



PDMM Class of 2017

In this issue



*Entrepreneurship
frontiers*



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needs recognition*

Something to think about ...

**“I love the power of media. It titillates but destructs. Be careful of both.”
Lulu Brenda Harris**

“Media is a word that has come to mean bad journalism” - Graham Greene

“The media tends to report rumours, speculations, and projections as facts... How does the media do this? By quoting some “expert”... you can always find some expert who will say something hopelessly hopeless about anything.” Peter McWilliams

“The reason for designing new media is simple—to subtly and quietly change the world.” Hillman Curtis

There’s life without Facebook and Internet? Really? Send me the link. Anonymous

Editors' Comment



Melesiana Phiri



Samantha Chigogo

EDITORIAL TEAM

Editor-In-Chief
Melesiana Phiri

Co-Editor-In-Chief

Samantha Chigogo

News Editor
Lulu Brenda Harris

Chief Sub-Editor
Legolo Tebogo

Design and layout

Sarah Dahir
Vuyelwa Mtolo

Reporters

Sibabalwe Nkayi
Lunga Izata
Petula El-Kindiy
Rirhanzu Nkuna
Comfort Phiri

Photography

Lucky Dhlamini

Africa has not been spared the tides of digitalization and young media leaders across the continent are on a mission to fully capitalise on new media trends and how best to embrace these technologies for the betterment of the industry. As technologies continue evolving, we (the millennials) are ready to conquer different innovations thrown into our face and we will not hesitate to launch more social networking trends to enable easier and faster communication between one person to the next.

The time for Africa is now, to turn old media challenges into new opportunities using social media and an array of other digital systems. For most successful media leaders across the continent, Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership in South Africa has been the starting point to extensive digital creativity and excellence over the years.

2017 has been a busy year for PDMM students, with very tight schedules that allow eight different and complex modules to be compressed into a year's learning, as the PDMM does. However, the journey has been worthwhile and very exciting. This is especially so as we, the Class of 2017, celebrate an historic SPI achievement in advance: that is, the SPI's preparations to host the 2018 World Media Economics and Management Conference (www.wmemc.org) for the

very first time in Africa.

The conference, which is attended by around 300 world-leading media management and media business scholars from across the globe, has been held in the past mostly in European capitals, the United States and in Latin America in the past 30 years.

As we prepare to complete the PDMM in November this year, we want to salute the fact that 27 students from across Southern Africa, including those from Angola, Botswana, Lesotho, Malawi, Namibia, South Africa, Zambia and Zimbabwe, have been equipped with the best work competencies and knowledge in media management. We are ready to enter the media and media management industries!

This edition is a mixed bowl of life-changing stories from former PDMM students who are making a difference in their communities, as well as on issues that focus on media freedom and technological advancement in the media industry and, of course, sports and entertainment articles to keep you glued.

This edition also celebrates women empowerment and 10 years of OSISA scholarship which has supported more than 30 female media leaders to study the PDMM course across Southern Africa since inception.

We trust you will enjoy our newsletter. *Happy reading!*

Melesiana Phiri & Samantha Chigogo

PDMM student shines at Arts Fest.



'I owe this achievement to the PDMM as the course groomed me to be an efficient manager...'

PDMM student, Mbali Ngcweleshe hard at work.

By Rirhandzu Nkuna

The National Arts festival that is held in Grahamstown every year does not only contribute to the city's economy through tourism but also creates job opportunities. The 2017 edition of the festival was held from 29 June to 9 July.

The festival featured an impressive line-up of artists, both local and international, but most importantly it offered Mbali Ngcweleshe a job opportunity.

Ngcweleshe, a Post-graduate Diploma in Media Management student at the Sol Plaatje Institute for Media Leadership, was amongst several other students who worked for the arts festival.

However, being selected as the Advertising Manager for CUE magazine (it is run by Rhodes University's School of Journalism and Media Studies) is much more than a prestigious position for this young woman who is about to embark on her leadership career.

Ngcweleshe said she was thrilled to have worked as an Advertising Manager during one of Africa's biggest arts events. "Working as an advertising manager at Cue media during the National Arts festival was a great experience for me as it was my first time working in a field where I am pursuing my postgraduate studies," she said. "I have always attended the festival as a Rhodes student but this time was more exciting

as I was there to prove my prowess as a young media manager.

The job offer was a great opportunity for me as I had to put all my PDMM theory into practice." Although the selection process was tough, Ngcweleshe is proud to have been the best candidate for the job.

"I applied for the job just like everyone else did and I was fortunate to be one of the few who were called out for interviews. Just a day after my interview, they called me with good news: 'you have nailed the interview and it would be our pleasure to work with you,' they said. "I owe this achievement to PDMM as the course groomed me to be an efficient manager." She said most of the theories learnt during the PDMM course were greatly influential in helping her lead the CUE advertising department.

"One of the things we learnt in the leadership course is how managers should conduct themselves towards employees and consumers and in one of our modules we also did assignments that required us to evaluate businesses and identify consumer needs and expectations," Ngcweleshe said. "This helped me understand several consumer behaviours necessary in dealing with advertising clients, and that surely helped in carrying out several tasks during the Arts Festival."

SABC 8 Saga: Lessons learnt

By Melesiana Phiri

THE SABC 8 story almost overshadowed the real cause as to why eight journalists working at South Africa's national public broadcaster were fired. The original story that culminated into the sacking of the journalists now known as the 'SABC 8' was prompted by the violent protests in some parts of South Africa in 2016 after local residents demanded efficient service delivery.

So bad were the protests that they resulted in running battles between the locals and officials, which led to SABC management releasing a gagging order to its journalists, banning them from releasing footage from the demonstrations.

Eight journalists at the broadcaster defied that order and were fired for objecting to instructions issued by management by broadcasting images taken from the violent protests.

The affected journalists were Krivani Pillay, Suna Venter, Lukhanyo Calata, Vuyo Mvoko, Thandeka Gqubule, Foeta Krige, Busisiwe Ntuli, and Jacques Steenkamp. One of them, Suna Venter, died in June this year.

Key lessons

Although the journalists were later reinstated, a revisit of the SABC 8 saga reveals lessons that are to be learnt by media managers and journalists. A key lesson to be learnt is that journalists and media managers should uphold editorial independence as it is the foundation of journalism.

Rhodes University's Head of Journalism and Media Studies, Professor Larry Strelitz, said an important lesson that emerged from the SABC 8 saga was that journalists should have strong union support so that they do not feel isolated in their struggle.

He pointed out that journalists should operate from a base of support from which they could carry out their duties efficiently. In the same vein, Prof Strelitz also advised journalists to align their practice within acceptable journalistic norms, media laws and ethical behaviour.

"Journalists should have a clear



Rhodes University's Head of Journalism and Media Studies, Professor Larry Strelitz.

identity such as what is their role and why are they journalists. They should operate within accepted ethical and normative guidelines which are stated and then find a way of fighting for those priorities collectively", he noted.

Prof. Strelitz further observed that it is unacceptable to have executives interfering in the day-to-day editorial decisions of a media organization. "Decisions have to be made by journalists in the newsroom, obviously together with the news editors", he said.

Credibility counts

Happy Mulolani, a journalist studying at Rhodes University, says the eight journalists that stood their ground at SABC set a good precedent for other growing democracies in Africa. "Serving in a democracy is showing both the good and bad so people can learn about what is happening. The SABC 8 journalists did just that," he said.

Mulolani, a second year Master of Arts student in Media Studies, concurred that credibility was crucial and it was good that the SABC journalists could stand up for practising their professional values and ethics.

He noted that it is also clear that media organizations create, perpetuate and contest journalistic roles because of their vested interests and ideals, which determine journalism's

identity in relation to its obligations to society.

SABC Eastern Cape Provincial Editor, Deirdre Uren, said that economic dependence is a very strong weapon in South Africa, which is used to make people, including journalists, toe the line. She noted that economic dependency would only fall away when chief executive officers in media organizations were themselves trained journalists who understood journalism principles and thus made decisions based on their journalistic knowledge and understandings.

"Media managers should not act on somebody's instructions but it is expected that they rise above intimidation, threats of losing their jobs and do what is right," she said.

Uren pointed out that normally journalists are torn in between choosing their families' economic survival or be fired. "We had made a commitment to pay their salaries from our salaries. They could stand up and make those decisions because they knew economically they were supported and so I think that people need to understand that the SABC 8 were wonderful people."

Importance of trust

SABC Eastern Cape Radio Assignment Editor Ludwe Ngoma said one of the key lessons learnt within the broadcaster was that management and staff should trust each other.

"The bosses didn't trust us that we can do the right thing. We are not that careless to show pictures of people being beaten or stabbed. Also the journalists were accountable enough: they took charge of what they were writing, which is why they had to stand up and say this cannot be right and were vindicated by ICASA," he said. Meanwhile, Uren said the SABC is currently reviewing its editorial policy and will be heading out across South Africa to collect people's views, which could be included in the new policy.

She added that her office would recommend that future chief executive officers of the should have journalistic education and training before being appointed.

Dark skin: Not a badge of shame!

Racism in South Africa: A perspective from an Angolan student

By Lunga Izata

THEY say we must always move on. I say that we can only move out in order to move on. Moving to another country is an opportunity to escape and run away from all your problems and all the hurt from the place you call home. Sometimes we need a brand new start, where we are allowed to make new mistakes and be hurt in another language.

I wanted South Africa to give me a new chance and I opened my heart to this country. I had high expectations and I tried so much not to judge anyone in Africa's most diversified economy based on scrutiny and anger I had towards other African countries, especially my own homeland of Angola.

I am not proud of being African! Please do not assume that my shame towards my continent is related to the standard understatements:

our colour, hair, facial features and traditional values and so on. I do not fit in with the common "European wannabe" stereotype. I am very truthful to what I am and what my race has given me. I am a black woman with Afro hair, chocolate skin tone, and I am proud of how my strong features allow me to smell, taste and awaken my sense of being.

What makes me deny my African roots is our weakness, ignorance and stupidity. Are we weak because of what our ancestors went through or are we just naturally cowards? When are we going to see ourselves clearly without shame and excuses? When are we going to stop apologising for being black?

When I was younger, I did not know I was black because I did not realise there was something else

other than black. When I started to see the world and understand life, I knew we were all different and I was fine with that. Growing up in Angola, I was just a girl. Travelling around this world, I became a black girl, which once again was fine with me. However, coming to South Africa I became a dark-skinned black girl.

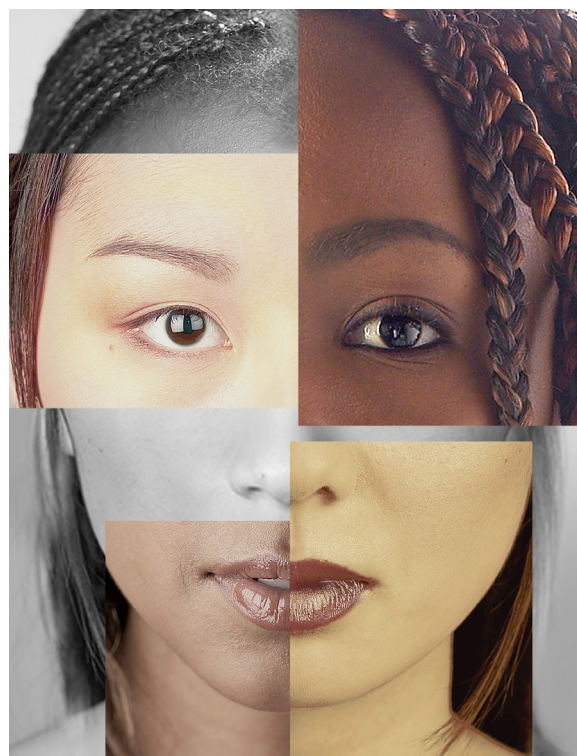
Travelling and meeting new cultures has allowed me to study people, their habits, behaviour and their language. Among these languages, I have always found English resourceful to me wherever I went. Besides being valuable, this international language is a confirmation of a promising future for me. I am passionate about it, how it brings people together and this has inspired me to be vulnerable and express my pain in a profound way.



Source: www.quora.com



Source: Sephora Twitter account



Source: www.Though Catalog.com

It is interesting to find words that literally give life to my feelings in another language. It is a joy to play with words, meanings, and they provide my suffering a wider audience. For instance, English has taught me that brightness has a positive connotation to it, the quality of being intelligent, cheerful, lively, successful and happy. It can also be the quality or state of giving out or reflecting light, and light continues to bring positive definitions such as illumination, radiance and brilliance. Most of the times I find how the word “light” in the Bible is associated with hope and faith. This complex term also takes pleasure of the definition of “not (being) dark”.

In English and any other language, we learn the universal true meaning that light is good and dark is bad. I guess South Africans learnt it very well until the point they put that into practice.

Despite my education credentials and experience from travelling across the world i too , sadly have faced discrimination. Discrimination comes in many forms and when it hits, you feel violated. More worrying is that I have also faced discrimination in my own country and that perhaps has prepared me to be ready for it. However, I never imagined I would feel prejudiced in an African land. I could have never imagined that different shades, skin tones and so on could make you feel inferior somehow.

Racism is hate towards other races; discrimination within your own race is ignorance. We are hating our own kind and starting another apartheid. This new system is based on separating people based on their complexion, a racial segregation allocated by a rainbow.

This kind of mindset is as a result of damaged

souls. But when are we going to stop blaming our flaws on slavery, social disparity, corruption and so on? Today, we have the opportunity to make better choices but we still fail ourselves. Our race is seen as powerful because we have endured pain and injustice for so long but this power is failing to unite us. Instead when one tries to assert their “blackness”, they are ridiculed, accused of creating egos while others distance themselves from anything to do with black activism.

Let us resign from the victim card; we are not slaves anymore; the only thing that controls us is our thoughts and, sadly, they have become our handcuffs. We need to be released from the psychological tragedy of the consequences of racism.

The demons that we must face now are not those that are in the world, but those that are within us. There is no enemy out there but we are battling ourselves and I am afraid we will win.

We are not colours but humans; there is no “royal blue”, “sky blue” or “turquoise blue” but we are just blue. I understand that this pursuit of brightness was caused by xenophobia and deprivation and so on, but I also believe that the “yellow bonisation” (from yellow bones -- a popular culture term used to describe lighter skinned Africans) will take us back to the dirty. Let us embrace our natural beauty, which brings light to our hearts. If “beauty is in the eye of the beholder”, it’s our duty to educate the beholder to be free from prejudice.

As American songwriter and rapper Lauryn Hill aptly puts it: “I consider myself a crayon. I might not be your favourite colour but one day you’ll need me to complete your picture.”

Pushing entrepreneurship frontiers

By Samantha Chigogo

Amongst several attributes that the Post-graduate Diploma in Media Management (PDMM) offers is one's ability to be creative and conquer the media industry. Several testimonials from the course's alumni proves that indeed the African corporate world has been enriched with high-ranking young entrepreneurs and intellectuals ready to excel in many ways.

Such has been the case with Robin Chaibva, Managing Director of HAMBANOW travel. Chaibva, a Zimbabwean, is a PDMM graduate who graduated in 2013. Our Co-Editor, Samantha Chigogo (SC), recently interviewed Robin Chaibva (RC) on her success story as a young entrepreneur in Africa.

SC: Who is Robin Chaibva and what drives you to be who you are today?

RC: Robin Chaibva is a digital media genius, who moves from blogging to social media training and masters in strategy. In all ways possible, I create livelihood from social media. I run an award-winning fashion blog, 'Concrete Jungle'. It was through this blog that I managed to receive an OSISA scholarship to study the PDMM and later it evolved into a travel blog company that won seed capital under the Tony Elumelu Foundation. The travel blog is now called HAMBANOW.

What drives me is a need for adventure and achieving what I would have never dreamt of achieving in the last 12 months. I am doing something that excites me and keeps me learning.

SC: As the founding executive, what would you say is the mission of HAMBANOW?

RC: HAMBANOW is a travel blog that has a mission to be more inclusive of locals and communities in adding cultural value and storytelling as a part of tourism.

My 'aha' moment was when I visited Victoria Falls and other Zimbabwean sites. Very few Zimbabweans are visiting local spots, and while we hear so much about David Livingstone and naming it (Victoria Falls) after his queen...there is a missing story. The Tonga kings and queens and their story in relation to the falls. The deity associated with Zambezi is NyamiNyami but in Victoria Falls that cultural story has not been fully told.

Our mission is to write these stories, make communities monetise their heritage while allowing access to domestic tourists (in Africa) to experience and appreciate our land through tourism. My work, simply put, is to drive a

travel revolution.

SC: What's in a name HAMBANOW and how did this dream start?

RC: Honestly, it started on my first leave from work. I visited Victoria Falls for some time and this put me in trouble at work because I spent so much there. Of course, it was bizarre but I had to enjoy the break at the same time preparing myself to be jobless in 2016 as I did not know how my superiors at work would respond. This is the moment I realised how much I loved Zimbabwe more from travelling rather than the stresses of sitting behind a desk in the newsroom.

HAMBA was a fictional concept of a magazine I thought of back in 2013 during the PDMM course to compete with GO!Magazine, another travel publication. I pitched the idea over the first month of 2016 and it was only after acquiring some funds that I actually got serious about the concept seeing it could be achieved.

The best time to innovate is when there is a need... I thought my career in the newsroom was doomed and so I became creative.

SC: What was your motivation behind this start-up?

RC: My main motivation was to travel and have a career where I can do what I love as well as promote the African cultural heritage simultaneously.

SC: Can you identify some challenges you have encountered as a young woman?

The problem is people underrate the motivation and drive women have and, because of that, we can never receive as much appreciation as our male counterparts. Firstly, I found myself as one of the few women in a male-dominated newsroom and it was a 'boys' club' where women had to pretend to be less ambitious and aggressive.

However, my ultimate challenge was when an unqualified male was employed at a job suitable for me, a PDMM cum laude graduate. I would be like 'hello I can do even better'!

SC: Do you think that there is a scope for fellow young women to start their own business in Africa?

RC: Absolutely! I do boxing training now and a Sensei (fitness trainer) said something about my mindset as I was punching the boxing pads. He said I had to let go one of the barriers to my efforts, which is a "feminine" mind-set where I tell myself it is okay to be average or to avoid putting extra effort just because I am

a woman. My punches improved greatly after that. So women should just be as ambitious to start their own businesses not only in Africa but global brands too. Young or old, no stereotypical obstacle should get in the way of starting your own business.

SC: Being a PDMM alumnus what are some of the main attributes you gained from the course?

RC: All the eight modules of the course taught me things about myself. The leadership course had me thinking what leader I wanted to be. Afrocentricism was and is my theme therefore every project I do is driven by African values. I learnt to be a go-getter.

I did not have a good mark on my first essay but (SPI Director) Francis Mlongwa allowed me to resubmit. So, in life you need to have good values and keep trying for something you want to excel in, no matter what the challenges you are facing are.

SC: What is your advice to graduates considering entrepreneurship in the near future?

RC: My advice is join a company and work for two to three years to gather the necessary experience but do not let yourself be comfortable. Experience will help you note down necessary business opportunities to venture in within your line of business. However, entrepreneurship is never easy, especially when working alone, hence the need to have a good team and contacts with other small-to-medium entrepreneurs.

SC: What else is Robin involved in besides HAMBANOW?

RC: Well, at the moment I showed a collection in Lilongwe (in Malawi) and we are now making street wear clothing inspired by travel.

SC: Capitalizing on digital technologies in the 21st century, what is your take on this as a young entrepreneur?

RC: Go for it and experiment on social media as much as possible. But also have work on the ground and let your audiences meet you in person.

For further information and bookings at HAMBANOW, contact the organisation on www.hambanow.com or www.tatendarobyn.wordpress.com

Facebook: [hambanow travel](https://www.facebook.com/hambanowtravel) Instagram: [@hambanow](https://www.instagram.com/hambanow) [@iamngosikadzi](https://www.instagram.com/iamngosikadzi)



Robin shares a lighter moment with other entrepreneurs. Photos : Robin Chaibva



Models showcasing HAMBANOW brand.



HAMBANOW becoming a travel brand in Zimbabwe.



Model showcasing HAMBANOW brand.

Ex-PDMM students praise cutting-edge course

By Sibabalwe Nkayi

Graduates of the Postgraduate Diploma in Media Management (PGDip in Media Management, which is popularly known as the PDMM) have hailed the course for empowering them with critical work skills to handle technological disruptions and improve their business acumen in order to grow sustainable media houses.

Since the advent of digital and social media platforms in the 1990s, media organizations have been searching for answers on how to stay relevant to their audiences, raise adequate revenue and shrug off increasing competition from populist digital and social media.

The answers to these questions have come from students who studied the PDMM at the Sol Plaatje Institute (SPI) for Media Leadership at Rhodes University. One of the PDMM's main objectives is to turn university graduates from any academic discipline into innovative managers and leaders who have the knowledge, understandings and work competencies of working in the rapidly changing media industry or starting up their own media firms.

SPI tracked some former PDMM students some whom are running their own viable media organizations while others are applying their work skills in well-established media organizations.

Soraiya Shah, a Kenyan who works as a manager at a university in Nairobi, said the wide-ranging and rigorous PDMM course content went beyond the media industry, enabling graduates' applied knowledge to be deployed in the fields of communications and strategic management and development, among other fields.

She said the course – currently offered on a fulltime basis only and takes a year to complete -- helped professionals such as her identify critical management issues, challenges, and opportunities that exist within traditional and new media companies.

Shah said despite her knowledge, the media industry in Kenya was still to grow and accommodate someone with her work knowledge and skills. "In Kenya, media management is achieved either via ownership or who knows you. This is why I changed focus and did not go into a media-dominated field for work," she said.

Shah said it is regrettable that the PDMM is not fully appreciated by some media companies. The course is pegged at the NQF Level 8 – the same as an honours degree – and is the only formal qualification in media management in Africa and the developing world.

"I would definitely recommend the course to people because some alienate management from media and are

unsure of how to tie in the two together. People need to understand the link the two components have," Shah said. Another PDMM graduate, Duduetsang Makuse, said before the course, she had a narrow understanding of the media industry but now her perception has been broadened.

"Media management looks at the complex dynamics that exist within new and old media companies, plus the interplay of competing interests that also take place within the same organization," she said.

Makuse said she has a more nuanced understanding of the role of a media manager. "The course basically helped me move beyond seeing myself as a cog-in machinery."

Makuse, who went on to complete a master's degree in the United Kingdom in 2016, now works for a Johannesburg-based non-governmental organization that supports media freedom.

Makuse noted that she was fortunate to receive support from her employers, who mentored her accordingly after graduating from the course. She too said she would recommend the PDMM to students or media professionals and hopes that the course is transformed into a fully-fledged master's programme.

Rumbidzayi Dube, who has a Public Relations (PR) background, said she is now a step ahead of her colleagues because she has a holistic view of how the media operates under varying conditions, which the PDMM taught.

"In PR, it is crucial to master how one deals with the media. To succeed in PR, one requires strong understanding of the relationship between media and corporations. The PDMM course proved to be invaluable to me. I am happy to say that I am now ahead of many of my colleagues in terms of understanding the role digital media plays in the day-to-day lives of businesses and brands," she said.

Dube has been accepted to study a master's degree in advertising at the New York University in the United States of America.

Like Shah, Dube observed that media companies do not fully appreciate the value of the PDMM course. She thinks that companies have not yet grasped the relevance and significance of the course in grooming media professionals.

"I think employers focus on a single aspect of media without appreciating the well-rounded view that students of this course have," Dube noted.

"The PDMM course enhanced my knowledge of media and explored more deeply issues that were left hanging during my undergraduate degree."

In Dube's words: "The PDMM course takes things to the next level."

PDMM 2017 Excursion to media houses in PE



IN PICTURES: *Students being shown around Algoa FM and SABC studio facilities in Port Elizabeth.*



SPI to host world media business summit

FLASHBACK:*Delegates attending World Media Economics and Management Conference in New York, 2016.*

By Samantha Chigogo

It is another milestone in the history of the Sol Plaatje Institute (SPI) for Media Leadership in South Africa under Rhodes University.

The SPI will host the 2018 World Media Economics and Management Conference (WMEMC), which will be held in Africa for the first time in nearly 30 years since the founding of summit of world-leading scholars and researchers of media management and media business.

The landmark event which will run from 6-9 May 2018 at Cape Town's Lagoon Beach Hotel and is expected attract around 350 delegates drawn from the US, Latin America, Asia, the Far East, Europe and Africa.

This comes against the background that fifteen years ago the SPI became the first African university institution to introduce the study of media management and leadership for newsrooms in Africa and the developing world.

SPI Director Francis Mdlongwa said the hosting of this conference was perhaps the single biggest recognition of the work of the Institute, founded in 2002 to educate and train media managers and leaders in how to run sustainable media businesses and to do so ethically in a world increasingly marked by greed and monopolization of both economic and political power by a few.

"We are humbled and honoured by this accolade to host the WMEMC for the first time in Africa since the founding of the conference nearly 30 years ago," he said.

"We are proud to have won the tight bidding process to run this conference against many financially stronger and better-known business schools from across the world."

He said the conference would focus on the financial

viability of media firms at a time when international technological giants such as Google, Facebook, Apple, and Amazon were increasingly displacing traditional media in the creation, value-addition and dissemination of news content across the globe, crippling the business of mainstream media.

"We are living in an ironic era where the internet was supposed to open up and democratize journalism and the public sphere, but what we see now are increasing business partnerships and collaborations among friends and frenemies (simultaneous friends and foes) as a new way of doing business by pooling your organizations' strengths to capture a larger market share and profit," Mdlongwa noted.

"These international technological companies are increasingly adopting vertical and horizontal integration strategies, where they own or merge with real and potential rivals in the entire production chain to ensure that they control the market production system, which allows them to reap not just economies of scale but of scope and shut out new players and those who have no such partnerships."

WMEMC President and Chair Professor Robert Picard, the world's leading media business academic, said the conference would attract interesting debates affecting media institutions across the globe.

"We are planning a diverse and stimulating programme, including panels of African media leaders providing their perspectives on contemporary media issues, and presentations from leading media economics and media management researchers and scholars from across the world," he said.

Running under the theme "Media Management in the Age of Tech Giants: Collaboration or Co-opetition?," the conference will explore how media firms and quality journalism can be saved from the technological giants, who have attracted most of traditional media's audiences and advertisers.

The WMEMC is the leading biennial meeting of the global community of media management businesses and scholars who reflect on contemporary issues in the economics and administration of media industries.

Established in 1994, the conference has previously met in Sweden, Switzerland, the United Kingdom, Spain, Portugal, Finland, Canada, China, Colombia, Greece, Brazil, and in New York in the United States of America.



SPI Director, Francis Mdlongwa

Media internships crucial in understanding work dynamics

By Samantha Chigogo

Thelma Koorts, editor of the Brakpan Herald, says media management internships done by students studying the Postgraduate Diploma in Media Management at Rhodes University are the highway to understanding the dynamics and complexities of the rapidly evolving media industry.

Speaking to one of the 2017 students doing the PGDip in Media Management (popularly known as the PDMM), which is offered by the Sol Plaatje Institute (SPI) for Media Leadership, Koorts said these internships remained an excellent initiative to prepare students for careers in the media industry.

“We do value internships and we believe they are a very important part of the whole tertiary education curriculum because, at the end of the day, what a student learns today is what they will practice in future,” she noted.

Koorts said although her organisation is small in size, she has always offered internships to students from various universities. “We occasionally get interns but it is usually for a very short period because we are small, hence sometimes I feel we don’t do justice to students who would want to learn more because of our size.

“However, during internship it is important for students

to learn and give suggestions to the organization whenever necessary. Internship is all about learning, hence the need to listen, ask and take in as many lessons as possible.”

As part of the learning process of the intensive, one-year fulltime PDMM, students are required to spend up to four weeks at a media organization of their choice during the mid-year June-July holidays observing authentic media management practice and making connections between their observations and theories covered in class.

The ultimate goal of this observation period is to provide students with a holistic understanding of how media organizations function and how functional departments relate to each other.

The Mail and Guardian, the SABC, the Zambia National Broadcasting Corporation, Grocott’s Mail and Rhodes Music Radio are among some of the media organizations which have supported PDMM students with internship opportunities.

Having looked at some of the media management modules that are taught on the PDMM, Koorts said the programme was good enough to help students acquire the necessary work competencies, understandings, knowledge and exposure of working in the real media world.



Brakpan Herald editor Thelma Koorts (left) and Linda Pretorius, branch manager of Caxton East Central Division showing casing an excellency award earlier this year .Photo:www.brakplanherald.co.za

Thank you OSISA!

OSISA scholars at Rhodes pay tribute to funder



Samantha Chigogo (Zimbabwe)

Women empowerment is of paramount importance across the world and there can never be a time when the topic is over discussed or over-emphasised because the need to promote women's dignity remains key.

In the past 10 years, the Open Society Initiative for Southern Africa (OSISA) gave generous media management scholarships to more than 30 women from across Southern Africa to empower them to be change catalysts in their media organizations.

The scholarships to study the Post-graduate Diploma in Media Management (PGDip in Media Management) at Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership, focused on ensuring that the scholars – upon graduation – would return to their media firms to mainstream gender-sensitive news content and diversify their staff by employing more females in mostly male-dominated newsrooms of the region.

On behalf of all of the students that have been supported by these scholarships over the years, I would like to extend my gratitude to OSISA for giving us a powerful voice in an industry that still sees females as society's appendages. We are most grateful.



Melesiana Phiri (Zambia)

The OSISA scholarship could not have come at a better time than now when Zambia is migrating from analogue to Digital Terrestrial Television broadcasting which requires a cadre of trained media managers to exploit new opportunities in the media industry.

The scholarship has given me an opportunity to apply my journalistic knowledge and learn more about media management and leadership, managing media markets and the management of digital and social media, among other important media management areas.



Veronica Zakazaka (Malawi)

I believe in the saying that when you educate a girl child, you educate the

whole nation. The OSISA scholarship will for sure open doors for me to serve the community of young girls and women in my country through the media. I am honoured to be part of this great (PGDip in Media Management) course and I want to utilise this opportunity to enhance women's participation in the media industry.



Onai Hara (Zimbabwe)

OSISA has given me an opportunity to advance as a competent professional. Having worked in the media industry with a social science background, this programme has been a unique platform to gain a theoretical foundation to the experience I have.



Legolo Tebogo (Botswana)

I really appreciate the opportunity to further my studies and this was made possible by the OSISA scholarship. I believe it will go a long way in assisting my career as a woman already working within the media industry.



Petula El-Kindiy (Botswana)

Having worked in the media industry for over seven years, I struggled to find inspiring and empowered young women in a male-dominated environment. It was very refreshing and exciting to have come to the Sol Plaatje Institute through OSISA and meet so many amazing and dominating women in the media industry across the continent. Thank you OSISA for showing me that women have a strong role in the media.



Lunga Izata (Angola)

OSISA gave me a chance, an opportunity that my country never gave me and I am grateful. Being chosen as one of the young women OSISA scholars represented women empowerment, which I have been fo-

cus on through my own books, giving voice to the Angolan woman in a fiction way. Being a writer, I often find myself using “I” and media management enables me to continue to do that and I know that my opinion matters. This Southern Africa initiative showed me the leadership within media and how the industry can shape and educate the public.



Lulu Brenda Harris (Zimbabwe)

I strongly believe the PGDip in Media Management is a cutting-edge course. It has enhanced my thinking about the media industry. I see things much clearer now. Not only am I a thinker but I am an innovative thinker. The course has emboldened me; I feel more empowered than before. I believe in what I do and I am grateful that this opportunity came my way.



Lemohang Rakotsoane (Lesotho)

I am grateful to OSISA for giving me a chance to further my studies. It has been a humbling experience, with lots of fun but, most of all I will leave this place as a competitive media manager.



Tuyeimo Haidula (Namibia)

My educational pursuits would not be possible without generous support from scholarship sponsors like your organisation. Thank you for enabling this opportunity! The media industry in Namibia, as is the case elsewhere, is a critical component of a working democracy that holds public officials accountable and, as a young woman in this industry, the Post graduate Diploma in Media Management has deepened and sharpened my theoretical and practical grounding on the current debates and issues which centre on the increasingly contested power and role of the media. This course has introduced me to new forms of media spawned by convergence and their impact on ‘old’ or legacy media. The PGDip in Media Management course taught strategies and analytical tools that media managers need to embrace to ensure the ethical survival and sustainability of their organizations.

During the course of this year, I have seen myself working as a volunteer in my community. I hope to be able to serve in media management position sometime in the future, where I might have even more of an ability to help less fortunate and under-represented social groups.



Rhodes University students marching during the silent protest .Photos: Rhodes University

Rhodes University acts on sexual and gender-based violence

By Lulu Brenda Harris

It may not appease aggrieved students but Rhodes University is taking serious measures against sexual and gender-based violence taking place within the institution.

In May 2017, a final year Bachelor of Commerce male student was excluded for 10 years from the University after he was found guilty of raping a female student.

A three-member Disciplinary Board for Sexual Offences, which heard the case, directed the expelled student not to enter the University campus for the duration of his sentence.

The university further indicated that his academic record would be endorsed as unsatisfactory and any credits that the student may obtain from any other university during his 10 years of exclusion would also not be recognised by Rhodes University.

Ruling on the case, the disciplinary board agreed with the prosecution that rape filled

society with a sense of revulsion and undermined women's equality and freedom.

"It follows that at a university it undermines a woman's ability to pursue her studies and obtain a qualification, affecting her future socio-economic

circumstances," the Board said.

Commenting on the outcome of the case, Rhodes University's Vice Chancellor, Dr Sizwe Mabizela, said the University had a zero-tolerance for sexual and gender-based violence.

"Our prosecution team had motivated for a permanent exclusion of the accused. In its wisdom, the Board handed down a 10-year exclusion sanction. We welcome it," he said.

The vice chancellor also wished that such a sentence would serve as a deterrent to any would-be offender. "We also hope that it will encourage all those who have experienced sexual or gender-based violence to report so that action can be taken against perpetrators.

Reporting such offences is important in that it protects other members of our community who could have fallen prey to the offender," Mabizela said.

"We are grateful to our prosecution team, led by Ms Sue Smailes, for the meticulous manner in which they investigated and presented this matter and for the support and encouragement they provided the complainant (in the rape case)."

Questions

The question now is: is a 10-year exclusion from the university sufficient justice for the rape victim? Will this exclusion appease the victims who experienced 'immense' social and emotional strain during the course of the investigation? Some students are reluctant to openly talk about the various rape incidents that took place, noting that the matters are still 'sensitive'.

Despite this, both students and authorities agree that Rhodes University, as a social space, has a mandate to protect its students. The university has to make sure it becomes a safe haven so that all students feel secure in an environment bursting with diverse cultures.

Last year, Rhodes University made national headlines when female students protested against sexual abuse perpetrated by some fellow male counterparts.

Female students also accused the university authorities of failing to protect them and take justice against the alleged male offenders.

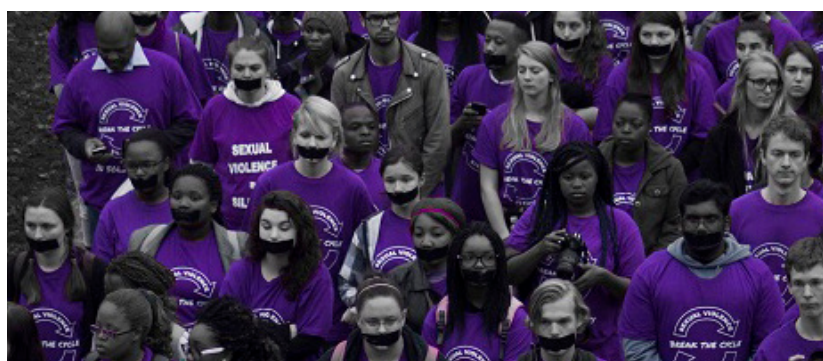
A vigilante-like group took matters into its own hands and published a list with names of the alleged male student offenders on social platforms, further spreading the protests online.

This is when the hashtag #RURreferencelist trended on Twitter. Students mobilised themselves and demanded that 11 students be suspended from residences.

They pushed authorities to deal with the perpetrators, of which some were well known student leaders and others allegedly came from affluent homes.

Authorities at Rhodes University were accused of being non-supportive after officials said the #RURreferencelist was unconstitutional, adding that no action could be taken against accused students until they were charged and found guilty.

This created a situation where some rape victims unintentionally met up with their perpetrators around campus and, in some cases, ran into them in their respective dining halls.



Seeing no action being taken, the female students continued with their protests.

Forced to respond to the students' demands, the vice-chancellor said the university would convene a task team to address sexual violence.

Eventually, the university -- through its internal structures -- managed to deal with the rape cases.

Now, the Sexual Violence Task Team has made 93 recommendations and several of these recommendations are already being implemented.

A statement issued by Rhodes University's Communications and Advancement Division said a committee chaired by the vice chancellor had prioritised and categorised all the recommendations into three interventions.

These three interventions are as follows: education and enculturation, review and realignment of policy and regulations, and a comprehensive approach to justice regarding gender-based violence.

According to the vice chancellor, the university's education, sensitisation and awareness-raising initiatives

are aimed at making sure that those who are willing and able to modify their behaviour and attitude towards sexual or gender-based violence are assisted to do so.

"There may be those who, despite all our efforts to persuade them to modify their behaviour or attitude, do not change. For them, our message is simple: we will apprehend them, prosecute them to the full extent of our policies and remove them from our community," Mabizela said.

Are men Trash?

Meanwhile, another hashtag, #MenAreTrash recently trended on social media platforms.

It was born after the murder of a 22-year-old woman, Karabo Mokoena, in Johannesburg in April this year. Mokoena was allegedly murdered by her boyfriend, Sandile Mantsoe (27) who, it was alleged, burnt the body.

Mokoena's murder also ignited national outrage and made international news following the arrest of her boyfriend.

The hashtag #MenAreTrash was created as a cry from women against sexual and domestic abuse.

Unpacking the #MenAreTrash hashtag at a UCKAR discussion seminar at Rhodes University, female students resoundingly said they do not feel safe anywhere because every man could be a potential rapist or murderer.

Students concurred that #MenAreTrash was not about personal relationships but is a clarion call to men to act and help stop further abuse of women.

The hashtag recognises that men have male privileges, they have benefitted from patriarchy and already from birth are groomed to act superior than women.

Society needs such conversations because they raise issues that women are faced with on a daily basis, including catcalling, being labelled 'loose', being shamed, abused and being violated.

The hashtag #MenAreTrash calls on all genders to bring forward solutions that will empower women, who have long been marginalised by and in most societies – not just in Africa.

@lulubrendafarqh



Rhodes students carrying out a die in at the university premises during the silent protest .Photos: Rhodes University

FOCUS FROM THE 2017 PDMM CLASS



Some of the PDMM students during lectures. Photos: Mia van der Merwe



Participants at the HA conference 2017. Photo: Rhodes University Facebook

Highway Africa 2017 sheds light on public accountability

By Comfort Phiri

The 2017 annual Highway Africa Conference shined the spotlight on abuse of power, whose message to journalists was to continue holding authorities to account and make sure they deliver basic social services.

Running under the theme “Media Accountability and Local Governance” the Highway Africa Conference, which was held at Rhodes University recently between August and September, played a major role capacitating journalists in public accountability processes.

The theme was deemed relevant to Africa because some people are yet to fully experience the benefits of independence and access basic services such as water, sanitation, health, education and infrastructure.

In welcoming the participants to the Highway Africa Conference, Rhodes Vice Chancellor, Dr Sizwe Mabizela urged the media to interrogate public officials and make sure they account to their electorates.

“At the heart of the breakdown in the pact between people and their elected representatives in government is betrayal of trust and oath of office on the part of those entrusted with the responsibility of changing the lives of ordinary citizens for the better,” he said.

Highway Africa Conference Direc-

tor, Chris Kabwato, said this year’s edition of the conference attracted a diverse mixture of media educators, editors, journalists and activists who would push for accountability in their respective countries.

“We looked at the local government, accountability and the media. There is a heavy emphasis on the role of the media in holding power accountable at the local government level (which is where people live),” he said.

Participants were made to understand details of budgeting processes, expenditure, policy and operations of local authorities in a course preceding the conference on local government. Kabwato said the aim of 2017 Highway Africa Conference was to provide a platform for deep engagement with the concepts of public accountability and develop concrete capacity building interventions.

“There were training of trainers workshops, providing training for different actors or champions who will go back to their respective selected Southern African countries to engage in capacity building in partnership with identified stakeholders,” noted the director.

He also praised the diversity of Highway Africa and its impact on the media landscape across the continent, whose aim was to provide ethical journalism.

Other high-profile workshops that preceded the conference included meetings for editors from different associations, the Barclays Data Journalism Master Class, the Science of Journalism Course, the Media Accountability and Local Government Workshop.

The Highway Africa conference was co-hosted with the South African Communication Association (SACOMM) which held its annual gathering for the first time in Grahams-town. Highway Africa is a programme of the Rhodes University’s School of Journalism and Media Studies in partnership with Corporate South Africa, development agencies and media associations.

It is open to practising journalists across Africa plus the world and has been in existence for 21 years.



Highway Africa Director Chris Kabwato

Five lessons learned in Uganda

By Lunga Izata

The first time I heard about Uganda was through a documentary called 'Kony 2012'. It was a campaign created by the organization Invisible Children that aimed to expose Joseph Kony, leader of the Lord's Resistance Army, a guerrilla group operating in that country.

Kony was known for human trafficking and several others crimes.

A friend introduced me to the organization AIESEC, which recruits volunteers all over the world. The organization advertised an opportunity in Uganda and I knew that was a call to me. I do not know what particularly attracted me to that country, perhaps it was my infatuation to help the suffering who had endured pain because of Kony's cruel acts or my attempt to have a clearer picture of my African continent.

Either way, I wanted to visit Uganda and I chose to partake in a women empowerment project and AIESEC linked me to KIFAD, a Ugandan community organisation with several beneficiaries, different successful systems and programmes that aim to help those in need. I later learnt KIFAD manages, plans, evaluates and improves the lives of the residents of Wakiso.

1. There are good people in this world! I really wish I could talk about media, journalism and other related issues but when I arrived there, the journalist in me was forgotten. Out came an individual who was seeking answers from this personal journey. Later I learnt whatever profession one is in, whether it is media or any career people want to pursue, it is important to do some soul searching.

As a writer, I often talk about depression, emotional abuse and lack of self-esteem be-



A Wakiso local reflecting on her life. Photos: Lunga Izata

cause I have spent much of my life seeking validation. I then made it my mission to make myself rise and feel important, which I managed to do. I was 'invisible' in Uganda. No one could point a finger at me or pinpoint my mistakes and that felt great. I was free.

I was finally able to see my potential, without those voices trying to tear me down. I did not have to try to please Ugandans. I was just myself and for some crazy reason they loved me. I spent my birthday with them and not for one second did I feel alone nor homesick. The Ugandans who became my other family organised a party and baked a cake for me which was awesome. At that moment I never felt so loved and welcomed in this world by people who were going through hardship.

For the first time, after visiting a foreign country, I did not carry new clothes, accessories and shoes to make myself feel good. I came back with a bag full of compliments, from people who called me fearless for visiting their war-torn country. I did not know a single soul but I was praised for accepting them into my life and for eagerness to learn. I can confirm that I saw a lot of poverty, which I had not come across before, but I also can tell you that despite the poverty they had strong characters. This Ugandan community was one of the best I ever met in my life.

2. Look around!

I have been studying communication and media for years but I struggle to read newspapers because what happens out there is depressing. Sometimes one feels like there is no such thing as good news so I rather isolate myself and live in my own bubble. In Angola, my country of origin, I see what I want to see and I chose to see only the pleasant things. My parents invested their whole lives protecting and shielding me, for that I am thankful. However, sometimes we need to experience the life of those who are less privileged to appreciate the life we have.

Unfortunately, in my efforts to protect my inner peace, I discovered I was preventing myself from becoming a good world citizen, which is why I decided to volunteer. In Uganda, I stayed in a village called Wakiso and I did not know that people still live under horrific conditions. I always thought everyone's parents were able to give them a good life and that others were given the same opportunities I had, but that is not the case. Life has many twists and turns – a result of various circumstances.

It was a wake up call to see the real world out there which showed me how blessed I have been. My friends always said I have a white soul, referring to my unawareness of the African world. Whatever soul I have, either black or white soul, it was ripped by these people's poverty.



3. To live in misery is a choice

I have been to beautiful places and seen amazing views but what amazed me about Uganda was not the leisure or the entertainment that the country offered; it was the people. I have never witnessed real resilience in this lifetime and I can say that to live in misery is a choice. I did not see poverty in their eyes, I saw hope and gratitude. The people were very welcoming, telling jokes, always cleaning and setting up a comfortable place for us – the volunteers to relax at their homes.

I did not understand the national language but through their smiles I could see they were happy, unlike some of us who complain or think our lives are mediocre. For them, it is everything. The people were all keen to be interviewed and take pictures because they understood that we could help somehow. In Angola, people always question good actions and they would never open up or share so much about their personal life but in Uganda it was different. Angolans never allow their poverty to make them vulnerable but Ugandans wanted to be heard.

4. Do what you want to do

I was running away from journalism all my life and I wanted to hide my passion somewhere but I guess it was meant to be. When I was 17, I wanted to study journalism where I later learnt would always have to question morals and ethics. Some say journalism's duty is to expose those who should be accountable and seek change and justice. Whoever came up with this definition of the practice should have mentioned that they are not applicable in African nations. In Angola, those in power fail to enrich the poor and those in positions to expose them, the journalists, only see what they want to see.

Even though my country's 'weak' public institutions wanted to discourage me from following my dreams, looking back, if I really had the courage I would have pursued it. I realized I did not want to have that weight on my shoulder and responsibility to fight for my people.

Today, I understand the power of media and how it is influential to fight any social injustice. I realised that Uganda gave me the opportunity to embrace my passion. I was given the task to write success stories about the people of the villages of Bbanda, Katubwe, Ssesiriba and Kiwazzi. I thought it was finally the opportunity for me to help the next person and expose the truth. I could not disappoint the Ugandans. They were counting on me to tell their stories. KIFAD has been an instrumental tool on my personal development and it allowed me to finally explore my natural talent and work in the field of study I was always destined for.

5. Be grateful

There is always a reason for everything that happens in our lives. Life is a journey full of self-discoveries and learning experiences.

This Ugandan experience was completely different; it was more than helping the community but centred



Lunga sharing a light moment with the locals .

around creating relationships and understanding people.

During this experience, I had a lot of questions because my mind could not process why they did not eat meat, why their toilets were holes (blair toilets) and how their main public mode of transportation was always motorcycles. I had to challenge myself and look for a place of understanding within me.

It was difficult to differentiate social classes in Uganda. From my perspective, they all looked like they struggled somehow. I thought to myself that houses which could afford TV were middle class, and those who could not were low class.

TV might be a luxury for some people but as a media student I can say that broadcasting can be the best medium for information and education.

The same way I was unaware of their living conditions in this century, they were unaware of how the world has changed because they do not have TV.

The village residents were stuck in the past, living under strict traditional values and still following the mentality of procreation. I think traditional values were created by people who lived 100 years ago and they were applicable to that specific time. I can argue legends are lessons and they rule the truth but legends also prevent you from developing.

I would say we have to abolish tradition but that is an unfair assessment; rather I believe tradition should be dynamic, always evolving with the times. We have to move forward, change our mindset and realise that sometimes tradition is un-progressive.

On my part, I can say that coming from a nation where capitalism thrives at the expense of the poor, it was inspirational to see people who have less but freely giving more to others.

My interaction with KIFAD taught me that even though communities were stuck in past, they were not living in poverty. I have various interpretations of poverty but I will not dwell on them, save to say the Ugandans are making the most of what they have.

• Visit the author's blog @ lunganoelia.blogspot.com

OSISA – African women’s green light to media leadership

By Samantha Chigogo

As the famous adage proclaims educate a girl, empower a nation. This has been the case with the 10-year scholarship programme, which has seen more than 30 aspiring female managers and leaders from Southern Africa study the Postgraduate Diploma in Media Management (PDMM) at Rhodes University’s Sol Plaatje Institute (SPI) for Media Leadership.

The prestigious scholarships, awarded to university graduates already working in the media industry in Southern Africa, are sponsored by the Johannesburg-based Open Society Initiative for Southern Africa (OSISA), one of global philanthropist George Soros’s initiatives that seek to create and nurture ‘more open societies’ across the world.

Scholars pursue a highly intensive, one-year fulltime PDMM – the only formal qualification in media management in Africa and the developing world – at the SPI, an associate institute of Rhodes University’s School of Journalism and Media Studies. The qualification is pegged at the honours degree-level under South Africa’s National Qualifications Framework.

Fund manager of the scholarships, SPI Director, Francis Mdlongwa, expressed gratitude to OSISA for taking the lead in empowering female media leaders in an industry still dominated by males.

“OSISA has played a critical role in enabling a significant cohort of women media professionals to complete the PDMM and make notable and positive media changes in their countries: that is specifically in terms of mainstreaming gender-sensitive and gender-aware news content in their media, as well as bringing about better staff diversity in these workplaces,” he said.

“The SPI, through PDMM, is not only grooming these women scholars to be successful media leaders in their countries but we give them knowledge, understandings and work competencies to create their own futures by becoming entrepreneurs who launch their own successful media businesses after graduation.”

Mdlongwa said throughout his experience as a media practitioner in Africa, Europe and the United States in the past 30 years, he had noted that women remained the missing link in leadership positions which motivated him to seek funding “to purposefully support young women in one of democracy’s most critical pillars, the media industry”.

“For too long we have operated in a ‘real men’s world’

in this industry, with men mostly deciding what constitutes a news story, how this story is covered and by whom, who the news sources in that story should be, and how the story is eventually played out in the news pages and news content of radio and television stations.”

He said the OSISA scholarships were one of the best initiatives to fight gender stereotypes in Southern Africa.

“We wanted and still want to bring about staff and management diversity in newsrooms across Southern Africa where women are conspicuous by their absence and, in some cases as shown by research, are being exploited.”

Mdlongwa noted OSISA had played a significant contribution to the empowerment of young women.

“This an example of what both civic and corporate bodies – aside from the government, need to do, not just because this is the right thing for key stakeholders, but because the voices of many women, who form the majority of populations in most African nations, remain silent even in this so-called brave, democratic and more engaging twenty-first century,” he said.

The OSISA scholarship also financially supports the self-funded SPI, which was set up in 2002 with a modest grant from the Atlantic Philanthropies, a global media non-governmental organisation.

Mdlongwa said OSISA continued to support a legacy of highly trained, educated, knowledgeable and competent

media managers who were already having a major impact on how to lead and manage media organizations more sustainably and ethically in Africa.

“Most of the scholars from this programme have done very well after graduation. Just to mention a few, one Malawian scholar is now a business manager at Malawi Television; one graduate is heading up the department of broadcasting in Lesotho; and many others are in influential positions in communication and marketing fields across the region. One of the students went on to complete a PhD in Communications at Fort Hare University four years ago.”

Mdlongwa thanked other organisations that have supported the SPI over the years.

“My sincere thanks go to many organisations which have stood by us over the years.

These include Primedia, which sponsored quite a number of students over the years; MTN, which awarded valuable scholarships for both our short-term professional courses and the PDMM; and IREX (International Research & Exchanges Board) which is based in Washington, DC for supporting a range of our media management programmes.”

“For too long we have operated in a ‘real men’s world’ in this industry, with men mostly deciding what constitutes a news story, how this story is covered and by whom...”

67 Minutes for

Nelson Mandela

By Petula El-kindiy

WHEN I first travelled to South Africa for the OSISA Scholarship, I thought I had a clear prior understanding of the iconic man that is Nelson Mandela, and how much he meant to the South African people. It was not until I arrived from Botswana that I realized the extent of his impact.

Everywhere you go there are national monuments, streets, universities, municipalities (districts), hospitals, radio stations, stores and so much more named after Nelson Mandela, portraying quite vividly how much he really meant to this 'Rainbow Nation'.

So it definitely came as no surprise that in 2009, on his birthday, the UN General Assembly declared July 18 a Nelson Mandela International Day the world over. The UN urged various communities, organizations and individuals around the world to take 67 minutes of their time to share the compassion Mandela possessed by enriching the lives of others through small tasks of selflessness.

The intention of the UN was to carry on the legacy of Nelson Mandela and encourage every person around the world to do something, no matter how small, to contribute towards making the world a better place.

Since 2009 various nations across the world have participated in different ways, with individuals from all over the world doing various tasks in order to develop their communities; this year was no exception. In the United States, in New York City, volunteers spent their 67 minutes cleaning up the Randall Island Harbour of litter and planting trees, along with the New York City Mayor's

office. On the other side of the world in the capital city of Ghana, Accra, their UN office organized a street clean-up activity in one of Accra's most impoverished suburbs, followed up by a cultural dance performance at the Nima Cluster of Schools.

The air was no different in Grahamstown, South Africa, at Rhodes University. Since the inception of the Nelson Mandela International Day, the university has created different unique events revolving around community building. One particularly interesting program is called the 'Trading Live programme', a weeklong exercise that allows not only students of the university; but Grahamstown community members to trade their skills and knowledge with one another by volunteering 67 minutes to share their area of expertise with the community.

The intention of the programme as described by the Community Engagement department of the university is "that all staff, students and community organizations donate 67 minutes of their time in July to building new relationships of reciprocity in our community that is Grahamstown."

The programme's activities and trades have ranged from business workshops, toy-making classes and sewing workshops, to beginner's ballet classes, sports clinics, car washes and gardening services.

This year was even more exciting for the university as it managed to break the record of having the most trades or exchanges of skills in a day, with 29 trades. From an educational visit to Amakhala Conservation Centre

by Ntsika High School to a talk by Intsomi Parents to teach the parents of pre-schoolers about Literacy Development in the home, the university made sure students participated in Nelson Mandela Day for 2017 better than in previous years.

A brief interview with one of the Community Engagement coordinators from the university, Thobani Mesani, revealed that the university not only partakes in the exceptionally creative Trading Live Programme but it also has a number of other events celebrating Nelson Mandela International Day.

One of these was an opening ceremony where the Vice Chancellor of Rhodes University, Dr Sizwe Mabizela, had a story-telling session with The Home of Joy Child and Youth Centre in Joza, one of Grahamstown's townships. He shared a story that aimed to instill resilience and self believe in the young children at the Centre.

Rhodes University is a shining example to the world of how to truly celebrate Nelson Mandela International Day by turning one day of selflessness into a lifetime of small feats of greatness.



Members of Rhodes University and the Grahamstown Community play with children during the Trading Live Mandela Day.
Photo: Rhodes University

Zim Journos face rising threats ahead of 2018 poll

By Lulu Brenda Harris



A journalist cornered by anti-riot police while covering protests last year in Zimbabwe.

Photo:Tsvangirai Mukwazhi/AP

WORKING conditions for journalists in Zimbabwe's media industry are harsh. A collapsed economy, technological disruptions and socio-political instability have wreaked havoc on journalists and their practice, which also faces heavy political pressure.

The unfriendly media environment poses serious challenges to the media in general and to journalists in particular in their brave attempts to live up to the key principles and ethics of the journalism profession.

The Zimbabwean media is now dominated by freelance reporters, students on internships and university graduates who are engaged as part-time correspondents and are often under-paid.

A large army of reporters practise journalism under these conditions and face increasing challenges that include the temptation of taking bribes, known as 'brown envelopes'.

Ordinarily, journalism is an important and exciting and yet demanding career, which requires journalists to work long, irregular hours that extend late into the night, often for low remuneration.

Media watchdogs such as the Zimbabwean chapter of the Media Institute of Southern Africa (MISA) and the Voluntary Media Council of Zimbabwe (VMCZ) have been putting up a case for an improvement of the journalists' working conditions.

Both watchdogs have met with media owners and managers to discuss the rising costs of living, general low salaries among journalists and how this is negatively affecting the ethical behaviour of some practitioners in the industry.

Results are yet to be seen, considering that media houses are also struggling to make profits.

Zimbabwe's deteriorating socio-economic and political climate, coupled with the intensifying and tricky succession politics and factionalism within the ruling ZANU PF party have made it tougher to secure a conducive democratic and business environment.

Zimbabwe is still to align a raft of laws that infringe on media freedom, freedom of expression and the right to access to information four years after the adoption of the country's 2013 Constitution.

Another publication with a lot of relevance to Zimbabwe's media environment is the Information and Media Panel of Inquiry (IMPI) report which was released on 18 March 2015.

The 666-page report, born through government initiatives, provides an in-depth investigation into the entire Zimbabwean journalistic landscape.

It recommends the repeal of laws such as the Access to Information and Protection of Privacy Act (AIPPA), the Criminal Law (Codification and Reform) Act (CODE), the Broadcasting Services Act (BSA), the Censorship and Entertainment Controls Act (CECA), the Official Secrets Act (OSA) and Copyright and Neighbouring Rights Act.

Although there have been repeated verbal commitments to media law reforms by the Ministry of Media, Information and Broadcasting Services, nothing tangible has been done.

This is evidenced by the government's 2016 clampdowns against journalists and citizens exercising their right to media freedom, freedom of expression, free artistic expression and freedom to demonstrate and petition.

According to MISA's 2016 State of Nation report, there was a rise in cases pertaining to media violations. A total of 23 journalists were unlawfully arrested or detained in 2016 compared to 10 cases officially recorded in 2015.

12 journalists were assaulted by the police and supporters of ZANU PF while conducting their lawful professional duties of covering events such as protests and demonstrations.

In 2015, MISA-Zimbabwe recorded seven assault cases. This shows a "shocking" 130 percent and 71 percent increase in the number of journalists arrested and assaulted respectively while on duty.

Regrettably, these figures are likely to increase again as Zimbabwe heads to its 2018 general elections, where Zimbabwe's sole ruler since independence from Britain in 1980, Robert Mugabe, will face a fledgling but splintering coalition of opposition forces.

MISA, VMCZ and other watchdogs, have noted that the police's acts of lawlessness and impunity posed a serious threat to the safety and security of journalists working in the country.

However, these adversities -- coupled with an economy brought to its knees by the failure of governance -- do not lessen the value and importance of journalism in Zimbabwe. If anything, they emphasize the need for journalists in the country to rise to the challenge of providing Zimbabweans with accurate, balanced and impartial news and information timely so that citizens are able to make informed choices on their lives and how they are governed.

@lulubrendafarqh

Media urged to be gender sensitive

By Melesiana Phiri

The Sol Plaatje Institute (SPI) for Media Leadership completed a three-day gender empowerment and transformation workshop aimed at promoting gender equality and equity at workplaces by training the 2017 class of the Postgraduate Diploma in Media Management (PGDip in Media Management).

The workshop was facilitated by a gender expert Mercy Mupavayenda and sought to promote and impart practical policy steps which commercial, community and public media need to take to bring about gender transformation at their workplaces.

Participants were made to understand that the media in Southern Africa continued to mirror global trends of gender inequality.

The media also perpetuated patterns which tended to show women not in the diverse roles which they play in society but in supporting or relational roles, where they are featured mostly as victims of violence and as sources of entertainment.

“Portrayal of women in the media is still stereotypical and problematic,” Mupavayenda said. “We see some examples of this in

the sexist and misogynistic ways the media covered Hillary Clinton in the 2016 US presidential elections, and the way the media is covering Dr Nkosazana Dlamini-Zuma in the lead-up to the next elections in South Africa.”

However, the recently released Gender Barometer study shows progressive shifts in some sections of the media, with an increase from 27% to 34% of women in media management in Southern Africa.

“This aspect is a key indicator of progress in gender mainstreaming at decision-making level. However, I must add that there are huge disparities between countries such that countries like South Africa and Lesotho represent the highest number of women in decision-making positions at 50% and 53% respectively, while countries like the Democratic Republic of Congo are the lowest on this score at 17%,” Mupavayenda said.

She noted that further examination reveals that in countries like South Africa the seeming success is not proportional as the figures demonstrate that black women who constitute the larger part of the population are negligibly represented in the 50%.



Mupavayenda emphasising a point during the workshop

“Overall, although change is happening it is happening at a very slow pace” she explained. Mupavayenda hoped the students of the PGDip in Media Management at the SPI would continue with efforts to give priority to gender balance in both media content and organizational structures.

“So, after the workshop it is my hope that the students start a lifelong journey of learning equality values and unlearning inappropriate cultural and business values which are based on excluding and oppressing women in the workplace,” she said.

Veronica Mukhuna, a student from Malawi, said the workshop enlightened her to fight for policy changes to protect women at media institutional level.

“I have learnt how gender sensitivity approaches can help a journalist uncover untold stories behind a story. If a journalist plays a gender sensi-

tivity card, there is room for creativity”, she said.

Another student, Lucky Dlamini from South Africa, observed that the workshop brought out important issues of gender that are complex and interrelated with issues of race, age and class. “I have learnt to interpret these in a more informed way that questions why something is done the way it has been done and what could have been different to ensure an equal presentation”, he said.

Onai Hara, from Zimbabwe, said the training specifically introduced students to “dominant stereotypes of women in the media who are portrayed as passive victims and the need for a gender lens in reporting”.

The Open Society Initiative for Southern Africa (OSISA) has been supporting women in the media through a one-year scholarship to pursue a fulltime PGDip in Media Management at the SPI, an associate institute of Rhodes University’s School of Journalism and Media Studies.

The initiative is aimed at empowering female media professionals to be successful and gender-sensitive media leaders in an industry still dominated by males.



PDMM students pose for a picture after the gender workshop



Opinion piece : By Vuyelwa Mtolo

“WHY are there no selections or trials for women footballers this year?” I asked Chris Totobela (45), an ex-Rhodes Women’s Soccer coach and African Connection Women’s Soccer coach.

“I think they (the officials running the trials) are lazy and are now shortening the whole process,” he said.

“Can we appeal though?” I asked him.

“Football administrators are just like Sanel, they do as they please. If you question what they do or how they do things, they shut you down,” he said.

I am an avid sportsperson and I love women’s soccer. I was looking forward to this year’s selections only to be told there would be none.

Normally, trials are meant for the selection of a women’s provincial soccer team that would set out to travel to Germany. This year, the trip to Germany was supposed to take place in July 2017.

The Eastern Cape Sports and Recreation centre had

joined forces with a German coach a few years back in organising games and tours between a selected German team and a selected Eastern Cape team.

According to Provincial Secretary of the Eastern Cape, Isaac Klaas, the trials are meant to give young women interested in football an opportunity to showcase their skills and improve their game.

“These trials are for all the women players who are not in the national squad, Banyana Banyana, but love football. This is to give them something to work for and a chance for them to travel as well while playing football,” he said.

When I asked Klaas why there were no selections this year considering that there are more new female players who were interested, he said the rules had already been set.

“I do what I am told. What you are saying is right but I have to respect what my superiors have indicated,” he said.

Last year, Rhodes University was invit-

A cry for help for women’s football



Rhodes University’s women soccer team pose for a picture after a training session.

ed to the trials for the very first time and only two players from the university’s women soccer team -- Nadene Kupemba, a Rhodes LLB student, and Carol Nelson, a second year Fine Arts student, made it.

Initially, all registered women soccer teams across the Eastern Cape Province were allowed to participate in the trials but they could only do so through an invitation, which alerts them of the selection process.

Players who did not make the squad last year were told to try again this year. However, from the way the trials are conducted, it seems as if

the selection process is skewed.

In 2016, the adjudicators were all from Port Elizabeth and all the 13 selected players were from Port Elizabeth, plus Kupemba, who was later dropped, and Nelson.

This year, Kupemba and Nelson never received calls informing them where the 2017 trials would be held.

I feel Rhodes University does not take women’s soccer seriously because the university also misses some events that are linked to the sport yet other institutions receive invitations.

If it were not for Totobela who, as a former Rhodes Uni-

versity football coach of the women’s side, took it upon himself to share sporting events, the institution would be left out.

Women’s soccer should be taken more seriously at Rhodes University and at other tertiary institutions if it is to propel more females into the sport and elevate the game in South Africa.

“Institutions like Rhodes University should support women’s soccer and encourage more females to take part rather than let the sport die slowly because that demotivates some who may want to be involved in football,” I told Totobela.



Five Tips for Staying Relevant in the Digital Age

By Dale Hes

FROM smartphones to social media, digital technology has an impact on every aspect of our lives. Although keeping up with the pace of digital innovation can be difficult, the reality is that most professionals need to be tech-savvy to succeed. Here is how you can stay relevant in the Digital Age:

1. Keep track of trends

The Digital Age revolves around the fast pace of change. Organisations are constantly keeping an eye out for new and more powerful technologies that will give them the edge over competitors. As a student or employee, you should also be keeping track of the latest technological trends, and trying to identify how they are used to disrupt the modern workplace.

2. Integrate technology into your skill set

Almost every modern profession incorporates an element of digital technology. A marketer needs to harness the power of social media; a bookkeeper needs knowledge of the latest accounting software; a Human Resource representative needs to know how online payroll systems work – the list goes on. You should not only be familiarising yourself with the technologies needed to do your job effectively, but also seeking out others that will improve or complement your existing skill set. Employers appreciate workers who have tech knowledge that goes beyond what is expected already.

3. Learn to work independently

Through technologies such as video calling, the cloud and interconnected devices, there is a move towards a more flexible workplace, where employees can work no

matter where they are. By learning to work independently and to stay motivated without persuasion, you will be well equipped for this environment. The fast-paced world of work means employers do not have time to constantly follow up on what their employees are doing, so self-management is a vital skill.

4. Develop your soft skills

Innovations such as social media and cutting-edge smartphones have had a noticeable (often-negative) impact on interpersonal skills. In the Digital Age, interpersonal skills have become highly prized in the workplace. You can have all the technological knowledge in the world, but this will not help you to develop soft skills such as communication, creativity and critical thinking. An organisation's ability to stay competitive relies not only on the effective use of digital technology, but also on a healthy and on productive work environment.

5. Embrace change

The Digital Age demands you to be adaptable to change. New technologies quickly take the place of others, skill sets become obsolete within as little as five years, and automation continues to rise. In this environment, there is constant pressure to improve and update your skills. By being open-minded towards this change, and committing to continual development on a professional and personal level, you will become prepared for all the challenges that the Digital Age throws at you.

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Sol Plaatje Institute for Media Leadership

The Sol Plaatje Institute (SPI) for Media Leadership offers a range of professional media management short courses for practising media managers from across Africa. So far, more than 2,500 participants have attended these courses since the launch of the SPI in 2002. The Institute also designs customized courses and training programmes which address a media company's identified training needs (e.g. strategic management; managing talent; financial management; etc.) and accredits these courses. The Institute also runs an intensive, year-long Postgraduate Diploma in Media Management, the only formal qualification in media management and leadership in Africa and the developing world.

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7. Government Media: Essential Tools for Editors & Journalists



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Sol Plaatje Institute for Media Leadership

Rhodes University, Grahamstown

www.ru.ac.za/spi/

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