

A portrait of Lala Tuku, a woman with long, dark, wavy hair, wearing a white lace top with a ruffled collar. She is looking slightly to the left of the camera with a neutral expression. The background is dark.

Lala Tuku

Film/TV Executive Producer/ Creative
Industry Consultant

Executive Producer:

- Isono
- 50/50
- Grassroots
- Mandela through her eyes

Films like any form of art, serve an important role in society of education, reflection, social cohesion and the heartbeat of a nations identity. They embody and evoke the culture, values and beliefs that are inherent in a society and thus can be seen as a visual tool to shaping perceptions.-



LALA TUKU

QUALIFICATIONS:

LIVE PERFORMANCE | AFDA

BA COMMUNICATION SCIENCE | UNISA

EFFECTIVE STAKEHOLDER MANAGEMENT | UOP

CURRENTLY STUDYING:

AFRIKAN FEMINIST AND GENDER STUDIES : THABO MBEKI AFRICAN LEADERSHIP INSTITUTE

Lala Tuku is a seasoned professional in the creative arts sector and communication industry. Her passion for the arts dates over 2 decades. Lala is currently the Founder of Corporate Icons Media and MD of Clive Morris Productions and Co- chair-person for Africa Rising International Film Festival.

Lala is a seasoned planner and strategist who for 7 years was the Managing Director of Corporate Icons Entertainment Consultants - a successful Entertainment, Directing and Consulting company. A major function of the company was to conceptualize and develop brand activations, direct and manage large-scale events for corporate and government clients, some of which were for national TV broadcast. Creating Roadshow content and audience participation methods. Corporate Icons Entertainment has been rebranded and expended to **Corporate Icons Media** to include Marketing, Communications, Distribution and Stakeholder Management both for local and International clients. Recently Corporate Icons Media handled the Communication, Marketing and Events and Logistics of the South African Pavilion at the 58th International Art Exhibition (La Biennale de Venezia in Italy), dubbed the art Olympics of the art world. Corporate Icons Media currently distributes 3 international content properties to African local broadcasters.

In the capacity as MD of Clive Morris Productions (CMP), Lala has the opportunity to develop a new business strategy for the company that sees CMP staying ahead of the game and reaching new heights. The strategy includes but not limited to; the ownership of content for both local and international markets. Lala has a deep understanding and strives to continually understand audience segmentations and preferences.

As an outspoken advocate for women and youth in the south African film and television industry, Lala is co-chairperson of Africa Rising International Film Festival. A festival that centres youth and women , giving a platform to their work and creating distribution channel for their films, Audience development is at the heart of the festival and young school children are the focus as attendees. Representation matters and all stories need to be seen and heard. Training and development for the young filmmakers takes centre stage.

Prior to this, Lala had the privilege of serving the National Film and Video Foundation (NFVF), an agency of the Department of Arts and Culture in the CEO office in the capacity of a Stakeholder Relations Manager. She was instrumental in the harnessing and maintaining of Industry stakeholder relations within the organisation both locally and internationally. Leading successful and effective stakeholder engagements that lead to the NFVFs transformation programme and female and youth filmmaker slate. An audience Research study was completed as a result of the various engagements held under the stakeholder manager implementation strategy. One of Lala's key priorities during her time at The NFVF was to build the credibility of the Awards property The South African Film and Television Awards, by engaging industry bodies and members, reworking the guideline and judging criteria and formulating the best practice for the judging process. This further allowed the SAFTA property to grow to a point of attracting sponsorship.

Lala is a trained facilitator and coach specialist and has worked with schools, government and the private sector to assist in training models aimed at improving final output and delivery

The best part of her experience comes from having been an active member and contributor in the South African Film and television industry. Lala has extensive experience in film and Television and has seamlessly moved from in front of the camera to behind the scenes, from research and content development to scheduling and to final broadcast delivery and recently to marketing and distribution of content.

In 2009 Lala ran and managed one of Star-Sat (previously known as TOP TV) channels Top Gospel. Lala's key responsibilities were creative oversight and people management.

Lala has an intimate understanding of the South African Film and Television Industry, strong business acumen and good communications skills and is a firm believer of continuous learning. She has served as executive producer for scripted short and long short form content such as Drama's, Variety programs, Corporate and Live to air shows. Her credits include South African Film and Television Awards SAFTAs'13 (SABC 2 Awards Show), The Docket (SABC3- 13 Part Drama) 50|50 (SABC 2- Factual 52 Part Show), Mandela Through her Eyes (Documentary 2019) and Grassroots (Mzansi Magic Showmax).

Lala is a proud member of Industry organisations. SWIFT (Sisters working in Film and Television) and the IBFC (Independent Black Filmmakers Collective).

Lala holds a BA in Live Performance (AFDA) and BA in Communication Science (UNISA). A certificate in Effective Stakeholder Management (University of Pretoria) and is currently studying Afrikan Feminists and Gender Studies (Thabo Mbeki African Leadership Institute).



PROJECTS

EXECUTIVE PRODUCER:

Telenovela : Broken Vows ETV
Environmental docu series : 50/50 SABC 2
Crime Drama : The Docket SABC 3
Currently producing : Mandela through Her eyes
Harmony and Hardship

PERFORMANCE/ ACTING :

Generations and Scandal

CURRENTLY STUDYING :

Afrikan Feminist and Gender studies with the Thabo Mbeki
African Leadership Institute



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