

## Media Release

For immediate release  
01 August 2020

### **#BlackIsKing: BLACK IS KING & QUEEN —Localizing Talent for a Global Production**

Ten (10) trainees from Nkangala District Municipality, Mpumalanga province, will soon be hailed as King's and Queen's representing African entertainment industries on Beyonce's much anticipated visual album "BLACK IS KING", thanks to the South African Local Government Association (SALGA) for being at the right place in the right time.

The country's young talent is assured its universal exposure as Black is King comes to MNET screens 01 August 2020, at 20h00.

SALGA's leadership had keen strategic interests on broadening the public policy knowledge base for the South African municipalities and ensuring that they are equipped with global best practices for building the counties and cities of the future.

September 2019, twenty (20) SALGA leaders, eager to add value to their respective regions on a macro and microeconomic level, were invited to California by the African Technology Foundation to learn, interact and grow by engaging key industry stakeholders for Smart City Development, global storytelling, place branding and indigenous talent management.

During this process SALGA delegation interacted with Lights, Camera, Diaspora (LCD), founded by Christian Epps, who provides industry training opportunities for African filmmakers seeking to upgrade their skills.

October of 2019, Epps, a professional filmmaker, was invited by Nkangala District Municipal Manager Millicent Skosana to seek opportunities to train young learners in the district's filmmaking program. That opportunity came about quickly while Mr. Epps, CEO of LCD, was in South Africa on an international production the very next month.

With a myriad of challenges typical of many film projects, Epps needed some fresh energy and spoke to his long time Nigerian collaborator in South Africa, Akin Omotoso, who was excited about the idea of integrating the Mpumalanga youngsters into the project. In a matter of days, a young group of South African media entrepreneurs would embark on a historic project that was initiated by the most influential cultural icon of a generation Beyonce.

"This kind of opportunity to provide hands-on experience and skill-enhancement to the young talent in Africa is precisely what I envisioned with Lights, Camera, Diaspora!" says Epps, founder and CEO of LCD!. "We were formed to serve as a bridge between production communities of the US and African entertainment industries," Epps said.

SALGA and Nkangala District Municipality is very proud of the 10 young trainees. Nkangala

District Municipality comprised of Emalahleni Local Municipality, Emakhazeni Local Municipality, Thembisile Hani Local Municipality, Dr JS Moroka Local Municipality, Steve Tshwete Local Municipality, Victor Khanye Local Municipality.

Black is King: the film and visual album directed, written and executive produced by Beyoncé is scheduled for its world premiere broadcast on MNET, 01 August 2020, at 20h00.

**ENDS**

**Issued by the South African Local Government Association**

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