johannesburg.

CHALLENGES AND MISCONCEPTION

I think people often underestimate just how intense the spotlight is, and how often the pressure of fame has negative effects on some entertainers. The pressure that society puts on celebrities often makes or breaks them, causing some of them to step a little too far, while others use fame to become better people. Living in the limelight or being famous may seem dazzling but it



can also ruin the chance for one to experience a normal life. But instead of feeling pressured to have the life that society pressures us into, we should all look at our own goals and allow ourselves to design our own lives. My job is a job like any other but the sad part about it is that there are no guarantees. There is no security - we do not have medical insurance, financial security, royalties, provident funds or pensions, etc. It is basically from hand to

mouth, from one gig to the next, to no gig at all for a long time. It is unsustainable and inconsistent. You are fortunate if you have a reoccurring role or a series run or a long term slot on radio. ■



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COMMUNITY RADIO

A common sense communication platform during the pandemic

.....
Republished article by Tebogo Monyo

President Cyril Ramaphosa announced a 'National Lockdown' which was lauded as a very necessary and important measure to assist in the effort of 'flattening the curve'. It is expected that this will significantly reduce the spread of COVID-19. I agree and support the measures of government. Communication by government about the COVID-19, from my vantage point, has been good. I work for a community radio station and have the advantage of access to a wide range of media (electronic and print). Mainstream media is awash with news about the virus and Ministers are on 24 hours news channels updating the nation and encouraging adherence to the regulations.

The questions that weigh me down and need to be asked are the following:

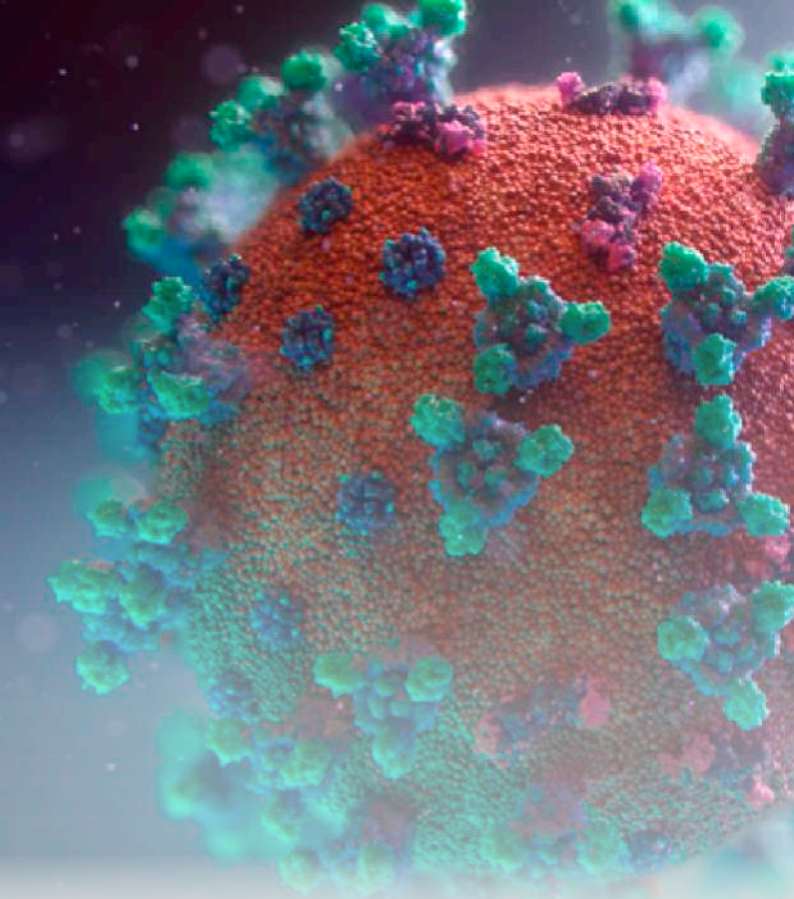
- Is our government effectively using all available communication channels to communicate?
- Are the messages reaching those that have been classified as the most vulnerable and those that government fear might be infected on a grand scale and lead to an upward



trajectory of the virus, with dire and fatal consequences?

The answer, to both questions, from my point of view is a resounding, NO!

The most vulnerable, are the poor blacks, who are living in the densely populated Alexandra Township, a stone throw away from Sandton, which is said to be the area with the most COVID-19 positive people in the country. Alexandra is a township just like many across the country, which is home to the majority of poor black South Africans. The poor masses are in the deep rural areas of our country. These fellow citizens rely on an already over-burdened and ineffective public health service. Once infected, they cannot 'self-isolate', because many of them



are people who prioritize to put bread on the table (literally) instead of buying the exorbitantly prized data. These are people in the rural areas of our country.

Is our government thinking of the group of radio listeners who cannot listen to a Eusebius Mckaizer on 702, but rely on Nkoli Ntsoni of Radio Ulwazi community radio in De Aar (Northern Cape). These are listeners that our government must reach, listeners of Moletsi FM in Limpopo, Qwaqwa FM in the Free State, Radio Atlantis in the Western Cape, Vukani Community Radio in the Eastern Cape. The listeners of Community Radio throughout the country, must have unfettered access to government information about COVID-19 in their languages.

share overcrowded shacks and small roomed houses, and they scoff at any idea of 'social-distancing'. They simply do not have the luxury of space.

Gauteng is the 'epi-center' of the virus. So, it goes without saying that the MEC of Health in Gauteng, Dr Bandile Masuku, must be hosting regular interviews on Alex FM in Alexandra. It goes without saying that Executive Mayor of Johannesburg, Councilor Geoff Makhubo, should be talking to listeners of Jozi FM (Soweto) regularly. Are these community radio stations in Gauteng that broadcast in a wide range of local languages, effectively used by the Provincial Government to talk to the citizens in that province?

The listeners of community radio are more often those who do not have the luxury of Digital Satellite Television and cannot search for information on the internet. These

It is a sad reality, that government communicators will move mountains for their political principals to be featured on mainstream radio or SABC television (and other news channels) and the same energy is not displayed to access a community radio station that is normally situated around the corner. It is sad, that sometimes even when radio slots are made available for communicators and political leaders on community radio stations these spaces are rarely utilized.

It is an indictment of the ANC 53rd Congress resolution (on Communication and the Battle of Ideas) that states in part that "all spheres of government should advertise in the community and small commercial media that produce media in the languages

spoken by communities, to assist with media transformation and diversity, and the sustenance and growth of these media”

As we lambast communities of Alexandra and Khayelitsha for not adhering to the call to 'Stay Home', we must ask, how often was the message drummed home, (to Stay Home) through the use of the two community radio stations in Alexandra, Alex FM and Khayelitsha, Radio Zibonele. This is over and above many socio-economic challenges that confront them daily. Or will the middle, and upper-class response be that "it was all over the place". Are you probably talking from your position of privilege and advantage of having access to a variety of media?

This pandemic must be a wake-up call to Premiers, MEC's, Mayors and Communicators that utilizing a community

radio station, is not to do anyone a favor. In fact, the utilization of this powerful, people-centered medium, especially during this period of disaster, is the best thing a caring government can do to disseminate information to its most vulnerable population. Using community radio is therefore the common-sense thing to do, to communicate with the poor masses of the people of this country who are by large still not infected.

: Tebogo Monyo is a Media Practitioner & Marketing Expert. He works for Radio Riverside (CR in Upington) and writes in his personal capacity



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Brandon Zambuko

Art Symbolises

Love, Unity, Peace & Healing



Hyperrealist drawing or painting looks no different from a high-resolution image, making it hard to believe that it is, in fact, just pencil art or an oil painting. Realistic paintings are far much better the size of the original photographic reference source, yet retain an extremely high resolution in color, precision, and detail. To the casual observer, it is merely a thoughtful collection of lines and colors on canvas or other media. But for the artist, the creative process is, in itself, a major contributor to the sentimental value attached to the artwork.

Brendon Zambuko is a 21-year-old self-taught pencil artist born in Zimbabwe but moved to South Africa and settled in Limpopo, Modimolle, where he spent most

of his time mastering and refining his pencil art skills. "I have been sketching for as long as I can remember. I did not receive any formal training. I just made pencil art my life's work. I depended on my natural skill to get where I am today. I committed time and effort refining my technique one stroke at a time. I just loved playing with my pencils and my sketchbook drawing everything.

"I'm at a stage where I am confident to call myself a hyper-realistic pencil artist and a portrait painter. I draw and paint anything and everything. My art symbolises love, unity, peace, and healing," he says.



Brendon draws inspiration and influence from artists like Nelson Makamo, Jono Dry, Arinze Stanley, and ordinary people around him who appreciated his work. His recent work has a photorealistic dimension to it, showing the strides he has made since he took up art as a full-time profession. "Drawing portraits is challenging. It takes an incredible amount of patience, hard work, and skill. It takes time to perfect the smallest details which make a big difference. On my recent drawings, I had to draw pimples all over the face. I like blending the tinniest

details because that's what brings the drawing to life. There's nothing as satisfying as being able to create something so intricate in details and bringing ideas to life,"

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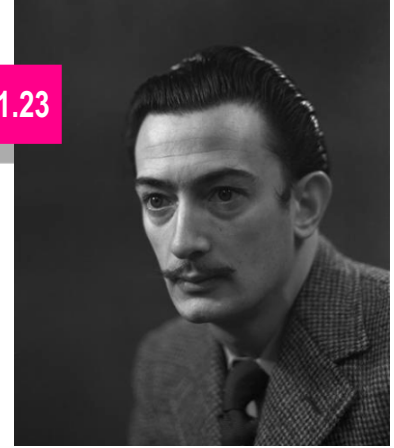
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REMEMBRANCE CORNER

Salvador Dali

Painter, Sculptor, Photographer, Author

1904.05.11 - 1989.01.23

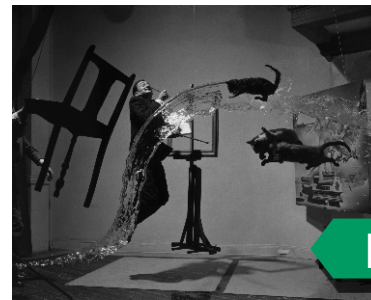


Mega Artists Magazine takes time to remember revolutionary artists. Artists who by their work, motivation; a style of thinking and acting started. A synopsis of their background is compiled, to bring light to our readers, about this Mega Artist.



The Persistence Of Memory

Salvador Dali was a Spanish Surrealist artist renowned for his technical skill, precise draftsmanship and the striking and bizarre images in his work. Influenced by Impressionism and the Renaissance masters from a young age, he became increasingly attracted to Cubism and avant-garde movements. He moved closer to Surrealism in the late 1920s and joined the Surrealist group in 1929, soon becoming one of its leading exponents. His best-known work, The Persistence of Memory, was completed in August 1931, and is one of the most famous Surrealist paintings. Dali's artistic repertoire included painting, graphic arts, film, sculpture, design and photography, at times in collaboration with other artists. He also wrote fiction, poetry, autobiography, essays and criticism.



Dali Atomicus

Major themes in his work include dreams, the subconscious, sexuality, religion, science and his closest personal relationships. In 1946 Dali worked with Walt Disney and animator John Hench on an unfinished animated film Destino. On the morning of 23 January 1989, while his favorite record of Tristan and Isolde played, Dali died of heart failure at the age of 84. He is buried in the crypt below the stage of his Theatre-Museum in Figueres.

Read More: https://en.m.wikipedia.org/wiki/Salvador_Dali



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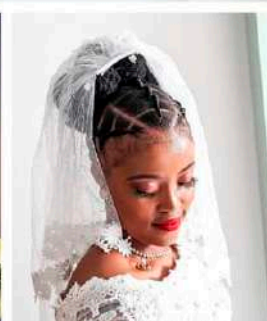
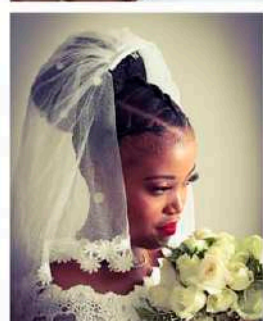
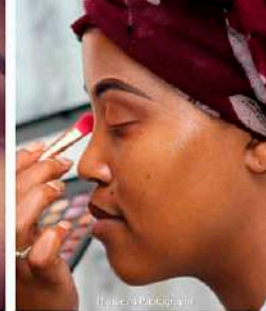
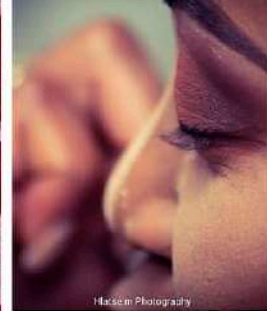
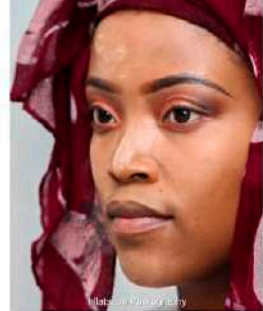
with Hlatse M.





“ I am a self-taught photographer. I learned almost all I know through YouTube. ”

If you need to work on honing your photography skills, street photography could help you take your photography and business to the next level. Practicing your composition skills out in the streets will give that extra edge next time you're photographing in studio or at a wedding or any event. This is how Mahlatse Phaladi, a self-taught photographer from Seshego learnt how to enhance and revive images with a single click. He started photography by barrowing a camera from a friend and learning photo-shoot techniques on YouTube. He is now a proud owner of a successful photography business, Hlatse.M Photography which he started in 2019.





1. What is your philosophy? What does photography mean to you?

Photography to me is my outlet, my creative purpose, my art, my life, my future and my dream.

2. How do you come up with ideas for your wedding photography?

I normally just go with the flow because most times you don't know what's going to be happening at the wedding, but at times I do my research on the couple and find out what they love/like and tell their story based on that. I also tick a checklist of important things to priorities during the shoot

3. How did you get into photography?

I am a self-taught photographer. I learned almost all I know through YouTube. This is after realizing that I have passion of capturing memories. I didn't have an opportunity to further my studies; in fact I don't even have matric. Photography was

the closest thing that interested me. I fell in love with it and decided to use it as a lifeline career path.

4. Which photographers influenced you?

I am inspired by HonMach and Sam Phiri and other photographers. I interact with other photographers and discussion camerawork techniques and I have learnt that all photographers have their unique panache and approach, but one thing in common is that photography is a fun and amazing field, especially when you do it out of love.

5. Any struggles that you've faced as a photographer and how did you overcome them?

Funding is a challenge for most start-up projects. It was difficult to start such a project without funds to afford the desired equipment. I borrowed a camera from a

friend and raised some funds to get my own camera. I just needed to have a camera even if it wasn't a high-end state-of-the-art camera. I told myself that it's not the equipment that will take me where I want to be, but the passion and hard work put into it. There are still struggles here and there but I'm slowly getting there.

6. How will you elaborate on your memorable experience being a photographer?

Being trusted with the responsibility to capture someone's once in a lifetime memory is enough of an achievement. But one memorable experience since I started photography was in December 2019 when doing a wedding shoot and all of a sudden the weather changed and it started raining, so the couple wanted to move the photo-shoot to the next day but I insisted that we carry on since I have learned that the beauty of photography is capturing moments. It

turned out to be the best photo-shoot ever. The pictures came out so beautifully that they loved them so much to a point that they still boast about them to this day.

7. Anything you would like to say to other young aspiring photographers?

I would say to everyone out there who wants to embark on this journey of Photography, believe in yourself and fight for your passion. Give yourself enough time to learn. These days we have a lot of learning tools to help us archive what we want. You might not have enough money to get to college/varsity, but you might be affording data to attend YouTube classes, so why not give it a shot!

FOR BOOKING:

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SISTA X THE AGENDA



Mercy Dhlwayo, also known as Sista X (formally Xtreme Sanity) is a creative writer, a hip hop and spoken word artist and a lawyer by day. She is the founder of Slam Emporium PLK, a movement that hosts spoken word and hip hop events in Polokwane. Her works have featured on mixtapes such as the “UN World Trade Organisation 2013 Mixtape” a collaboration between Zimbabwean and Zambian artists and “The African FemMc's Vol 1 Mixtape”, which features African female rappers amongst other projects. The “X Agenda” is her debut album after years of being on the poetry and hip hop underground scene. The rap album, which features bits and pieces of spoken word, is a double disc album which was officially released in December 2019.

“X Agenda is a confrontation, a call to action. A conversation. A love letter. It is that voice that says: I am here; I am back; I am African, I am an immigrant, a woman, a man, a child. Whatever it is that you classify me as; I am ultimately human; I know my worth; I know my rights; I am here to stay and refuse to live like this and I refuse to live in fear. With songs like “Chimurenga X”, “Better days”, “Flicker of light”, the album



more than one featured artist on one track. For example, no apologies feature five female artists in a unified voice.

Where to find the music:

On all online: All online platforms. Physical copies can be sourced from artist, contactable via social media inboxes.

Facebook page url:

<https://www.facebook.com/xtremesanity1>

Twitter handle: @xtremesanity

Instagram: mercydhiwayo

Email: xtrsanity@gmail.com

seeks to bring power back to the people while attempting to keep conscious hip hop alive. Even (what may be considered as) lighter songs like, “Something you can feel” or “Track number”, there is still an underlying agenda which feeds into what I wanted to achieve with the album.”

The album was predominantly recorded and engineered by Zimbabwean producer 6ixBeats (Godknows Mutarutse of Planet 6ix Records) with two tracks being recorded by Justin Silvestar (of R.I.P Records). The album also features producers and artists from both Zimbabwe and South Africa's underground hip hop, poetry and reggae scenes. Despite the number of artists featured, the album still has a healthy balance between solo tracks and collaborations as most collaboration has



