

**MEDIA STATEMENT**

**For immediate release**

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**Johannesburg, South Africa, 10 October 2022**

**NAB URGES PUBLIC TO ‘BLOW THE WHISTLE’ ON WILFUL DAMAGE TO SA INFRASTRUCTURE**

*NAB “Imagine a World ...” campaign to run from 17 October 2022*

The National Association of Broadcasters (NAB) is launching an urgent and stirring public service announcement campaign, calling for action from the public to protect our broadcasting, power and telecommunications infrastructure from vandals, opportunists and criminal syndicates.

Encouraging listeners to be part of the solution by reporting any incidents of suspicious behaviour to the relevant authorities, the campaign comprises three 40-second spots around the theme “Imagine a World ...”.

The announcements will be flighted by NAB radio members across all provinces in the languages of their stations, and will run for a month from 17 October 2022.

“Recognising that all South Africans need to pull together to protect our embattled infrastructure, this campaign is part of our Free Radio Initiative (FRI),” says Nadia Bulbulia, NAB’s Executive Director. “By describing a world without radio, television or a cellphone service, we hope to encourage listeners to blow the whistle on acts of wilful or criminal damage to our infrastructure, which, sadly, have seen a disturbing rise in incidence recently.”

The FRI was launched in 2019 by the NAB’s Commercial Radio Committee to provide free airtime to address issues of public concern.

*Ends .....*

**ISSUED BY NAB**

For media enquiries, please contact Cheryl Langbridge on 082 493 6184 or [clcomms@langbridge.co.za](mailto:clcomms@langbridge.co.za)

**About NAB**

*The National Association of Broadcasters (“NAB”) is a voluntary association that was formed in 1993 to foster and promote the development of a sustainable and robust broadcasting system in South Africa.*

*It supports the principles of democracy, freedom of expression and the diversity of voices.*

*As the leading representative of South Africa's regulated broadcasting industry, the NAB members comprise all three tiers of broadcasters (public, private and community) as well as signal providers and industry associates. It has, since the dawn of SA's democracy, engaged in policy and regulatory processes that affect the broadcasting sector.*

*The NAB is funded entirely by its members and responds to a broad range of needs and developments to strengthen and create a favourable climate for a vibrant industry. It established the Broadcasting Complaints Commission of SA (BCCSA) that is recognised by the sector regulator, ICASA.*

Further information: [www.nabsa.org.za](http://www.nabsa.org.za)

