



RIDING THE AIRWAVES

DJ Sam, as he is known to his radio listeners, is a young man to watch out for. Recently graduating with his Public Management diploma, he is already taking the radio industry by storm. Sam hosts a weekend music show at East Coast Radio between 6 and 9pm.

Samkelo Cele - Class of '13

He credits his steady success to the adverse difficulty he grew up under. Raised by his single mother in an informal settlement, he is adamant that they are a family that is progressively moving out of poverty. "I could not go to university immediately after matric because of financial challenges at home. I joined Inanda FM, a community radio station. This move was to voice my opinion on the life and struggles of people who reside in tin houses. I identified a knowledge gap, especially in understanding the community and how the country is governed, which motivated me to later register for a public management diploma at MUT. In my second year at MUT I resumed my radio career at Durban Youth Radio (DYR) as a volunteer. During the day I was a famous DJ and in the evening

I was a dedicated student paying attention in lectures. By the time I completed my studies I had an advantage because of the experience I had gained as a volunteer in a radio station. Now I work for a big radio station with a bigger audience," said Sam.

Most people would worry about the contradiction between studying Public Management and broadcasting, but for Sam it makes sense. His long-term career goal and strategy is to become a spokesperson in the public sector. Outside his formal work, Sam is an ambassador at the Lord Scott Foundation, where he is involved in charity work that the foundation does.