

Ilizwi Lolwazi

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SPi
SOL PLAATJE
INSTITUTE FOR
MEDIA LEADERSHIP



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Editor-in-Chief
Rose Moremoholo
Editor
Naledi Tseladikae

MASTERING YOUR CRAFT

Everyone either desires to be great or to be remembered as the greatest. Some really just want to live behind shadows of those that fall in the spotlight. Whichever way one chooses, each one of us seeks to be the best at what we do. Knowing what craft you hold close to your heart and what the craft truly is requires hours and months and years of self-discovery; a journey we are all called to take. Rome was not built in one day! 2018 has been a call of self-discovery and awareness to the strengths and weaknesses that we all possess within the deepest parts of our hearts. We all started the year as strangers coming to study the Postgraduate Diploma in Media Management, which the majority of us didn't even understand. We remember quite well how, on arrival in February at the Sol Plaatje Institute (SPI) for Media Leadership, Institute Director Francis Mdlongwa asked each one of us what we expected from the course. We were to be asked similar questions by other lecturers, who later came to teach us on the course's various modules, and our expectations and career goals changed. Ten months later, the media management craft - you may prefer to call it a profession - has taken shape; the vision has become clearer; and new career ambitions have been born.

Just as clay in the potter's hands, so is our craft in our hands now. We shape, we mould, we break and repair the talent we have so generously been given by our gods. The type of clay that creates each one of our ambitions and calling is never the same. The amount of time a complete clay pot goes into fire differs for each type of clay, colour of clay and even the size of the clay-pot. So we now are mindful of the fact that each one of us have different goals and there is no need for the rush to mastering your craft. Some get it right away while others get it later on but we all reach the same destination. A journey of a thousand steps starts with one step. There is no reason to hurry up your success. It will come as you move through life's journey. The year has come to an end and life must go on. The chances and opportunities to add one more detail to becoming the best you can be have been granted to you. It is now up to what each one of us does with these opportunities. To the SPI, we thank you for the knowledge you continue to share with your students. The amount of knowledge and discovery are immeasurable; the tools have helped us to get one more step closer to mastering our crafts. We thank all the staff for caring and understanding our needs

and paying individual attention to these. For some of us who have been lucky to be awarded the Open Society Initiative of Southern Africa (OSISA) scholarships to study the PDMM, we cannot find words which can adequately capture our gratitude and most sincere thanks. In an unprecedented act of empowering Southern African women media managers, OSISA has this year funded the studies of a total of 13 PDMM women students from across the region -- students who will make a meaningful transformation of the media landscape in their workplaces. To the Class of 2018, there is no greater fulfilment in life than to now move on to put into practice what we have learnt at the SPI. Being graduates of this course -- the only formal media management qualification in Africa and the developing world -- is only a start. The real test is in the field, where we should share the knowledge we have learnt with others less fortunate than us. As former UN Secretary-General Kofi Annan (may his soul rest in eternal peace) reminded us for all time: "Knowledge is power; information is liberating; education is the premise of progress -- in every society, in every family." ▲

The Art Of Entrepreneurship

By Gomolemo Dikgang



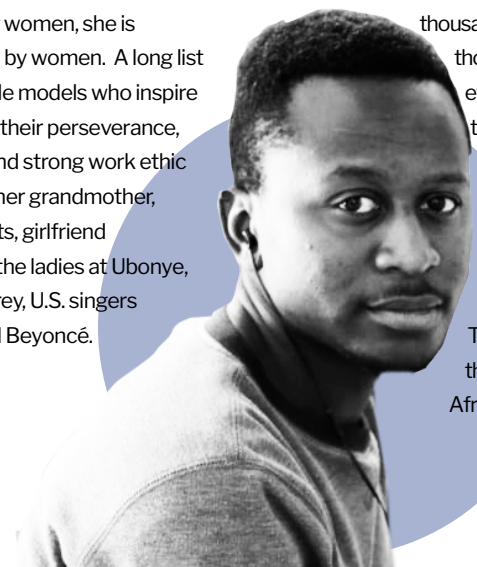
Blessings Chinganga stands for everything entrepreneurial and women empowerment. For this young woman, the freedom that comes with having money and the insecurities of being an immigrant pushed her into business. Having moved from Zimbabwe to Grahamstown in South Africa in 2007, she says as an immigrant one is not able to fall back on the government for such things as bursaries and scholarships and, as such, business became her way of securing her future. Blessings wears many hats: she is a Micro-MBA Livelihood Course Facilitator for Ubonye Foundation, a platform that empowers women in rural communities with business skills; a Chairperson of The Entrepreneur Society and a Co-founder of Slow Sunday Social Market. She lives and breathes entrepreneurship, and advocates economic empowerment and emancipation of women through entrepreneurship, highlighting that business can be a way out of poverty and disenfranchisement. Seeing that youth businesses or businesses in general are challenged by issues of capital and lack of support structures, Blessings advises entrepreneurs to adapt a lean model for their enterprises and to seek mentors who will guide them in their business journey. She

opts to go with the strength she has, or to do with the little she has than to go into debt. "I want to be known for being super passionate about empowering women on issues of money and to be known as a person not shy to talk about money and all the good things money can do for us without us being controlled by it," she told this newsletter. "I want to be known as someone who wants women to be taken seriously and to be empowered and for women to tap on their inherent greatness. I want to join the long line of inspirational women who fight for women." Blessings has definitely chosen her career path and chosen it well. She has inspired many women through the entrepreneurial skills programmes and the promising future of Slow Sunday, and has won the BMF Rhodes Student Chapter Pitch Event, 2017, and also takes part in the National Arts Festival that is held in Grahamstown, renamed Makhanda earlier this year. Not only does Blessing strive to empower women, she is empowered by women. A long list of female role models who inspire her through their perseverance, hard work and strong work ethic range from her grandmother, mother, aunts, girlfriend (Siphokazi), the ladies at Ubonye, Oprah Winfrey, U.S. singers Rihanna and Beyoncé.

Tinotenda was thrust into the art world from an early age, when he was attending Art Preschool. And from then on, the journey of the artist he is today began. Nonetheless, there is hope for those that missed out on the preschool stage as all it takes is open-mindedness and not being afraid to take risks and focus. If you are keen on experimenting, can logically dissect things, have a visual language to communicate your ideas, feelings, expressions that others are able to interpret the same sentiments or feelings as you, then you might stand a chance in the arts. Zimbabwean-born and bred Tinotenda completed his BFA Fine Art in Studio Practice and Art History and Visual Culture with Rhodes University, where he currently pursues his Postgraduate Diploma in Media Management. He says studying Art has given him focus and determination because he has learnt how to visually engage and to use Art in dealing with real-life issues.

landscape is still skewed and not reflective of the people as it is mostly white artists who make it. Black artists are boxed into performing their blackness and their poverty with artists who engage in political artforms not getting the same reception, a decision that lies in the powers of those who afford to buy the art pieces or fund art projects. Artists who go outside the norm and create art that makes people uncomfortable do so at the expense of any financial gains. "African artists need to stop using Western standards to judge their artwork," he says. Tino's work includes, among others, his very first exhibition, Vatorwa (Foreigner), which touched on issues of xenophobia and identity. It shed light on how foreigners seem to be associated with skin colour in South Africa, whereas a white person coming in would easily fit while a black person would be labelled a foreigner. Tino saw this as nonsensical and he let the artist in him tell it so. Under his Nostalgia Series, he has featured a portrait of U.S. former basketball star Michael Jordan, honouring him for breaking barriers for black people in America. Tino is in no short supply of talent, and although sceptical at first, his parents have been very supportive and have seen him through to pursue his dreams. His advice to up-and-coming artists is to not give up on their dreams but to stay true to themselves.

"One can write a two thousand, four thousand or even a ten-thousand-word essay from an art piece," he delightfully says. Tino worries that the African Art



EDITORIAL TEAM

EDITORS

Rose Moremoholo
Naledi Tseladikae

NEWS EDITOR

Jessica White

DESIGN

Ruth Chatukuta

PHOTOGRAPHY

Zintle Nkunzi
Zindzi Nkunzi
Naledi Tseladikae

REPORTERS

Celinah Leteketa
Inhle Fakudze
Gomolemo Dikgang
Mercy Malikwa
Selma Shiwaya

THE SILENT PROTEST

A tribute to those suffering in silence

By Inhle Fakudze

Rape, sexual assault and child abuse remain a far larger problem than even the frightening SA crime stats provided by the South African Police Services [SAPS] indicate. The police recorded a total of 39,828 rapes in 2016/17. An average of 109.1 rapes were recorded each day. The Eastern Cape had the highest rape rate at 105.3 per 100,000 people. This report is according to Africa Check report titled, 'FACTSHEET: South Africa's crime statistics for 2016/17 published 24 th October 2017.

These statistics are alarming and to try eradicating these from escalating any further, every year since 2007, Rhodes University holds what has come to be known as the Silent Protest—the largest anti-rape and sexual violence protest held in South Africa. The main objective of Silent Protest is to highlight the serious issues surrounding rape and sexual violence as well as the difficulties its survivors face after the crime.

Members of the University and the Grahamstown Community was invited to participate in the Silent Protest against sexual violence on 03 rd August 2018. The Protest this year formed part of a 5-day programme aimed towards challenging the culture of Silence around sexual violence in the country and acknowledging victims of sexual assault through dialogue.

The itinerary of the protest included a morning briefing at the Great Hall at 07:00 hours where Silent Protest T-shirts were distributed to participants, a symbolic silencing through taping of the mouth, a die-in to pay tribute to those who have suffered through sexual violence at the Kaif at 13:00 hours and ended off with a night vigil at 17:30 hours at the Great Hall with an open-mic session, allowing participants to break the silence about gender-

based violence.

Participants of the protest involved the **Silent Protestors:** These were people who had their mouths taped shut from 7am to 1pm embodying, offering a visual image of, and challenging the silence surrounding, rape and sexual violence. **Solidarity Protesters:** These protestors were not taped on the day. They stood in solidarity with women and men who are silenced by rape and sexual violence. They spoke out and engage others on the stigma, victimization and silencing of survivors of rape and sexual violence, challenging the ideas and practices which support rape culture and support their friends and colleagues who are wearing the survivor shirts.

Rape Survivors: Any survivor of rape, incest or child sexual abuse wore shirts, to self-identify as a rape survivor. They also assisted and taped every willing participant of the protest.

Survivors: Participants who have experienced sexual violation of any form but would not call it rape and would not feel comfortable wearing a rape survivor t-shirt. Dialogue sessions started off on a high note on the 06 th August 2018 and focused on the topic "Shifting the Blame". Gender activist, award-winning author of 'Rape: A South African Nightmare' and professor of African Literature at Wits University, Pumla Dineo Gqola, was the first guest speaker. She lamented with the students on the death of fellow student and SRC member Khensani Maseko, the height of rape and acts of violence against students at Rhodes University plus thousands of others in this country who on daily basis face such calamities. "In the face of this despair, perhaps it is entirely not inappropriate to not come to you with answers, to come to you in shared sadness and in shared vulnerability, triggered a mess and

I hope to return energized with a clearer sense of what I do want to say..." Phumla sadly said.

In agony and pain, Phumla said she had nothing to offer as lecture of speech and all she could do was feel weak in place of the strength and the fire that she sometimes have, which she did not have now. "To also say that this too is part of the work. It is always hard work and sometimes we feel stronger than other times, but this too matters. And if feminism teaches me that what we feel matters, what we think matters, our lives matter, then perhaps part of what I need, maybe some of you need, is a way to speak about these feelings that are not feelings that energize us,"

Phumla with pain expresses herself. "Perhaps in community or perhaps by your example as you have lead in the past we too can learn from each other. My solidarity is unwavering, but today I have no strength. And I apologise for that it what you asked for and I could not provide it. But I do think that you deserve honesty always". This alone was what Phumla could share with the students.

Andile Gaelesiwwe, Founder of Open Disclosure Foundation founded in 2002 and host of television show Khumbulékhyaya, who is also a two-time rape survivor, was the second guest speaker who ridiculed the act of rape and encouraged students with the following words, "There is no manual for dealing with Rape... May Khensani rest in peace, but more than that may therapist be found and convicted. Enough times in South Africa when a woman gets raped it's up to her to bring herself back together. Enough times people are going to sit there and look at you like you in insane when you say "my dad did this to me". We need monsters away, out of our streets. Shifting this blame comes also at a very high price to the victim." ▲

#thetotalshutdown

‘My Body – Not Your Crime Scene’

By Inhle Fakudze

The #TotalShutdown is a march against Gender-based violence that mobilised thousands of women to chanting in the streets of South Africa in black and red, as well as in Namibia and Lesotho calling on governments to take more decisive action in the ever-increasing number of femicides, gender-based violence and violence against gender non-conforming people as well as LGBTQIA++. In Pretoria, thousands of marchers marched to the Union

Buildings, the seat of South Africa's President Cyril Ramaphosa, delivering 24 demands to the government not to appoint people to government offices who are known perpetrators. August marked 62 years since 1956 when 20,000 women marched to the Union Buildings against the pass laws, which were being enforced by the then white minority government which espoused apartheid, the policy of racial segregation among

South Africans. Under apartheid, black people had to carry the pass books as a form of identification and to gain access to specific areas in the country. Grahamstown, where Rhodes University is based, stood still, with people walking out of shops to see the streets which were covered in red and black, and women who did not know about the march but simply joined freely. Here are some of the most powerful and moving moments from the march:

**THE RHODES SRC PRESIDENT
2018 NHLAKANIPHO
MAHLANGU**

“We have been through enough as women and gender non-conforming bodies in this phase. It is about mourning those that we have lost. It is about us taking back our power, showing the societies and the communities that we live in that we are not their punching bags. “Our bodies are not crime scenes... looking at the crowd here, we are aware of the genocide that the bodies of women have had to undergo and the genocide that is a planned to murder women that is happening in this country. Every week we must hear of someone being killed by their boyfriend or partner or lover. Every week we must go and enquire about our

loved ones, our sisters when they disappear.”

**PHUMELELE NKOMOZAKE,
RHODES ACTIVIST &
TRANSFORMATIONAL
COUNCILLOR**

“...and coming here together is a beautiful stance. It is another way of claiming the space and ensuring that the lives of queer people, the lives of LGBTQIA++ people, are ensured and are safe because they are just as legitimate as the lives of men. “We must not live in fear of which toilet facility to use or clothing department to purchase from. We need to recognise that we are all people and deserve the same respect whether queer, gay, lesbian, bisexual, transgender, transsexual, a-sexual or intersexual people. And coming here together gives us a moment of solidarity.”

**A FEMALE REPRESENTATIVE
OF THE TOWN, NOW RENAMED
MAKHANDA**

who declined to be named, said: “It is our time whether the men like it or not. This is the time for the women and the young women to take control. “To all gathered here, I would like to say... whatever is happening in this world today is because of the men. We are confused in our churches because of men. They are greedy, they are looking for their wealth, but we women keep quiet. Now, however, is the time to take the stand and say ‘enough is enough’. When you hear someone cry, please rise.” ▲

Life after PDMM

Anesu Chingono thrives in the UK



By Naledi Naima Tseladikae

Anesu Chingono's achievements remind me of a quote by Nigerian business magnate, investor, and owner of the Dangote Group, Aliko Dangote, when he said “in whatever you do, strive to be the best at it”. He was, in fact, quoting from world-renowned business management guru Peter Senge, who wrote the now seminal book, “The Fifth Discipline”, which examines how best organizations and individuals should perform at their best. In approaching Anesu for an interview, I thought I would be interviewing a simple man with a Postgraduate Diploma in Media Management (PDMM) but I was blown away by the magnitude of a high achiever.

Born and raised in Zimbabwe, Anesu is climbing up the ladder of success and making a mark for himself in London, United Kingdom. He holds a degree in Bachelor of Journalism and the PDMM from the Sol Plaatje Institute at Rhodes University. He describes himself as “an avid traveller and keen sports enthusiast.” As one of the Knights scholars, he received an award for full scholarship which landed him a spot to study the PDMM. During his time as a PDMM student, Anesu recalls his experience as fantastic with “exciting and challenging modules”. “We had quite the melting pot in the course: ex-journalism students, a few older/mature students from outside university life; and students who had come from broader

disciplines such as economics and teaching. Working with them was great as you had different perspectives constantly and fresh opinions,” he told me. After graduating from PDMM course, Anesu went off to working as a freelance writer in Johannesburg. He then soared into the IT world when he got a fulltime job at Internet Solutions (Dimension Data sub-company) as a business development administrator. This job opened up a new world of opportunities for this ambitious man. He moved up to becoming a business development consultant selling cloud-based IT services to South African corporate organizations, which led him to the United Kingdom, where he is currently thriving as a client manager looking after a base of European telecommunication operators who require connectivity and cloud-based IT services in Africa. Anesu believes the skills and knowledge he attained from the economic and management module “are a valuable step for anyone in terms of leading a business, an organization, or even a family”. For aspiring media leaders, he emphasizes the importance of the broad range of management, advertising and finance skills. “The best leaders in this day and age are well rounded and well versed on all these topics. Gone are the days when you can just be a chartered account with no understanding of the media/marketing/ and even IT because these components make or break companies today,” Anesu observed. ▲



Mountain Kingdom woman flourishes in Media Thanks To Osis



Pic: Moroa Mopeli

By Celinah Leteketa

Women make up over half of the world's population but their representation in media and broadcasting is hardly felt. Men still occupy managerial positions in the media industry and where there is an exception the woman would have worked for far many years to deserve the position than her male counterpart.

African media has for decades demonstrated gender inequality in the management level but the Open Society Initiative for Southern Africa's scholarships for women in media is changing the dynamics and 'normalities' in media.

For 11 years now, the scholarship has sponsored over 40 women across the 15-nation SADC (Southern African Development Community) region in the Postgraduate Diploma in Media Management (PDMM) at Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership.

Moraa Mopeli, 48, from Lesotho is one of the ever so grateful graduates and beneficiaries of the prestigious scholarships.

Moraa's story on how the programme has changed her life is evidence enough to demonstrate the success of the scholarship's mandate and goal among women media leaders in the SADC. In 2012 when Moraa received news of her application's success to enrol on the PDMM and that she was fully sponsored by OSISA for the year 2013, she didn't know that her life was about to take an unforgettable turn for the better.

Moraa is currently the acting Director of the Lesotho News Agency (LENA), a government-owned news agency. Initially Moraa was advised by her then supervisor, Mothepane Kotelo -- another ex-PDMM graduate who also benefited from the OSISA scholarships and is the Director of Lesotho National Broadcasting Services -- to send through her applications for PDMM.

While in the process of applying, she came across an advertisement of the scholarship on the SPI website. "I saw I was a perfect candidate for the scholarship and I applied without any hesitation, and I was chosen for it."

As an adult and mother, it was not easy for Moraa to pay for her studies. "With a salary I earn, I put my children to school and helped some of my family members," she recalled

recently. This wasn't the only huddle in Moraa's way to education; she struggled to get permission to study from work. "I always had a dream of furthering my studies, but the dream was slowly dying when, eventually, I got to be on long-term study leave and OSISA stepped in to keep my dream alive," she says.

Unlike many scholarships that partially cover your schooling, the OSISA scholarship covers all costs of living, tuition, books and accommodation. "I focused solely on my studies," she said. The scholarship helped Moraa to gain media management knowledge through the PDMM course. The PDMM is a highly intensive one-year course and is the only formal qualification in media management in Africa and the developing world. The qualification is pegged at the honours degree level under the South African National Qualifications Framework Level 8.

Throughout the year PDMM students go through an eight-module intensive education and a mid-year internship as evaluators of theory and practice. "At the end of 2013, my level of confidence was high because I was able to stand and do presentations in front of the class as opposed to the first time when it felt like torture. I am now conversant with the new media, its challenges and opportunities and how conventional media houses can survive in the digital world."

"Look at me now, I am acting in the office of the Director of LENA, which seemed impossible. I know for sure that if I had not been offered the learning opportunity through the support of OSISA I would not be here today. I am forever thankful."

This, Moraa believes is just a glimpse of what the programme and the scholarship is doing to her life. With her advice, LENA has now created a desk that is focusing on gender issues in its daily work. She was also nominated to be on the audition and interviewing panel for LENA reporters and those of the Lesotho National Broadcasting Services.

"I was happy to get feedback from the Human Resources Manager that my contribution indeed helped in recruiting the right candidates" she says.

Her advice to students hoping to enrol under the programme is simple: never give up on your dreams. "Perseverance is the key." ▲

PDMM 2018 visits Algoa FM & SABC



Look mama, I am part of the Media24 team!

By Naledi Naima Tseladikae



I have always wanted to work in a media company in South Africa and, to add to my excitement, I got the chance to experience this opportunity in the beautiful Mother City of Cape Town. I chose to do my internship at Media24 (Naspers)'s head office. I was under the 24.com department as my interest was to learn about the digital aspects of running a media firm.

As this was my first time in Cape Town, I had every intention to make the most of my time there. I lived in a colourful neighbourhood called Bokaap, a residence prominently occupied by friendly Muslims who made me feel right at home.

My trip to the Media24 offices was a 15 minutes' drive with an Uber or Taxify. The entire internship experience was filled with 'firsts'. First time in Cape Town, first time in a media firm in South Africa and first time using an Uber and Taxify services. I was ecstatic!

On my first day, I made sure to "dress to impress" in my best formal attire because, as the saying goes, first impressions last most. Radiating with excitement, I was welcomed by a friendly face, a young lady whom I had been liaising with about my internship schedule, Robin Berling, who is the Human Resources Officer in the 24.com department. She gave me a tour of the different floors within the Media24 building. I was in awe. The offices have a youthful and cheerful vibe. The lighting, furniture and colours were quite inspiring to get the creative juices flowing.

On one side of the building, they have a view of the popular Table Mountain and on the other side it is the view of the sea. All of this was simply marvellous. The aim of my internship was to observe the runnings of 24.com, interview heads and officers in different departments, and to shadow the staff and note their daily tasks and compare and contrast what I observe here with what I had learnt in class at the SPI up to that stage..

One of the thrilling interviews I had was

Having different departments such as Women24, Fin24, Health24 and News24, this company has pioneered a niche in the media market.

with Nicole Cogill, Marketing Co-ordinator at the Space Station. Basically, the Space Station is an independent department that deals with content marketing, social media, native advertising, targeted advertising and interactive mobile and app services for 24.com clients. It was something new for me to see and experience.

The Business Insider team gave me my 15 seconds of fame the day I was shadowing in their department. Nescafé has rebranded with a new recipe and the team were going around the office with tasters to compare the new and old flavours for an article. My task was to capture images to go with the

article. I am pleased to say my captivating images are on their website with the headline 'Nescafé Gold coffee has changed its recipe – and it now tastes completely different.' I also had the pleasure to shadow the 24.com mobile app and social media department.

My passion and love for social media advertising and marketing was fulfilled as I got to see closely how they target their audience with the content they use. Their mobile app, website and social media platforms are always up to date with current local and international news. Having different departments such as Women24, Fin24, Health24 and News24, this company has pioneered a niche in the media market. Having to learn and see how a media giant in South Africa such as Media24 tackles the digital world gave me a different perspective from what I am used to in Botswana, my home country.

They have many different departments that cover a variety of news for their diverse audiences. The programmers have their own space, same goes for the graphic designers, marketing teams and editorial teams. The head editors sit in the same space as assistant editors and journalists which I see as a great structural strategy. With all the crucial media skills and knowledge I've learnt from the PDMM course, I would definitely love to work for Media24! ▲



WORLD MEDIA SUMMIT EXAMINES FUTURE STRATEGIES FOR MEDIA

By Rose Moremoholo



Pic: Pausing after a long day at Africa's first WMEMC Summit are (from left to right): SPI Director Francis Mdlonwa; Prof. Sylvia Chan-Olmsted of Florida University; Deputy Head of the School of Rhodes University school of Journalism and media studies, Prof Anthea Garman; Prof Leona Achetenhagen Editor of the Journal of Media Business Studies at Jonkoping University, Sweden; Dr. Ravinder Rena of North West University; Prof Steve Wildman of University of Colorado, USA.

The much anticipated World Media Economics and Management Conference (WMEMC)

finally took place for the media moguls from across the globe, meeting in South Africa's seaside resort of Cape Town. This conference sought to interrogate the business, management and leadership strategies, tactics and policies of the current media industry in Africa and globally and to gauge their relevance and effectiveness in an age where international digital media conglomerates are increasingly displacing traditional media. Marking the first ever pleasures of hosting the conference in Africa in nearly 30 years of history, the Sol Plaatje Institute for Media Leadership at the School of Journalism and Media studies at Rhodes University did not disappoint in delivering the best experience to African novices from across the world, as well as to local attendees.

The world's traditional media has for the past decade been under siege as digital and social media continue to disrupt traditional media and their business models. Having generated more capital than any other business in the past half century through selling audiences to advertisers, traditional media does not hold that luxury anymore. This has led to the closure of thousands of media enterprises globally, consequently laying off hundreds of thousands of media workers. The threat that digital media and social media poses to traditional media is why the Cape Town WMEMC summit's theme focused on "Media Management in the Age of Tech Giants: Collaboration or Co-opetition?"

In his opening remarks, Francis Mdlonwa, the Director of the Sol Plaatje Institute for Media Leadership, said this year's conference was historic in several ways but notably in two specific ways.

First, it was the first time that

this top-level global gathering of leading scholars and researchers of media business, media management, of media economics, and of journalism and communications had come to the African shores in nearly three decades since the founding of the WMEMC.

Second, "it is historic because of its timely intervention to critically examine and proffer workable solutions that are based on solid research evidence to counter one of humanity's greatest existential threats in what is supposed to be a more open and transparent digital and social age but one which we see being closed up, monopolized and dominated by a few technological platforms" he noted. He quoted several leading media academics and analysts such as Rasmus Nielsen and Sarah Ganter, who warned of the dangers of 'digital intermediaries' to legacy media in a recently published paper.

The two academics said these platforms were increasingly taking over control of the news media's editorial, communication channels and other key levers globally and are "reshaping how news is distributed (and by extension, (how it is) produced and funded".

Mdlonwa also quoted media scholar Nick Srnicek, whose 2017 book criticized the extraction and selling of precious audiences' personal data by the tech firms to third parties. These platforms were working to create network effects, but "these opaque platforms are in the short term delivering greater audience reach to media houses but many in the Fourth Estate are correctly worrying about the long-term impact of the closed networks which are being built, as well as the meagre revenues for media that emanate from this envisaged collaboration" Mdlonwa said. In an interview with Ilizwi Lolwazi, Mdlonwa said this conference was an exchange of knowledge, understandings, and research of how international technological

companies were becoming both a potential source of media disruption as well as a potential opportunity for legacy media to innovate their services to grow their media.

Among a pool of issues discussed were more than 122 research papers looking at various trends ranging from how media should be consumed, how it should be measured, to what are the sustainable business models and how these can be constructed if media houses collaborated with big tech companies or failed to do so. "Media companies can no longer take their audiences for granted. Most legacy media have failed to take the feedback from their audiences seriously so that they can serve these audiences better, faster and more efficiently and effectively," Mdlonwa said. "In other words, what exactly do audiences need and want in terms of news and programme content that improves their lives; content which audiences can use; content that is exclusive; and content that contextualizes issues and gives out meaning in an increasingly more complex world that is suffocating from an information overload and news noise?"

He said traditional media companies had to cultivate intimate relationships with their audiences to supply them with high quality and accurate news content, especially in the era of fake news which is distorting what is real and what is not. "For media companies to be successful they must go back to basics of having to do a good public service for which journalism from the beginning was meant to be. Going back to the basics will allow the media to go forward," Mdlonwa said.

Also discussed was strategy formulation for traditional media. Media companies made a monumental error when they decided to put content online or on social platforms without having to think of how to monetise their new

audiences. This was one of the greatest mistakes of traditional media, which had come back to hurt them financially in the digital era.

"Thankfully, with new digital tools of measuring impacts and/or trends in terms of how audiences use media, research can be undertaken so that you respond almost in real time to the changing needs of your audiences." Turning to User Generated Content, Mdlonwa said media firms should explore how best to bring audiences not just as consumers but as meaningful partners in the creation, distribution and dissemination of news.

"Citizen journalism has grown but what is important is what type of citizen journalism are we cultivating? Are we training citizens to understand the ethics of news? The BBC has started to train some of its citizen journalists in broad ethics of journalism but many media firms are lagging behind.

Citizens not only need to be taught basic journalism so that they can report more authoritatively and more understandably but they must also understand the ethics of journalism and the harms and benefits that journalism can provide to their communities which they serve," Mdlonwa said. Media companies also needed to diversify their revenue streams. "They need to be more innovative in terms of their own existence, which ties in nicely with strategy in an environment where global media and technology companies are forging both horizontal and vertical formations to create a new news monopoly. Being innovative is having to diversify the services that you are offering and not being afraid to experiment and fail and start again – and to do so quickly because of the rapidly changing environmental economic, social, political and technological conditions in our world today," Mdlonwa said. ▲

The itinerary of the historical Makana



By Selma Shiwaya

Makana is a world of its own, brimming with cultural and historical sights and charming adventures. Located in the Eastern Cape Province on the south eastern seaboard of South Africa and in the western part of the Eastern Cape, Makana is home to the creative city of Grahamstown, now known as Makhanda. It is situated near the towns of Alicedale and Riebeeck East and the quaint villages of Fort Brown, Salem, Seven Fountains and Sidbury. Sue Waugh, the Marketing and Communications Manager at Makana Tourism, says that the district has a lot of interesting military history. The historical tale of Makana is a stirring one. The district is named after Makana (also spelt Makanda by his descendants) who was known to be a Xhosa warrior and prophet who led a massive attack against the British garrison at Grahamstown in 1819. The district gained its name because it was literally the 19th century frontier between the British

Cape Colony and the Xhosa territories. It was the scene of first contact, cultural clashes, confusion and, inevitably, conflict. Much of what happened here set the tone for South Africa's turbulent multi-cultural history. Grahamstown has more than 70 declared National Heritage sites.

Egazini Memorial Site

Egazini, which translates to a 'Place of Blood' in the Xhosa dialect, is a tangible record of the struggle by blacks against colonialism and dispossession. The events of 1819, described as the most significant in South African history, resulted in thousands of people being killed in a bitter battle over land. The site is a monument to the Xhosa warriors who died defending their homeland.

Architecture

Many of the district's stunning historical buildings date back to the arrival of the British Settlers, making them a reflection of the city's eventful past. What mostly astound the visitors are the Victorian front style buildings.

Cathedral

The Cathedral of St Michael and St George are drawn from the historic heart of Makhanda. The magnificent Gothic Revival Cathedral is one of the highest church spires in South Africa, with a focal point of one of the best collective examples of Victorian and early Edwardian architecture in the country. According to Sue, the Cathedral took about 150 years to be built. The church, which now stands on the site of Colonel Graham's officers' mess, was designed by Sir Giles Gilbert Scott, the architect of many famous buildings of the Victorian era including the Albert Memorial in London's Kensington Gardens, and St Pancras Station in London.

Museums

The historical district has exceptional museums and two forts with something for everyone.

Observatory museum

Sue says that the Observatory Museum is a must to visit due to its only Victorian camera that is

still working in the Southern Hemisphere. "It gives a fascinating view of the town all around," she explained. This museum takes you back to the Victorian times where you can set your watch to Grahamstown Mean Time, which is 14 minutes behind the rest of South Africa. The Observatory also retains the history of South Africa's first black president, Nelson Mandela, as he travelled across town to receive the freedom of Grahamstown on 16 May 1996.

National English Literary Museum (NELM)

NELM is also worth the mention as it collects all creative writing by southern African authors who write in English. The museum also retains literary history, censorship and literary awards in all kinds of formats ranging from books, study guides, theses, literary manuscripts, press clippings and audio-visual material. More museums that also reflect the history and cultural richness of Makhanda include the International Library of African Music (ILAM), Natural

Science Museum, History Museum, South African Institute for Aquatic Biodiversity and the Eastern Star Gallery.

1820 Settlers' National Monument

Famously known as The Monument, this is an imposing memorial dedicated to honouring a small group of British settlers whose influence has been felt in nearly every field of undertaking in South Africa. Around it lies a wildflower garden filled with indigenous plants that point outwards to the flora of the area. The monument is situated on the Gun Fire Hill, with an astronomical toposcope that overlooks the town. There is also a semaphore signaling system which was used by the settlers.

Festivals

Along with its beauty, diversity, nature and history, Makana hosts three annual festivals: the Sasol Festival of Science, Engineering and Technology, popularly called Sasol Scifest; the Standard Bank National Schools' Festival for grade twelve learners, as well as the National Arts Festival that brings

seven days of performing and visual arts to Grahamstown. The festival attracts dancers, singers, musicians, actors, writers and poets and thousands of festival-goers from South Africa and across the world.

Game reserves, nature and adventure

Additional information and images can be obtained from the Makana Municipality website, but there is a wide variety of game reserves that dot the province and are a huge tourist attraction. ▲



Makana is home to the creative city of Grahamstown lately known as Makhanda or iRhini in isiXhosa

Pic: Wikimedia Commons

So where does the road lead you after graduating



"After completing PDMM I hope to further my studies with Masters. My vision for 2019 is using and implementing all the knowledge I have gained during my studies with SPI while making plans to pursue my masters".

TENDAI



"Well, I've planned that next year I will be doing my masters degree at Bond university in Australia and being a PDMM student helped as I have more knowledge and skills. So many more doors are opened for me, With the popularity of this University in South Africa and with this certificate I would not only have that on my applications, but I'd have the knowledge needed to attain the right job. But i am currently working on a company which I hope by 2020 will be full functioning."

LUFUNO



"Having acquired so much knowledge from this degree, I now plan on studying further and read for a Masters degree, and simultaneously work in Communications somewhere in PE. I hope to one day own multiple businesses one of which will definitely be a media and communications firm."

LUHLE



"I want to get in and explore the industry of social media management. I still have so much to learn therefore 2019 for me will be all about learning more about my desired industry and hopefully gain some experience while at it."

LITHEMBA

Q & A with Nhlakanipho Mahlangu, out-going SRC president



When we sat down with Nhlakanipho, we expected to be meeting with the 2018 SRC president of Rhodes University. Instead, we found an activist and artist, a creative African feminist who draws on music and the life lessons handed down by her parents to govern her life and leadership philosophies. Her insights on politics, womanism and blackness reflect the musing of someone beyond her years, with an emotional connectedness that is admirable in someone so young. Fearlessly self-critical, she shared some of her thoughts with us.

When and how did you develop interest for politics?

I have always had a keen interest in politics. However, coming to University in 2015 made me collide with myself in several immeasurable ways. It is through this collision with my blackness, womanhood, poverty and several other aspects of who I am that a life void of activism became unimaginable to me.

What motivated you to run for presidency?

I had spent so many years leading outside official guidance structures that I felt in 2017 that SRC Presidency was just a natural progression.

How has your role as the first

female SRC president changed or influenced the woman you are today?

I am the second black female President. I have developed a feminist vocabulary that I never thought possible. Those who remember my campaign will recall that I did not centre my campaign around the politics of my own existence in very personal ways. The words "black female" did not proceed from my mouth once during my campaign. Presidency has forced me to engage the politics of my own existence in very personal ways.

As a young African leader, what has been the most significant barrier in your career or life?

My greatest barrier has been time. There's something about being a young leader in Africa that makes one feel they are running out of time.

Who inspires you and why? Any mentors?

I am inspired by black people and their resilience.

What are your greatest achievements as the 2017/2018 SRC president?

My greatest achievements are in the small things I have done every day. Whether it be assisting a student with an appeal or giving them toiletries; those seemingly small activities that restore dignity have been most rewarding to me.

In another time zone, what would

you rather be doing if you weren't the SRC president, activist or media management student or whatever field you identify yourself with?

I'd be making music. I'd have guitar or keyboard strapped to my back and I'd probably be a busker.

How do you keep your team motivated?

I try to lead by example and show up to support them as much as possible. I think understanding the people one leads with has been my most important vice.

Tell us about about the RU reference list and how it has affected the student body.

RU reference began as the Chapter 2.12 campaign. In which statements containing things survivors of sexual assault had been told upon reporting. I think there is a duality in the legacy of RU Reference List. The protest left us deeply broken and triggered many students. However, I think it has strengthened the feminist culture of Rhodes university and has brought to the forefront of National Discourse issues pertaining to gender-based violence.

As a female leader, what role do you think men can play in empowering women?

I think its my duty to allow all women a space to articulate their view, regardless of whether it appeals to dominant feminist rhetoric or not.

What advice do you have for African female leaders?

Don't forget you are a human being as well. Popular images of what it is to be a strong woman require from us a super human strength. Allow yourself to feel and breathe sometimes

Message to the incoming SRC president?

Stay true to yourself and take care of yourself. The SRC institution existed long before you and will exist long after you. If you die serving it it will replace you.

This year (2018) South Africa got a new president. What are your views on the current leadership and how do you see the future of SA in this new leadership?

South Africa is facing a serious leadership deficit. The real work of leadership is not as glamorous as we would like it to be. It is difficult and painful. However, we have come to think of leadership as a means of instant gratification. We need to reframe the way we think about leadership and see it as a selfless undertaking. However, this must be governed through an understanding of our own basic humanity

Five things students don't know about Nhlakanipho?

I'm pretty much an open book. I have 3 younger siblings. My best friend is my granny. I can make cauliflower bread. I hate cuddling but do it anyway. ▲

Learning from outside varsity

The community engagement experience



Pic: Mercy and her colleague filling tyres at Kuyasa Special Needs School.



"There can be no greater gift than that of giving of one's time and energy to help others without expecting anything in return."

**NELSON
MANDELA
2004**

When Mercy Malikwa, 26, first arrived at Rhodes University to pursue the Postgraduate Diploma in Media Management at the Sol Plaatje Institute for Media Leadership in February 2018, she knew she wanted to be more than just a regular scholar whose attention was to study and fly back home at the end of the year.

With her studies being funded by the Open Society Initiative for Southern Africa (OSISA) through its prestigious scholarships for women media leaders, it was clear to her that she too could give back to the community of Makhanda - the new name of Grahamstown - as a way to appreciate the blessings of having been part of this gracious scholarship. The volunteering programme required students who have applied to be part of the Rhodes Engagement Citizen Programme to volunteer at one of the 27 community partner sites for a minimum of one hour per week during term.

"As a Malawian student, this was my chance of doing something outside Rhodes University, getting a real-world experience of South Africa and its people and to become a part of something bigger than myself" she says.

Fast-forward to the day of the training, over 150 people attended the training. Malikwa shares her journey at Rhodes as a member of the Engagement Citizens' programme.

The community partner fair

I chose Children of the Soil, a community organisation that aims at engaging youths and pupils in local schools in environmental, climate change and food security programmes through mentorship and participation.

As a journalist who is passionate about sustainable development, the choice for my community engagement site was influenced by the need to give back to a cause I believe in because that was the only way I was going to be more committed. Out of almost five schools where Children of the Soil works, I chose to do my community engagement at Good Shepherd School. It is located at a walkable distance from Rhodes University. Community engagement at Good Shepherd
My community engagement at Good Shepherd School, where I am also the site

leader, has been one of the most fulfilling experiences I have ever had. Not only has it given me an opportunity to change people's lives, but it has tremendously changed mine too. I have met people, made real connections, learned and developed my social skills. I volunteer at the school on Fridays from 1pm to 2pm and, together with my fellow volunteers, we teach Grade 7 learners about the environment, gardening and climate change, among other things and sometimes we do recreation activities. In the past months, we have managed to establish a garden and plant vegetables such as beetroot and spinach. During the National Science Week, Children of the Soil, in partnership with Rhodes University Pharmacy Department, hosted local schools at the Department particularly to teach learners about science and the role it plays in health livelihood and sustainable development. Local students were taught how to make syrup, about body mass index calculation and the human anatomy.

Celebrating Nelson Mandela

Being an engaged citizen also allowed me to walk in the footsteps of iconic statesman Nelson Mandela when I took part in Rhodes University's Trading Live for Mandela Week in July.

Trading Live for Mandela Week is a week-long exercise where the university's students and staff, schools, local government, businesses, citizens and community organisations across Grahamstown offer to give up their 67 minutes to trade their skills and talents with one another in celebration of Mandela's legacy.

And so the Children of the Soil chose to donate its 67 minutes at Kuyasa Special Needs School, where we recycled tyres by arranging them in lines and filling them up with soil and manure to make them ready for trees, herbs and vegetables cultivation. It was a great experience being at Kuyasa and contributing my 67 minutes to social action. It reminded me of a day I, as part of Children of the Soil, went to Home of Joy Child and Youth Centre sometime in April to prepare gardens and plant vegetables for the children and youths at the home. The volunteering journey has been a great experience for me in its totality. I even got to learn and be awarded a certificate of competence in IsiXhosa! ▲

SPI hosts its annual pizza lunch

By Naledi Tseladikae

As proud hosts of the highly successful 2018 World Media Economics and Management

Conference, Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership held its annual pizza lunch on Wednesday, 22 August 2018, to market its media management postgraduate course to Rhodes students.

The aim of the pizza lunch was to give the potential students a review of what the Postgraduate Diploma in Media Management (PDMM) course is all about.

SPI Director Francis Mdlongwa kicked off the session with a welcome to the pizza attendees. He then asked them if they were familiar with the names of some of the tech giants such as Larry Page and Sergey Brin, the co-founders of Google; Jeff Bezos (founder of Amazon); Jeff Dorsey (founder of Twitter); Mark Zuckerberg (founder of Facebook); and Bill Gates (founder of Microsoft and chairman of the Bill and Melinda Gates Foundation) to get an idea of how well the students were familiar with topics on the current global media landscape.

The response was positive as the majority of the potential students raised their hands in enthusiasm giving the correct answers.

Mdlongwa creatively demonstrated the teaching and learning methodology for Media Management at the SPI through an elaborate example of how in 1998, mobile phone company

Motorola failed when it launched its first "revolutionary" satellite-based mobile phone known as Iridium. He chronicled the mistakes that led to the failure of Iridium, which had been touted as the best mobile phone in the world. The the size of the phone was too big -- 'it was like a brick and in those days customers didn't like brick-sized phones, although they seem to have come back'; it could not be used in buildings and cars where most people spend their time; it cost a whopping \$1,000 versus around \$150 for mobiles of the time.

Mdlongwa said the the teaching style at the SPI was through analysing authentic case studies of media organizations, looking at "what they did right, what they did wrong and why and how", as well as using role simulations and scenario planning. The course is conducted through an exchange of ideas and discussions among students and the lecturers through seminars. Students also spend a month during the University's long vacation doing an observation of authentic media management at a media house of their choice so that they can compare and contrast the key lessons learnt in class with what

happens in the real world of work and why there may be differences. Mdlongwa mentioned how a number of past PDMM students had successfully gone on to Europe through scholarships to pursue their Master's degrees; some had gone into media development and entrepreneurship.

He informed the attendees of one PDMM graduate who headed the content hub of Facebook in London for more than seven years and of a Ghanaian who is running a range of multi-platform media companies in his homeland.

In attendance were some of the 2018 students of PDMM who shared their experiences with the attendees. First up was Zindzi Thwala, who mentioned how being from a banking background, the course had opened her eyes to new perspectives on how to run a business.

"I always tell people that this course is like a mini-MBA and it empowers us to expand our knowledge and gain skills needed by businesses today," she said. Coming in with a perspective of an entrepreneur, Blessings touched on how the PDMM

was a good platform to learn how to start your own business. She pointed out how the Financial Management and Economics module had sharpened her skills on how to write a business plan. Following up was Jessica.

She indicated how she got an opportunity to study the course through a scholarship awarded by the Open Society Initiative for Southern Africa (OSISA). She said her highlight from the PDMM were the three weeks of internship that she did at a media marketing company in Durban.

Through her internship, she said she got to see how a media company is run and this gave her the experience needed to broaden her horizons. Jessica was offered a job at the media company!

Rose, another OSISA scholar, briefed the attendees about how the Leadership and Management module had inspired her. She shared a scenario of how during her time working in a newspaper company in Lesotho, her editors were not available and she had to step in to lead her team.

As she put it, "the most important leadership is situational leadership", adding that having strategic ideas and being a transparent leader is what is needed in any business. ▲



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 4,500 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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SOL PLAATJIE INSTITUTE FOR MEDIA LEADERSHIP, RHODES UNIVERSITY
 WWW.RU.AC.ZA/SPI. 0466038851, 0466038949, SPI@RU.AC.ZA

