

Here's how the nation's positive news can reach the masses

SA INC. is to air a new 20-part series on local channels. The series was created with an objective of changing the narrative in South Africa by highlighting and celebrating the country's successes and achievements.

The series will run intermittently from this month and for most of 2019 on eTV, SABC 2 and Business Day TV. The multimedia campaign is the brainchild of South African filmmaker Shani Kay, who has had significant success showcasing the concept of profit-with-purpose.

The idea of a series to change the outlook on the nation was spawned after Kay realised it was time to turn her attention back to her home country.

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