

South African Film and Television Awards
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New Special Recognition categories introduced to the 2016 SAFTAs to strengthen the diversity agenda

07 March 2016: As part of marking the 10th South African Film and Television Awards (SAFTAs), three new special awards have been added to the awards to recognise individuals, groups or initiatives that have contributed to the growth and development of the film and television industry in the underserved areas as well as for the benefit of people with disabilities.

The addition was also included to ensure that the SAFTAs are aligned to the National Film and Video Foundation (NFVF) mandate of growing and developing the industry through showcasing and celebrating of our country's diversity (languages, and regional representation). Furthermore, special Disability Recognition Award will go to individuals, groups or a particular initiative that have contributed significantly towards making the film and television industry accessible to people living with disabilities.

According to the CEO of the National Film and Video Foundation Zama Mkosi: "The transformation of the industry and ensuring that the awards become more inclusive is something that is particularly aligned to the objectives of the SAFTAs to stimulate participation by a broad mass and to promote access to the film and television industry by the general public."

Mkosi points out that in addition to the new special recognition awards, the Lifetime Achievement Award will this year go to a legendary woman who has contributed immensely to the industry. This is in commemoration of the 60th anniversary of the Women's March and to recognise the indelible contribution the women of 1956 have made to advance the status of women in general.

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This year also marks the 40th anniversary of the Soweto Uprising and the Best Student Film category will be used to mark this turning point in the history of South Africa.

Audiences will also get an opportunity to vote for their favourite soapie following the introduction of Most Popular Soap category, which is different from the Best TV Soap Award where judges do the voting.

Most Popular Soapie Voting Line

SMS voting lines have opened for the public to vote for their '**Most Popular Soapie**' via SMS.

- To vote, SMS the **Code** of the soapie you would like to vote for to the number **33104**.
- SMS voting lines close on 20 March 2016 at 21h30.
- The Cost of the SMS to the consumer will be R1.50.

Category	Shows	Code
Most popular soaps	Isibaya	1
	7 de Laan	2
	Ashes to ashes	3
	Binnerlanders	4
	Skeem Saam	5
	SCANDAL!	6
	Rhythm City	7
	Generations The Legacy	8
	Villa Rosa	9
	Isidingo	10

The SAFTAs 2016 award ceremonies will take place taking place on 18 and 20 March 2016.

The SAFTAs, managed under the custodianship of the National Film and Video Foundation (NFVF), an agency of the Department of Arts and Culture, are an industry initiative governed by the SAFTAs committee and the body of industry representatives comprising of the broadcasters, SASFED and other key

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stakeholders.

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