

9TH SEPTEMBER 2024

ATTENTION: SAMA 30
RISA
FROM: HAZEL FRIEDMAN
SENIOR TV PRODUCER

RE: NOMINATION SUBMISSION OF MUSICIAN CEDRIC SAMSON FOR SAMA 30 LIFETIME ACHIEVEMENT AWARD

Dear SAMA 30 judges & champions of SA musical excellence

My name is Hazel Friedman, and I am a multi-award-winning documentary filmmaker, (now retired) Senior Producer, Investigative Journalist for Special Assignment (SABC3), published author, and writer on contemporary culture.

I am writing to you to nominate musical maestro Cedric Samson for the SAMA 30 Lifetime Achievers Award. Although I had known about Cedric's over 6 decades of extraordinary musical accomplishments in both South Africa and overseas, my first personal meeting with him was in August 2023, at his 70th birthday celebration. Since then, I have grown to love and admire him immeasurably, on both professional and personal levels.

Mention the name Cedric Samson in music circles and the answer will be: "What a legend." A drummer extraordinaire and multi-instrumental maestro, for over 60 years, Samson has been a ubiquitous presence in radio, television, live performances and behind-the-scenes, as a performer, producer, pioneer, mentor and visionary.

Cedric has been at the forefront of the South African music scene since the sixties when his teenage boy-band, "The Fireflies" became the youngest South African group to be signed to a major record label, EMI. Since the scores of record labels that have helped produce his music include:

Putumayo
Columbia.
PVB Music.
RPM Records.
Parlophone.
Tusk .
Jam Records.
Arista.
David Foster music.
Hollywood Records.

He has always been known as **Cedric Samson both on & off-stage.** After his teenage debut on the professional music scene, he collaborated with the cream of the music industry both

nationally and internationally. His music repertoire reads like a who's who of South Africa and global creative icons, from collaborations with the late Miriam Makeba, Hugh Masekela and Johnny Clegg: to George Benson, Quincy Jones, Patti Labelle, Ice Cube & Alicia Keys, to name a few. He has performed at New York's Carnegie Hall, organised Miriam Makeba's three-night, sold-out concert at the Hollywood Bowl in 2001 and served as one of South Africa's cultural ambassadors for raising awareness around HIV-Aids, through magnificent trans-continental performances. But despite his global acclaim, Cedric's heartbeats have remained quintessentially South African. He has composed and performed Emmy-nominated soundtracks for films on Nelson Mandela and for 'Drum' - a 2004 film, directed by [Zola Maseko](#), based on the life of South African investigative journalist Henry Nxumalo, who worked for the iconic **Drum** magazine.

'Father of our Nation' is also Cedric's brain-child, as composer/musical director/conductor of a 78-strong cast in a stellar performance of this Grammy Nominated song, to the late president Nelson Mandela on Madiba's 90th birthday.

Cedric performed 'Father of our Nation' at the Cape Town City Hall for Mandela's 93rd birthday legacy concert and the Mayors' charity event featuring a 40 piece Orchestra conducted by Jeremy Lubbock, and showcasing the vocal prowess of Vicky Sampson, Jennifer Jones, Sibongile Nmgoma, and Judith Sephuma.

Another one of Cedric's most memorable live performances was as the African Choir Director for Alicia Keys and her special guest, Miriam Makeba performing at the MTV Staying Alive Aids Concert in Cape Town SA. It proved a major success with over 20.000 people witnessing the event live and millions more watching an edited version on television channels the world over.

One of his proudest accomplishments is producing Makeba's 2000 Homeland album, which was also nominated for a Grammy and earned her a SAMA award.

And who can forget the catchy theme for South Africa's premiere lifestyle TV show, Top Billing, and the theme song for Dali Tambo's 'People of the South' which Cedric composed, along with hundreds of other memorable, Made in SA, jingles.




SA song makes Grammy top 5

By Ntokozo Gwamanda

THE title track of the full-length documentary *Mandela: Son of Africa, Father of a Nation* is one of the five top songs that have been nominated for the Grammy Awards, the world's premier music awards.

The nomination proves yet again that South Africa is not simply leaving its mark on the world's sporting fields only but in other fields including music.

The song, *Father of a Nation*, was composed by acclaimed Johannesburg songwriter and producer Cedric Samson and performed by Cape Town soul singer Jennifer Jones. Samson's partner Fernando Perdigao engineered and mixed the song.

The song was first recorded by the late South African singer and pianist Oliver Mtshisi and later covered by artists such as Chase Wiggins and Billie Holiday. It was featured on the album *Yearning and River of Blue* in 1994.

That year, the nomination acknowledged the song's African roots and its cross-cultural appeal.

Asked how she felt about Jennifer Jones' win at the awards, Jones said: "Personally, I think it was a great song. I've never really had a song being nominated, something like that, especially for the first time."

While the song had been

NEWS Sunday Times, January 18 1998

Cedric Samson snaps up a Grammy nomination

FRED KHUMALO

SOUTH African music producer and songwriter Cedric Samson has been nominated for a Grammy award for a tribute to Nelson Mandela.

"Writing the song was an exhilarating trip in itself, a satisfying achievement."





Through over 60 years of music, Cedric has succeeded in dissolving racial and cultural barriers, even before the dawn of democracy, and long into its 30-year evolution. But this larger-than-life legend also lives daily with the threat of death, due to severe epilepsy - a potentially fatal condition that has curtailed his mobility but never his musicality. His courage, ongoing creative contribution, and community-empowerment initiatives have been documented on FOKUS (SABC2); and a feature-length biopic documentary, called 'SEIZE THE DAY,' is in the pipeline.

Cedric is indisputably one of South Africa's foremost musicians of all time. Yet his contribution to South African contemporary music as a composer, producer, performer, and mentor, has never been adequately acknowledged. He has given his heart, soul & skills to South African music. It's time to express our gratitude, for the life and legacy of this music maestro by nominating him for the SAMA 30 Lifetime Achievers' Award, to honour his professional triumphs, acknowledge his personal tragedies; and celebrate his unwavering determination to transform adversity into opportunity, seizing each second of a life still lived with relentless passion and purpose.

Please see letters of endorsement from 'My African Dream' icon, Vicky Sampson, below Rock legend, Ard Matthews, who won Best Adult Contemporary Album at SAMA 2019; cultural veteran and former SAMA member, Benjy Mudie; and singer, songwriter, performer producer & percussionist Wendy Oldfield, whose smash hit 'Acid Rain' was produced by Cedric decades ago, yet remains a cultural anthem today.

I have also provided the link to the official Cedric Samson website cedricsamson.co.za and YOUTUBE link to a short sizzle reel, showcasing Cedric's accomplishments <https://youtu.be/BnDNVOxVpUw>.

YOUTUBE Links to his repertoire on TV, radio and film are also listed below.

CEDRIC SAMSON WEBSITE:

<https://cedricsamson.co.za> › [cedric-samson](#)

CEDRIC SAMSON SAMA 30 AWARDS SIZZLE REEL

<https://youtu.be/BnDNVOxVpUw>

CEDRIC SAMSON: RELENTLESSLY YOURS TEASER

https://youtu.be/DmSb_QjXZGg?si=Sq9GroMdS3mBauwC

CEDRIC SAMSON FOKUS (SABC2) 2023

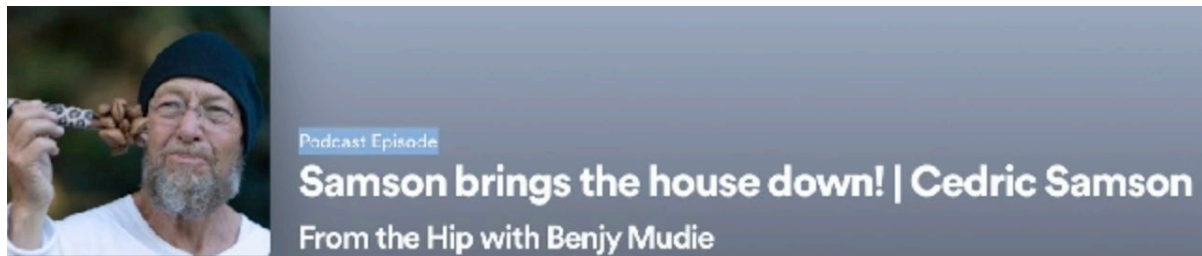
<https://youtu.be/H04-vZ8f1U?si=jhC0bHdqhF9I1FnE>

Thanking you

Yours sincerely

Hazel Friedman

[0728582126](tel:0728582126)



From: "vicky sampson" <vicky sampson@gmail.com>

To: hazelf@mweb.co.za

Sent: Thursday, 5 September, 2024 13:16:49

Subject: Cedric Samson letter of endorsement

To whom it may concern

This letter serves to confirm my relationship and friendship with Cedric Samson.

My name is Vicky Sampson, performing artist and composer, born in Cape Town, South Africa.

I first met Cedric Samson in 1992, or somewhere around that time, in the city of Johannesburg.

Cedric hired me to sing the theme song for the then CCV- a television station here at the time.

I will never forget that experience, as he inspired from the get-go, a great love and deep respect within myself.

He is a very passionate man and his passion translated to all his work.

With a very funny sense of humour and a lot of affection towards everyone, he made me feel so comfortable and inspired me to do go beyond the norm.

He has a deep respect for fellow artists/creatives and with me, in particular, he allowed me to

fly and to find my voice in every single work we took on together.

Sometimes we would laugh until I would literally have tears running, due to his rather off-beat but always hilarious, antics and humour!

It just spurred me on even more to do my very best and he would howl and show his enthusiasm always.

We then, some years later, got to work on my album, License to Sing, in 2008, commissioned by EMI.

It was another epic experience filled with laughter and joy of expression.

He is a man of integrity, experience, grit, passion, compassion and inspiration!

I admire him greatly and have a deep love for who he is and always has been.

It is all the more inspiring seeing him handle his health issues with that same passion and sense of humour.

Cedric Samson remains not just one of the greatest musicians and composers of our time but also one of the loveliest human beings to walk this earth.

I hope and trust that all his great achievements, contributions and tributes to acknowledge this great nation and country of ours is finally recognised and celebrated, whilst he is still with us!

Viva, Cedric Samson, Viva!!!!



ARD Matthews

9 September 2024

Attention: SAMA 30 Judges

RISA

Dear SAMA Judges,

It is with great pride that I write to endorse Cedric Samson for the SAMA 30 Lifetime Achievement Award. My name is ARD Matthews, from the band Just Jinjer, one of the best-selling rock bands in South Africa's history, with a career spanning over two decades. I've also had a successful solo career, but today I want to focus on someone whose influence in South African music is unparalleled—Cedric Samson.

Cedric Samson is a true visionary who has shaped South African music for over 60 years. His collaborations with icons like Miriam Makeba, Hugh Masekela, and Johnny Clegg, as well as international stars such as Alicia Keys and George Benson, reflect the vast impact he's had. From creating Emmy-nominated soundtracks for films on Nelson Mandela to composing iconic TV jingles, Cedric's musical contributions have been immense.

Cedric's courage in facing personal challenges, such as severe epilepsy, while continuing to excel in his craft is deeply inspiring. His passion and resilience make him a role model for countless musicians, including myself.

While Just Jinjer has represented South African music internationally, Cedric's legacy has been foundational in shaping our industry. He has given his heart, soul, and talent to South African music, bridging cultural divides and mentoring many along the way. His recognition is long overdue. I fully support his nomination for this prestigious award and trust the SAMA judges will honor his incredible legacy.

Yours sincerely,
ARD Matthews
Just Jinjer





From: "Benjy Mudie" <fresh@icon.co.za>
To: hazelf@mweb.co.za
Sent: Thursday, 12 September, 2024 15:47:41
Subject: Cedric Samson

To The South African Music Awards Committee,

As a past SAMA executive and music industry veteran I would like to nominate musician, songwriter and performer ,Cedric Samson , to be inducted into the Lifetime Achievement Award category in this year`s ceremony. Over a highly successful international career spanning sixty years, Cedric is a multiple Grammy, Emmy and Oscar nominated producer, musician, arranger and song writer who has also directed world renowned projects for luminaries such as Nelson Mandela ,Miriam Makeba and Hugh Masekela to mention but a few. His internationally acclaimed productions have graced albums by the likes of Grammy winner Ice Cube, Jennifer Rush and many more.

Yours sincerely

Benjy Mudie
SAMA Founder Member
Director of Marketing and A&R (WEA Records, Tusk Music)
Founder/Owner Fresh Music



VINYL JUNKIE

94 Conrad Drive, Blairgowrie

082-4902743

From: "Wendy Oldfield" <wendy.oldfield@gmail.com>
To: hazelf@mweb.co.za
Sent: Thursday, 12 September, 2024 10:22:30
Subject: SAMA 30 Cedric Samson Lifetime Achievement Award

To whom it may concern

As a young, and fresh to the music world, rock singer, I had the great fortune of meeting Cedric Samson. New to the scene and taking every opportunity I could, soon got me in the studio with the dynamic and talented man. He had just returned from the USA where he had been doing incredible work with artists like Patti Labelle, George Benson, Quincy Jones.

It was 1989, I had sung a song for Ced, he felt immediately that there was something, and the next minute, there we were, in the studio, as a one off - The song was Acid Rain which became a huge hit across SA. He happened to be in-between productions and it just kinda just fell smoothly together. This was his gift to me.

All of this happened at the Audio Lab. A big beautiful studio, many well-known musicians, engineers, Cedric and myself. My experience in this kind of environment was minimal as I had done 2 albums with my previous band The Sweatband, in smaller studios, with familiar crew and with guys that had played the songs hundreds of times. This on the other hand was completely new and terrifying.

I make a big point of a small thing here

In my 42 years of singing in studios and working with producers, have I yet to find the same level of immersion and absolute conviction of Cedric's vocal production abilities. He does not let you go for one single moment. Nothing else matters and that, is what he brings.

In every aspect of his work - which is dynamic and varied - from big theatre to outdoor choir, from orchestras in studios, to him playing a massive drum kit, on a podium, whilst conducting a 78 piece band on stage LIVE. - I have witnessed the depth of creativity and deep regard for the Divine.

Cedric and I have developed a unique and wonderful friendship. Over the last 10 years in this business I have seen his struggle with adult epilepsy. This is probably a greater achievement than anything he has done before. I have witnessed a human bring forth an unbelievable courage and resilience that many would have been beaten by, For it is Music what gets him up. That thing that he brings into the room, is what he brings every day into his life, and I can go on about the accolades, the many different projects we have worked on, his work with Miriam, the production for Mandela and so on, but the way he continues to add to this list, whilst enduring so much is what really blows my mind!!!

I have no doubt that this year's SAMA 30 Life time achievement Award is - CEDRIC SAMSON.

Thanking you

Yours sincerely

WENDY OLDFIELD – singer, songwriter, performer, producer, & percussionist

