

## Sally Burdett makes a welcome return to the 8pm news bulletin

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Sally Burdett returns to e.tv's 8pm news bulletin on Monday 4 December.



Sally Burdett

From 4 December, <u>e.tv</u> is excited to announce a new lineup to its 8pm news, with Sally Burdett returning to the screen to anchor the bulletin.

For nearly 20 years, e.tv has established itself as an independent voice in the broadcast landscape of South Africa. News that is accurate, uncensored and unbiased has consistently drawn viewers to the country's first independent free-to-air channel.

"I am delighted to be back on e.tv, on a bulletin I have always loved," says Burdett. "The news at 8pm will be to-the-point and hard-hitting, continuing a fearless tradition of seeking the truth".

As head of the anchor team at eNCA, South Africa's most-watched 24 hour news channel, she brings a wealth of experience to this important broadcast. Burdett, who announced the news of Nelson Mandela's death live to e.tv and eNCA audiences in 2013, and who co-anchored the SABC's first post-apartheid radio news show, AMLive, in 1995, says we are living in equally important times. "In this era of fake news, state capture and information overload, I see my job primarily as helping audiences navigate a path through a pivotal time in our country's history."

Head of Terrestrial News Services, Phathiswa Magopeni has worked with Burdett for many years. "We are glad to be able to infuse an experienced, authoritative energy into our news offering. Sally has always been a credible and consistent voice on the broadcast news circuit," says Magopeni.

e.tv MD Marlon Davids says that Burdett's return to e.tv screens is an exciting development. "Sally is no stranger to South African viewers and we are thrilled to welcome her back to e.tv's lineup. She is a formidable journalist who brings a wealth of experience and gravitas to our news offering. Our prime time English news bulletin has always defined the direction of our news and current affairs programming on the channel and we are confident that our viewers will continue to enjoy the refreshed bulletin," says Davids.

Burdett, who has been part of the senior editorial team for some years now, will continue to work behind the scenes, helping the team develop new talent and produce strong editorial content.

The lunchtime news bulletin on e.tv will continue to be anchored by Duduzile Ramela, Monday to Friday.

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