



## AMAZING CREATIVE CAREER OPPORTUNITIES AT THE MTV AFRICA MUSIC AWARDS KWAZULU-NATAL 2015

**Johannesburg/Lagos, 4 June 2015:** If you know you've got talent, but just need a chance to prove it, **MTV Base** (DStv channel 322) and **MTV Breaks** have just the ticket to help you achieve your career goals. We have joined forces to help African youth break into the creative industries with a once-in-a-lifetime opportunity working on the **MTV Africa Music Awards KwaZulu-Natal (MAMA) 2015**.

The **MTV Africa Music Awards KwaZulu-Natal 2015**, brought to you by **KwaZulu-Natal Province** in association with **Absolut** and in partnership with **The City of Durban**, will take place at the **Durban International Convention Centre (ICC)**, KwaZulu-Natal, South Africa on Saturday 18 July 2015.

**MTV Base** is looking for four creative prodigies to work at the **MAMA** including:

- A dancer with the moves and charisma to light up the stage
- A photographer with a knack for capturing the perfect moment
- A social media journalist who knows just what MTV Base's audience wants
- A videographer with the skills to work in the high pressured, live environment

Commented **Tim Horwood, Channel Director, MTV Base** "This is the chance for keen young creatives in different disciplines to prove themselves at Africa's biggest music event. With the help of talented newcomers with a fresh perspective, we can make the best show in Africa even better, while simultaneously offering them the opportunity to gain real-life experience and add weight and depth to their résumés"

Each winner will get the chance to attend the **MAMA 2015** in Durban, be part of the **MTV Base** team, and work alongside an experienced mentor in the relevant discipline. **MTV Base** will cover all travel and accommodation costs – so make sure you're available across the weekend of the 18 July!

## **DANCER**

We're looking for a dancer who'll get to show off their moves on stage. To score this life-changing opportunity, upload a 15 second clip to Instagram showing us the kind of moves we could expect to see from you in Durban. Hashtag your video with **#MAMAdancer** and tag **@MTVBreaks**.

## **CAMERA PERSON**

We're on the hunt for a talented camera person to work with the **MTV Base** production team to capture content for the **What Went Down MAMA 2015** documentary. To score this opportunity, upload a 15 second clip to Instagram that best showcases your camera skills with the hashtag **#MAMAcamera** and tag it **@MTVBreaks**.

## **PHOTOGRAPHER**

As the **MTV Breaks** photographer, you'll represent **MTV Base** on the red carpet, snapping the images to be used for **MTV & MTV Base's** digital platforms across Africa. To prove that you're the best person for this job, capture an awesome action shot and upload it to Instagram using the hashtag **#MAMAphotographer** and tag it **@MTVBreaks**.

## **SOCIAL MEDIA JOURNALIST**

We're searching for someone to be the voice of **MTV** and **MTV Base** across our social media platforms during the **MAMA 2015**. To show us that you've got what it takes, tweet a commentary to either your favourite **MTV** music video or **MTV** show. Send at least five tweets, so we can get a taste of your creative style. Hashtag every tweet **#MTVBreaks** and **#SM**.

The **MTV Africa Music Awards 2015** will broadcast live on **MTV Base** (DStv Channel 322) and **MTV** (DStv Channel 130) on Saturday 18 July. The show will also be transmitted worldwide on partner stations and content platforms from 18 July.

**DStv, Gagasi FM** and **Yfm** are the official media partners of the **2015 MTV Africa Music Awards KwaZulu-Natal**.

For more information on the **2015 MTV Africa Music Awards KwaZulu-Natal**, please go to [www.mtvbase.com](http://www.mtvbase.com) or <http://mama.mtv.com>, like us on Facebook at [www.Facebook.com/MTVBaseVerified](http://www.Facebook.com/MTVBaseVerified), or follow us on Twitter and Instagram **@MTVBaseAfrica**. To join the conversation about the awards please use the hashtag **#MTVMAMA2015**.

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**About MTV Breaks**

Designed to give young people their first break in the creative industries, **MTV Breaks** is a global prosocial campaign created by **MTV**. Past initiatives by **MTV Breaks** have included a global hunt for the most talented and creative people to come and work on the **MTV EMA** in Glasgow, Scotland, with a similar initiative at the 2015 edition of the **Isle of MTV: Malta**.