

Crystal Orderson

eTV News & Sports | The AFRICA REPORT |
ALLAFRICA.COM | ALJAZEERA ENGLISH

eNCA | 702 Talk Radio

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HIGHLIGHTS

- 20 years media experience
- Duty Editor: eNCA
- West Africa Bureau Chief:
South Africa Broadcasting
Corporation
- Southern Africa Editor: The
Africa Report
- Digital strategy
- Knowledge of grant making
to the media sector
- Excellent media
relationships across Africa

PROFILE

I am a multi-media journalist, writer, radio and television producer with over 25 years of work experience in media and development in Africa, specialising in developing current and news programmes for a number of local and international television news organisations. My experience spans digital, radio, print and television working under highly pressurised environments in Africa. I have reported, directed and produced stories for different audiences in broadcasting and print media for local and international audiences. For the past 20 years I have managed conflict and building consensus in different organizations. I have a deep knowledge and awareness of development issues in South Africa and Africa and passionate about reporting on the work of different institutions across areas and geographies.

This included working for several international broadcasters, including eTV, eNCA, SABC radio and television, Aljazeera, TRT world, Economist television, ABC News and PBS.

In 2020, I was contracted for nine months to lead the news coverage for eTV news & sports as the channel's news editor leading a team of several reporters across South Africa and Zimbabwe. I was responsible for planning and executing news coverage leading up to the Covid19 crisis including planning coverage of the Lockdown in South Africa and the impact of the pandemic on society. In September 2021, I was appointed as Duty Editor at the 24hour news channel, eNCA in Johannesburg. My job include managing and executing the final editorial output of the news product, including managing several teams that ensures the on-air product is of high quality and meets the commercial requirements of the channel and online platforms.

Prior to this appointment, I was a Regional Editor for the pan-African magazine, The Africa Report and was former Southern Africa Regional editor for the magazine. I am also a contributor to the Africa Report on

SKILLS

- Commercial awareness
- Excellent interpersonal skills
- Numerical skills
- Creative skills and Working under pressure

Language –English

Read: Excellent

Written: Excellent

Spoken: Excellent

702- talk radio with a regular slot on radio 702. I was also one of the Lead Editors (freelance) for the global development news agency, IPS, leading project teams for reporting projects in Africa and Asia and contributing to their digital platforms.

I have also been part of the digital team ensuring reporters think digital first with a strong understanding of the intersection between traditional and social communication efforts and the impact on new audiences in South Africa.

I have also been a commissioning editor for IPS, planning, commissioning, editing and fact-checking stories from freelancer journalists across Africa and Asia

Prior to this appointment I was a freelance communication specialist assisting regional organisations with writing and placing media releases and opinion pieces in targeted publications across Southern Africa. I was also responsible for identifying different print and social media channels for targeted campaigns and outreach. I was also responsible for creating and managing targeted media lists.

I have been published in a number of local and international publications The Guardian, The Africa Report, All Africa.com, InterPress Service, EWN, Mail & Guardian Africa and Africa Confidential. I am also a regular commentator on pan-African issues.

WORK EXPERIENCE

Sept 2021- Duty editor, eNCA TV - Leading a team of output editors and production teams to produce cutting edge news for a commercial broadcaster in the ever changing 24hour news space. Leading a team during a pandemic requires focus, understanding of our news audience and be able to adapt, change and be agile to the changing nature of news. As a leader in the newsroom, Covid has also played havoc with staff and managing a team during this period has required leadership to adapt and ensure the news product remains informative.

2020- Jan-August- News editor, eTV News& Sports- Leading a team of reporters it entails knowledge of media and communication; ability to be flexible and open to engage with reporters and newsmakers across South Africa. As the news manager I had to implement effective solutions to on the ground issues and provide

oversight to a team of reporters. The COVID period also meant I had to prioritize and re-prioritize in times of crisis to achieve the desired results to ensure seamless coverage of the news despite the lockdown

2019 – Correspondent: The Africa Report, writer All Africa.com and global news agency, InterPress Service, IPS.net - Television producer and director: Turkish Radio and Television, TRT World; Freelance television producer Aljazeera English, Freelance producer Economist Television and ABC News

2018-2019- Communication Specialist- I had to identify appropriate print and social media channels for targeted campaigns and outreach, Optimize print and social media campaigns to generate interaction, and media opportunities for campaigns. Responsible for commissioning, fundraising and editing developmental stories for IPS news wire service as the Acting Africa Editor

2018- 2014 -Freelance Television producer: Aljazeera Television; The Big Debate, Economist Television and Public Broadcasting Service (US), responsible for planning, researching, co-ordination of television productions.

October 2012 - June 2013 Senior Producer: ALJAZEERA English

Responsible for conceptualising show content for global talk show: South2North ensuring we get high profile politicians and heads of government on the show;

- Originated, researched and pitched story themes and angles for the global tv show
- Produce, write, edit show; Plan and manage show content

2013 / Freelance Consultant Africa Editor/Television and radio producer/Researcher/Trainer/Programme officer

- Responsible for commissioning and editing developmental stories for IPS news wire service as the Acting Africa Editor
- Writing opinion articles for IPS wire service/Africa Report Magazine and Africa Confidential
- Originated, researched documentary television programme for Aljazeera English including a multi media on Women's sexual health in Malawi

- Lead researcher and fundraiser in SA on ICT media project involving India and Brazil
- Manage the newsletter with targeted distribution to various stakeholders.
- Grant making to local women's organisations

2007/2010 – South African Broadcasting Corporation, SABC

Correspondent & Bureau Chief - West Africa Bureau

Responsible for key stories and office administration in West Africa and East Africa

- Produce, write, edit and present news and current affairs reports for SABC television and radio current affairs programmes with key newsmakers
- Set up database of relevant newsmakers in Africa
- Manage all administration and financial issues in the West Africa Bureau

1996/2007 – South African Broadcasting Corporation: Cape Town and Johannesburg: Senior Reporter

- Originated, researched and pitched news themes and angles for overall coverage in South Africa
- Produce, write, edit and present news and current affairs reports for SABC television and radio current affairs programmes

E D U C A T I O N

M.A. University of Sussex, Brighton – September 2005

Specialization: Gender, Media & Development

B.A.(Hons) University of Cape Town, Cape Town – Dec 2001

Specialization: Gender and Transformation in Africa

Post Graduate Diploma- Journalism School in Utrecht & Denmark June 1999

Specialization: International Media & Politics

B.Tech Cape Town University of Technology – Dec 1996

Specialization: Media, Broadcasting & Politics

REFERENCES

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