

I LIZWI LOLWAZI

Voice of Knowledge

SPI reflections on 2013

Linda Snam and Francis Mdlongwa

2013 has been an exciting year for the SPI. We started off in February with the arrival of PDMM students and, in no time, the year is soon coming to a close. We had an eclectic mix of students that kept us company throughout the year, and during every vacation period we would feel the quiet that we feel right now with everyone heading back home.

We knew who the perennial late-comers were and those who always came to class on time and, as colleagues, we at times would joke about how, each year, each PMM group of students is so different from the other.

We wish all the members of the Class of 2013 real success in their careers in the media industry and we would like them to keep in touch with the SPI, regularly updating us on their successes and challenges in the real world of work.

We also look forward to welcoming the new 2014 PDMM students, who will be joining us shortly (how time flies!) in their quest to learn new knowledge, understandings and skills on how to become better media managers and leaders.

Below we capture some observations from a few of our current 2013 students on what the PDMM meant to them:

Zimbabwean student Robin Tatenda Chaibva says the highlight of the PDMM for her was the way in which the course encouraged students to reflect

on the kinds of leaders they would like to be. Robin has a Bachelor of Science degree and she created a fashion, beauty and lifestyle blog called "Concrete Jungle" before she started the PDMM course. Her blog has been ranked in the top five of the Zimbabwe Fashion Week fashion awards.

MTN scholarship winner Mike Moodie says he decided to do the PDMM because he wanted to learn about the business side of media. So far, he says, the PDMM has given him a good

management at the SPI next year. The applications are still open until the end of January next year. For more details on how to apply, please go to our website at <http://spi.ru.ac.za>. Also, don't hesitate to contact me, Linda Snam (l.snam@ru.ac.za) should you have any questions/issues regarding the application processes, procedures, requirements, etc.

During the year that is closing, we also educated and trained more than 160 people from the African media industry

course attendees who come from different African countries and varied media institutions.

We are grateful to OSISA for its generous scholarships support for 20 PDMM students from across Southern Africa over the past five years, to MTN for supporting 20 students for the PDMM and 130 course short participants from the South African media in five years, and to Primedia for sponsoring five scholarships for PDMM students in the past two years.

We are also grateful to Media 24 for lending its support to the South African community print sector by sponsoring 12 participants to attend a short course customised for this key sector at the SPI this year.

All of these sponsors have made a huge and positive difference to the lives of so many media people, and the SPI thanks each and every one of these sponsors for their generous support and keen awareness of their corporate social responsibility and corporate social investment.

The research arm of the Institute launched a new media book at this year's annual Highway Africa Conference. This event was well attended, with some of the book's contributors talking about the chapters they wrote for the book.

All in all, a very exciting and yet still challenging year. We now look to the joys and the unknowns of 2014!

"The research arm of the Institute launched a new media book at this year's annual Highway Africa Conference."

understanding of the industry. Moodie completed his mid-year participant observation at the Media24 publication Men's Health and has described his experience as "the best".

PDMM student Babalwa Nyembezi spoke about her time as a participant observer at Primedia in Cape Town and Johannesburg. She has been invited to return there to work for them again. "Who knows what can happen when you do this course?" she said. Babalwa was awarded the prestigious scholarship from Primedia to study the PDMM.

We welcome applications from anyone who already has a degree – any degree really – who is interested in studying media

through a range of our media management short courses. We have repeatedly trained on-site as well at the SABC (South African Broadcasting Corporation) in Johannesburg and at the Seychelles Broadcasting Corporation in Victoria, the capital of the Indian Ocean archipelago.

We will conclude the year with an on-site training course in digital media management at the Zambia Institute of Mass Communication in Lusaka. The experience that the course delegates take out of these courses is tremendous, they keep telling us in their feedback. They also benefit from a rare networking opportunity with and sharing work experiences with

Editorial Team

Editor: Linda Snam
Sub-Editor: Annetjie van Wynegaard

Editorial Advisor: Francis Mdlongwa
Designer: Veronica Daniels

Community media bosses learn 'fresh ideas' at SPI



Class photo

Managers, editors and owners of grassroots publications in South Africa spent a week at the Sol Plaatje Institute for Media Leadership (SPI) sharing frustrations and jointly exploring solutions to common problems.

The 17 media managers from newspapers and magazines which are members of the Association of Independent Publishers (AIP) were participants on SPI's first Essentials of Managing Community Newspapers course.

The course, which ran from 14 to 18 October this year, was made possible with funding from Media24 who provided scholarships that covered participants' tuition, travel and accommodation in Grahamstown.

It was clear from the participants' responses to their final evaluations forms that everyone was enthusiastic about the programme. All of the participants said their expectations had been fully

satisfied.

The Managing Editor of Thisability Newspaper, Simon Mabanda, said: "All the major business challenges were addressed in the case studies provided by the facilitators."

Loxion Media Group publishing editor Fanele Maseko

"The course is fantastic and I would like to attend more courses in the future."

agreed, saying: "The course allowed me to brainstorm new and fresh ideas that will help me run my newspaper effectively. It provided me with information I was not aware of."

He went further to say: "The course is fantastic and I would like to attend more courses in the future."

Township Times Media chief operating officer Musset Kupakuwana said: "The programme was well thought

out and offered direct practical resources for improving our publications and meeting our daily operational challenges."

The course covered a wide range of topics, which ranged from strategic planning and marketing to leadership, media law and ethics.

It also introduced participants to digital strategies for expanding their reach and making money, and provided an opportunity for each manager to get critical, but constructive, feedback on the design and layout of their publications.

While the participants commended all of the lecturers who contributed to the programme, it was clear as the course progressed that many of the most important inputs came

from the group itself.

Upstart Youth Development Programme manager Nompumezo Makinana said: "I was looking to listen and learn from people with experience in community newspapers. I have not only learnt from those people, but there are possibilities for future collaborations."

Course leader Peter du Toit said this was not unanticipated.

"We knew from the start that when you put a group of dedicated media managers together in a room to learn from each other only good things can happen ... and they did," du Toit said.

"I'm delighted by the response we received. It's very difficult for managers of small, often understaffed, publications to get away for a whole week and the fact that they felt it was worthwhile really showed the course was a success."

Mozambican media leaders successfully complete strategy course



Class photo

By Peter du Toit

The Sol Plaatje Institute was delighted with the results of its first course for emerging media leaders in Maputo when all 13 of the course participants successfully completed the post-course assessment and qualified for the course certificate.

The Emerging Media Leaders' Course (EMLC) is offered by the Institute as part of a partnership with the International Research & Exchanges Board (IREX), which is responsible for a substantial media strengthening programme in Mozambique that is supported by the United States Agency for International Development.

The course, which has a strong focus on strategic planning, covered marketing, human resource management, financial management and leadership. All participants were required to complete a substantial assessment task in which they related the lessons learned to their individual work environments.

Having finalized the assessment of the participants'

assignments, course facilitator Carlos Henriques said: "I am delighted to have worked with such a solid group of young media professionals. They have shown a high level of engagement during practical training and the final work they produced was of good quality."

He said all of the participants had demonstrated at an academic level that they had the potential

that they can use to develop and implement winning strategies that work and produce results".

IREX-Mozambique Chief of Party Arild Drivdal was not surprised that all of the participants had qualified for the Certificate in Media Management for Emerging Media Leaders.

He said: "Participants in the Emerging Media Leaders' training exhibited a very

applied in practice. For many, the course was somewhat of a transformative experience, from a business management point of view."

SPI Deputy Director Peter du Toit, who was responsible for writing up the course, said it was gratifying that the participants had taken the process seriously. He said the SPI would offer four similar courses between now and the end of next year and an additional advanced course.

"This was a great way to start the process," Du Toit said.

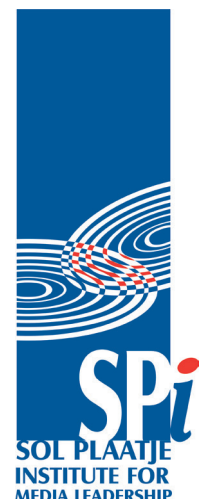
"Several of the participants started implementing the lessons learnt in their organizations immediately after the course"

to contribute to the "growth, development and sustainability of their organisations" but they needed the opportunity to "actively participate in the strategic management of their organizations and be able to be pragmatically effective in leading and managing specific operational areas with results".

He said the course seemed to have benefitted participants by giving them a set of "highly effective tools and techniques

high level of motivation and commitment to the learning process. They worked hard, systematically and practically without rest.

"Several of the participants started implementing the lessons learnt in their organizations immediately after the course. The participants showed great determination and dedication in their work and were clearly motivated by the opportunity to learn new skills and see them



Tools for government communicators

By Annetjie van Wynegaard

In June a group of government communicators came together at the Sol Plaatje Institute for Media Leadership to gain insight into the media world. Twice a year the Institute hosts a course entitled “Government Media: Essential Tools for Editors and Journalists” which helps government communicators to understand the media environment and teaches them how to interface with journalists.

Themba Sepotokele has been teaching the course for four years to representatives from different municipalities and government departments in South Africa. He attended the same course in 2008 and during that time SPI Director Francis Mdlonwa invited him to return and present the course twice a year for one week during the first and second semester.

Sepotokele said: “The SPI has afforded me a rare chance to bring together government communicators, journalists and journalism students.” He said it is crucial that all the key players are aware of their roles and how they affect each other.

At the start of the course he explains what the government and the media are about, what drives these individual entities, and how they interrelate. He fuses the classroom experience with real life experience. For example, in a class discussion on how politicians handle the media, he showed the infamous video of the altercation between former African National Congress youth leader Julius Malema and a journalist in

2010 to spark debate.

Participants brainstorm and come up with ethics and guidelines government spokespersons need when communicating with the media. Sepotokele said this process has opened the participants’ eyes about the importance of ethics in media communication. During the course they come up with an annual and a five-year communication strategy to be adopted in their organizations.

Course participant Sibongile Samdaka from the Eastern Cape Appropriate Technology Unit in Umtatha said: “I think it’s very important that we attend this course to understand how journalists work.”

Somdaka said the course brings participants up to speed on a variety of new trends in the media, adding that he had found the course to be “innovative” and an “eye-opener”.

Sepotokele was a journalist for 14 years at the Sowetan and The Star, both daily newspapers published in Johannesburg. He became the government spokesperson for the MEC of local government in 2005, and is currently the director of stakeholder relations for local government and housing. His vision is to create a cadre of credible government communicators.

SPI runs third in-house management course for SABC

JOHANNESBURG – Rhodes University’s Sol Plaatje Institute (SPI) for Media Leadership has just completed a successful in-house course in broadcast management for the South African Broadcasting Corporation (SABC) in Johannesburg – the third course specifically run for South Africa’s public broadcaster in the past two years.

The July 8-12 course in the Essentials of Broadcast Management (EOBM) included delegates from the SABC’s regional stations.

Howard Thomas, one of the SPI’s trainers on the EOBM, said: “These staff members are always appreciative of this type of training as it brings them together to exchange experiences with people who are closer to the head office and who have crucial knowledge of the operations and audiences of regional stations.

“With broadcasting expanding at an exponential rate, there is a developing shortage of skilled staff in all areas. The SABC is fully aware that as much as people need specialised skills and training, this training is of little effect without the context, the big picture.

“The EOBM does precisely this. In just a week, delegates get a clear picture of the context, the environment and the landscape of the media and how broadcasting fits into all this. Through the various modules of the EOBM course, delegates are given the crucial pieces that complete the jig-saw puzzle.”

Professor Noel Pearse taught modules on leadership and management and human resource management; Dr Mashilo Boloka focused on the emerging regulatory environment for the broadcast sector; Thomas lectured on advertising and marketing, as well as programme management; and Jolyon Nuttall took the SABC staffers through strategic planning and managing the budget. Professor Franz Krüger examined the role of editorial independence and media ethics in shaping credible content for a media company.

Most delegates praised the EOBM course, saying it had given them key insights which they would use to improve the management and operations of their work places.

One delegate commented: “This course will enable me to do my job better because I now understand what is happening in the broadcast sector much better.”

Another said: “I now have a deeper knowledge on managing people, the marketing segments, behavioural changes and egos and in how to deal with the performance of individual staff.”

In the past two years, the SPI has run a successful EOBM for the SABC, as well as another management course, the Essentials of Digital Media Management. Both were held on location at the SABC’s headquarters in Johannesburg.



Class in session

SPI runs broadcast management course in Seychelles as islands grapple with digital 'revolution'

By Howard Thomas

VICTORIA, Seychelles – Media managers need to have a holistic understanding of media management to cope with the current profound and rapid changes affecting their industry, says the Chief Executive Officer of the Seychelles Broadcasting Corporation (SBC) Antoine Onezime.

Onezime spoke in the Seychelles capital Victoria a week ago as he welcomed Howard Thomas and Trevor Amos, who taught a five-day short course, the Essentials of Broadcast Management (EOBM), in Victoria for SBC staff on behalf of Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership.

This was the second EOBM course run by the Institute in the island nation in the past two years. The SPI is the only university-level institute in Africa which specifically educates and trains media managers and leaders from across the continent.

The relationship between the SPI and the SBC goes back several years back when the broadcaster sent many participants to the Institute's media management courses all the long way to Grahamstown, home of Rhodes University in the Eastern Cape, South Africa. Onezime acknowledged that the latest EOBM course, which was tailor-made for the SBC, took place under a backdrop of sweeping technological changes that were impacting the media industry, requiring a new set of skills and understandings by media managers.

He agreed that the Seychelles was not alone in Africa in grappling with the uncertainty of the digital multi-channel environment and its accompanying mobile telephones and mobile television. The fundamental challenge for media companies such as the SBC, he said, was to acquire relevant



Class photo

and compelling content and the finance to fund it.

Indeed, digital terrestrial transmission (DTT) was a feared unknown on the horizon

then ran most of the course.

He taught a range of modules including audience interaction and measurement, media ethics and editorial independence,

“I don’t expect to know the future, but I appreciate the courage to face it. This course has given me the understandings and skills of how we can at least better prepare and handle these changes,”

two years ago and yet in 2013 it has become a reality, with the SBC already running two test television channels. The broadcaster faces the same challenges as most broadcasters in Africa: where to find relevant content with which to fill the channels and how to pay for it.

Amos, the Head of the Department of Management at Rhodes University, kicked off the EOBM course. In an experiential session, he conducted interactive exercises that aptly introduced the delegates to how they could manage change at the SBC.

Thomas, a veteran media management trainer and long-time guest lecturer at the SPI,

advertising and marketing, content management and budgeting.

The SBC is the only operator in the country. With one television station and one radio channel, it faces a major responsibility to deliver a credible public service to the nation, more so now after the arrival of DTT and the media explosion of social networks, smart phones, instant messaging music downloads and personal blogs used by its audiences.

“We began to feel as if we were in a race with the audience and they were ahead of us,” commented Céline Pillay, a senior Programmes Officer,

noting that the SBC's viewers and listeners only needed to buy a smart phone to be connected to the world of digital media.

But the SBC needed money, expertise, time and planning to become a player on the digital media landscape. In the words of Senior Engineer Ralph Paul: “You can’t compare the purchase of a smart phone with the whole infrastructure needed to provide digital content. We have to get transmitters, which involves a whole chain of events, as well as all the content needed in special formats.”

The SBC does not carry out formal audience research because the costs involved do not justify the end result. The broadcaster has its own ways of connecting with its audiences, not least the fact that the Seychellois are highly vocal in their appreciation and criticism of any programme.

If audiences don’t like a programme, the SBC soon knows all about it. In addition, a mere 5% of revenue comes from advertising, which makes costly and complex research a non-priority for the SBC on this island nation of 90 000 people.

However, interesting debates arose during the EOBM course on the potential of using social networks by the SBC to develop better knowledge and understanding of the emotions of its audiences to its programming.

Most delegates agreed that the course had prepared them to face the challenges that have been spawned by DTT. “I don’t expect to know the future, but I appreciate the courage to face it. This course has given me the understandings and skills of how we can at least better prepare and handle these changes,” Principal Editor Will Jacques said.

Thomas said: “Even though I have run this course in Seychelles before, this time I had different people from different operational areas on the course. The new issues they brought contributed greatly to the overall learning experience.”

SPI alumnus moves to the top to drive community media change

By Peter du Toit

Sol Plaatje Institute for Media Leadership (SPI) alumnus Bongi Bozo has seen her career in grassroots media development expand from local to regional level and to the national level in three short but very busy years.

After graduating from the SPI with a Postgraduate Diploma in Media Management (PDMM) in 2010, Bozo started out as an outreach assistant working for Rhodes University School of Journalism and Media Studies' Indaba Ziyafika Project.

Her job entailed helping high school learners produce a magazine show on the local community broadcaster Radio Grahamstown. She was also involved with the project's citizen journalism initiative.



Bongiwe Bozo

Forum and worked with grassroots media across the province.

Her work included running

Bozo's latest move is to the big smoke where she will take over as project coordinator/manager for the Association of

Johannesburg-based job, Bozo says: "I was born, bread and buttered in the Eastern Cape and I will always be attached to the province, but this position will allow me to make my two cents worth's contribution nationally.

"As someone whose life purpose is to contribute towards change, I believe I will be well positioned in the AIP to go the extra mile and explore avenues I may not have been able to explore provincially."

Why is she so passionate about grassroots media? Bozo says these newspapers and broadcasters reach out to ordinary citizens who are never given a voice in the mainstream media. They ensure the voices of people "who do not sit at the tables where decisions are made" are represented.

This passion for change drives the grassroots reporters, editors and owners and Bozo wants to support them in their work.

Bozo attributes much of her personal success to lessons learned during her postgraduate year with the SPI.

She says the PDMM enabled her to develop a holistic understanding of the media sector and prepared her to advise managers and to assess media organisations to identify areas that need attention.

"I think most of my work towards strengthening the grassroots media sector is all credit to SPI. I have basically taken most of the knowledge gained from my postgraduate studies and channelled it to grassroots media."

"I think most of my work towards strengthening the grassroots media sector is all credit to SPI."

This is where it all began. "I discovered my passion for grassroots media," Bozo said.

A year later she was appointed coordinator of the Eastern Cape Communication

capacity building workshops, providing onsite advisory services and organising and running training courses for media managers.

Independent Publishers of South Africa (AIP). There she will work closely with AIP Director Louise Vale.

Looking forward to the



**Postgraduate
Diploma in
Media
Management**

PDMM Applications 2014

This one-year intensive diploma is equivalent to an honours degree-level programme, and is specifically aimed at graduates entering or working within media, who wish to succeed in middle management positions within the business side of the media industry.

This qualification is also relevant for those seeking promotion or employment in media management across all media platforms: print, broadcast, and online.

Deadline for all applications: 31 January 2014. No late applications will be considered. Please refer to the course brochure for more information about the course.

Please note: All external students applying for PDMM 2014 need to pay R100 application processing fee into the Rhodes University account. Please read the Checklist section on the 'Application for Admission' forms carefully to ensure that your application is processed.

Bank Details:

First National Bank, Grahamstown

Branch code: 210717

Account code: 621 4550 3076

Ref: PDMM Application Fee

SWIFT CODE: FIRNZAJI

SPI alumnus appointed radio station head in Botswana



David Moepeng

By Annetjie van Wynegaard

GABORONE, Botswana -- David Moepeng has been appointed the new Station Manager of Yarona FM, a leading private radio station in Botswana. Moepeng started at this urban youth radio station in 2000 as a news reporter and before that he was a journalist for 14 years.

Moepeng obtained the Postgraduate Diploma in Media Management from Rhodes University's Sol Plaatje Institute for Media Leadership in 2009 and another diploma, this time in economics journalism, from the Centre for Economics Journalism in Africa, also at Rhodes, in 2010. His study at Rhodes was part of the Yarona FM's management development programme.

According to the station, Moepeng's studies have helped him bring "fresh perspectives to the leadership of the radio station". His training has also helped him improve the station operations, the culture, and the changeable trends of the media market.

The station has recently entered into a Memorandum of Understanding with the Botswana National Youth Council in its commitment to serving the youth. It became the first licensed private radio station in Botswana in 1999, and has received various awards for news and current affairs programmes over the years.

Moepeng won the MISA Botswana Radio Presenter of the Year Award in 2006.

"Yarona FM is a strong brand with a firm foundation built over the years by my predecessors and that provides me and my team with a good platform to further the interests of our listeners, advertisers and investors," Moepeng said.

"Our listeners are very experimental and nomadic in their choice of entertainment, and we will continue to explore ways through which to keep serving them with engaging and interactive programmes."

Welcome to Beijing, Lincoln!

By Annetjie van Wynegaard

On Friday 23 August Rhodes University JMS and SPI alumnus Lincoln van der Westhuizen flew to China to start the next two years as a Master's student in business journalism at Tsinghua University in Beijing. Lincoln has received an all-inclusive scholarship from the Chinese government and this will be his first time in Asia.

Lincoln holds a BA degree in radio journalism and Afrikaans, as well as a postgraduate diploma in media management (PDMM) from the Sol Plaatje Institute for Media Leadership (SPI) at Rhodes University. He heard about the scholarship through the PDMM course at SPI. Director of SPI, Francis Mdlongwa, had sent out an email that Rhodes University is trying to establish a relationship with Tsinghua University with information about the scholarship. He applied for the scholarship, got accepted in June this year, and accepted the offer shortly after.

Lincoln had received a Primedia scholarship for his PDMM year, and since January until the end of July he has been working for Primedia at KFM 94.5 in Cape Town as an online sports journalist. He didn't take a gap year after school or travelled after university, because he first wanted to have a degree and experience behind his name. He had planned to travel after he obtained his degree, and with this Chinese scholarship, everything has fallen into place for him.

The business journalism MA course accommodates 10 Chinese students and 10 international students from all over the world. He will be staying in the Zijing international student apartment with other international



Lincoln van der Westhuizen

students. There is an internship component to the MA, and Lincoln also plans on taking extra courses to study Mandarin. He said he will take advantage of the opportunity to travel around Asia.

As for his preparation for the trip, he has decided to go in completely blind. "I haven't looked at anything; I haven't eaten Chinese food, read Chinese books." He has, however, been reading up on social media in China, and he said it's interesting how they do media without any of the tools we use in South Africa, like Facebook, Twitter, Tumblr, Youtube, Flickr, etc. Even Wordpress and Google Docs are banned in China.

Lincoln said his mom's been sad, because moms are sad, his father's been stoic, as fathers are, but his family's been great about his new adventure.

Rhodes University has signed a Memorandum of Intent between the School of Journalism and Media Studies and Tsinghua University in Beijing, China. This memorandum is the result of discussions between representatives of the two institutions at the 2012 Highway Africa conference and at the School of Journalism and Communication at Tsinghua, Beijing, in December 2012. It is the intention of the two schools to explore opportunities for co-operation and student and staff exchanges around the areas of teaching, training and research.

Rhodes journalism graduate pays it forward

By Annetjie van Wynegaard

Rhodes University journalism alumnus Kgaugelo Pule returned to the institution this semester to participate in a five-day short course, known as the Essentials of Broadcast Management (EOBM), that is run by Rhodes University's Sol Plaatje Institute for Media Leadership. The course was held from 21 to 25 October. Pule is Head of News at Unisa Radio, where she oversees and trains the news team and division. She teaches and trains 12 students on how to compile news scripts, edit audio using various editing software and write articles for two students' online platforms. Pule says her biggest achievement has been teaching non-journalism students radio production for Unisa Radio's human story feature – go to http://unisa_radio.podbean.com/ for a sneak preview.

We caught up with her for a Q&A on her life, journalism future, and advice to current students.

Q: What was it like to come back to Rhodes University and be in the classroom again?

A: It really felt surreal to be back at Rhodes again. It was great touching base with a few of my friends and lecturers.

Q: How did you find the Essentials of Broadcast Management course? How has it managed your area of expertise at Unisa?

A: The course was good and I thoroughly enjoyed the presentations. It has helped me tremendously because at Unisa I and my two other colleagues started the online campus radio station in 2010 with little knowledge about how well established radio stations run. So starting one from the ground was challenging as Unisa has never had a campus radio station. So we had to build in structures and policies and get students to know about their station and how they can tune in via their mobile devices.

Q: Tell us about your journey after Rhodes. How did you get to where you are today?

A: After Rhodes I went to Media24 and worked as a multimedia content producer, and then Unisa called me to start up the radio station, together with the student news agency. This journey has been roughly three-and-a-half years. During this time at Unisa I've gone to wear many hats – first, as internal communication officer, and then as the campus news head where I focused on training students who were studying communication science. My journey at the station has sadly ended as I'm now heading up the social media strategy at Unisa, but will very much be part of the radio station. I intend on doing my MA about the station, God willing!

Q: What are your hopes and dreams for the future? Where do you see yourself in 10 years' time?

A: Well, as I've mentioned, I'd like to complete my MA and perhaps go into brand leadership or online reputation (management). I'm still young and on a journey, so wherever God opens (career paths) I'll go.

Q: Why have you chosen this particular career path?

A: I specialised in radio in my third year, then went on to do new media as part of my fourth year, so I wanted to do anything related to radio and new media.

Q: What advice can you give to students who are studying journalism right now? Any tips of the trade you'd like to share?

A: Hmm... Do as many internships as possible during vacation work. Those opened up many opportunities for me.

Q: In your opinion, what can journalism schools do to prepare students better for the industry?

A: Prepare them to be multi-skilled and creative so that they can wear many hats wherever they go.



Kgaugelo Pule

Dates for Short Courses 2014

Essentials of Newspaper Management
3-7 March & 18-22 August

Essentials of Broadcast Management
24- 28 March & 20-24 October

Essentials of Digital Media Management
19-23 May & 4-8 August

Essentials of Managing People 9-13 June 2014

Government Media: Essential Tools For Editors & Journalists

24-28 February, 23-27 June & 6-10 October

NEXT Newsroom Management
7-11 April & 28 July-1 August

Could Banda be the first Malawian leader to make an independent press a reality?

By Madalitso Hlobisa Ziba, a PDMM student and OSISA scholarship recipient

The advent of multi-party politics in 1994 symbolised the dawn of a new hope for many Malawians. Prior to this, the founder and former head of state, Dr Hastings Kamuzu Banda, had ruled Malawi for nearly three decades. His was a dictatorial regime under the one and only political party allowed in the country, the Malawi Congress Party (MCP). During his reign, press freedom was unheard of. Journalists had to self-monitor their articles for fear of being arrested and, with the Prohibited Publications Act in place, the MCP maintained tight control of the press. The Act allowed the government to ban any publication that it considered critical of Malawi and President Banda in particular.

As per the expectations of many Malawians when Malawi's former president, Dr Bakili Muluzi of the United Democratic Front (UDF) got into power in 1994 after defeating Dr Banda, the government of Malawi adopted a new constitution a year later. The legal document provided for an independent press alongside other fundamental human rights. The media in Malawi envisioned a better future in as far as an independent press was concerned. The same was true when Malawi's incumbent President, Joyce Banda, ascended to presidency after the sudden demise of Dr Bingu wa Mutharika. Many Malawians and journalists in particular were looking forward to a new beginning, hoping she could offer something different and better on the media front, especially in the area of press freedom. Now after more than a year in office, can the president assure journalists of an

independent press? This article looks at how the three heads of state which Malawi has had since 1994 have violated press freedom in a democratic era and explores the reality of having a president totally in favour of an independent press.

Section 36 of the Constitution of Malawi (1994) provides for an independent press. It states: "The press shall have the right to report and publish freely within Malawi and abroad and be accorded the fullest possible facilities for access to public information." Additionally, the Media Law Handbook for Southern Africa (pp. 166) points out that the reporting and publishing rights also extend to the international community that reports on Malawi.

Towards the end of Muluzi's first term, the state-owned Malawi Broadcasting Corporation (MBC) which owns both television and radio,

"The press shall have the right to report and publish freely within Malawi and abroad and be accorded the fullest possible facilities for access to public information."

remained under government control. Its programming was dominated by reporting of activities of senior government officials, and opposition parties were denied access. MBC reporters were disciplined or fired for reporting on opposition parties and press conferences were heavily edited to avoid airing sensitive political material. Only a few allies of the government were given licenses to open up private radio stations which, unlike the MBC, had limited listenership. Other

radio stations were restricted to broadcasting religious content only and a few development-oriented community radio stations were allowed some space too. Furthermore, the government reportedly harassed journalists using libel and other laws. The Constitution of the Republic of Malawi guarantees freedom of the press but laws such as the 1967 Protected Flag, Emblems, Names Act and the 1947 Printed Publications Act restrict the practicality of the provision (Freedom of the press, 2013). In Malawi libel is considered both a criminal and civil offence. When found guilty under the former, an individual serves a maximum of two years imprisonment. However, many libel cases are processed as civil matters or settled out of court (Freedom of the press, 2013).

In early 1998, soldiers raided offices of The Daily Times after the newspaper published a story which said that military

newspapers at least enjoyed some freedom to write editorial comments despite the government's continued stance to control journalists. According to Reporters Without Borders (2004), the Malawi Communications Regulatory Authority (MACRA) ordered community radio stations to stop carrying news programs, arguing that doing so was a violation of Section 51 of the communications law. The ban targeted Radio Maria, Radio Islam, Trans World Radio, Calvary Family Church Radio and the Malawi Institute of Journalism's radio, all of which interview people belonging to different political parties including the opposition.

Upon completing his second term and after a failed attempt to campaign for a third term, Muluzi handpicked Dr Bingu wa Mutharika as his successor. Mutharika eventually got elected as Malawi's president in 2004 but after a little while he quit the UDF and formed the Democratic Progressive Party (DPP) which became so popular with the masses owing to his sound economic policies. He was thus re-elected into office in 2010. Unlike previously, Mutharika had a hard time delivering during his second term in office. Many believe that a large representation of the DPP in parliament resulted into an autocratic leadership that was not friendly to dissenting views.

Mutharika criticised the media, especially newspapers, for continuously reporting him in negative light and in 2010 the DPP specifically ordered all its civil servants to stop buying and advertising in The Nation newspaper (Daily Times/Malawi Today, 2012).

Many argue that the move was aimed at silencing his

Come 2004, Malawi's

Continued from pg 8

critics. In November of the same year, Mutharika signed into law Section 46 of the penal code. The law, which was an amended version, empowered the Minister of Information to ban any publication that disseminated information which was deemed not to be of 'public interest' (Freedom House, 2012). The chairperson of the Media Institute of Southern Africa (Malawi Chapter), Anthony Kasunda, tried to plead with the government asking it to revoke the law but he was not successful.

The government also banned *The Weekend Times* due to "its failure to register with the National Archives". However, after a court intervention the paper resumed its publication. Many journalists practised self-censorship for fear of government's threats. DPP party zealots who thronged the airports also created an uncomfortable environment for journalists. They could not freely ask Mutharika some sensitive questions for fear of being booed and harassed by the party supporters.

Upon becoming Malawi's leader early 2012, President

Joyce Banda demonstrated her commitment to promoting human rights as she led members of parliament in repealing some unpopular laws. One such law was what was being referred to as the draconian media ban law implemented during Mutharika's regime. Members of parliament massively voted against the law and the media hailed them for this development. However, recently journalists have expressed concern over the President's tendency of using 'press rallies' (Nyasa Times, 2013). Every time she comes back from abroad, journalists have to interview her right in the presence of her party supporters who hurl insults at them whenever they feel like the journalists are asking 'difficult' questions.

Earlier on, the president appointed MBC's Director General and this, as some quarters argued, compromises the independence of the appointee in executing his duties. They say the appointee will be forced to dance to the tune of the ruling People's Party (PP). In addition, they say it will be very hard for MBC's board members

to independently monitor the performance of the Director General owing to the fact that he was chosen by the head of state. One private lawyer, Justin Dzonzi, argued that the powers of the president are limited to appointing the board of directors. "... her decision may be legally challenged by the affected party by way of judicial review process. If the court finds that the President didn't have the power to fire the former director and hire the current director, it may be quashed accordingly," he said (Gondwe, 2012).

In mid-January 2013, consumer rights activist John Kapito led Malawians in taking to the streets to protest against rising cost of living standards as a result of the devaluation of Malawi's currency. While many applauded the PP government and Joyce Banda in particular for ensuring peaceful demonstrations, a lecturer at The University of Malawi (Chancellor College), Dr Jessie Kabwila Kapasula, argued otherwise. She said the government tried all tactics to stop the demonstrations through propaganda on MBC and other

privately-owned media (Nyasa Times, 2013). A 15-minute episode dubbed 'zionetsero', literally meaning demonstrations, aired on MBC airwaves. The play poked fun at Kapito (the organiser of the demonstrations) calling on him to use his energy to climb Mulanje Mountain (one of Malawi's mountains) as opposed to influencing the youths to participate in protests. The production ended without mentioning characters and the sponsor (Malawi Voice, 2013).

In 1994 Muluzi raised the expectations of Malawians who believed that unlike his predecessor he could be instrumental in promoting press freedom because of the enabling democratic environment that he was operating in but unfortunately he did not leave an impressive mark.

Mutharika started off well but the last part of his reign was characterised by dictatorial tendencies which threatened freedom of the press.

Could Banda be the first Malawian leader to make an independent press a reality? Time will tell.

Internet sources

1. Daily Times/Malawi Today. 2012. Government threatens civil servants who read and buy 'The Nation'. [Online]. Available: <http://www.malawitoday.com/news/124055-government-threatens-civil-servants-who-read-and-buy-nation> [Accessed 18 March 2013].
2. Freedom House. 1998. Malawi: Freedom in the World. [Online]. Available: <http://www.freedomhouse.org/report/freedom-world/1998/malawi> [Accessed 18 March 2013].
3. Freedom House. 2012. Malawi: Freedom in the World. [Online]. Available: <http://www.freedomhouse.org/report/freedom-world/2012/malawi> [Accessed 21 March 2013].
4. Freedom House. 2013. Malawi: Freedom in the World. [Online]. Available: <http://www.freedomhouse.org/report/freedom-press/2013/malawi> [Accessed 21 March 2013].
5. Gondwe, G. 2012. Malawi: Lawyer faults Banda on MBC appointment. [Online]. Available: <http://www.bizcommunity.com/Article/129/15/74157.html> [Accessed 22 March 2013].
6. Malawi Voice. 2013. Anti-January 17 Demonstrations Comedy on MBC TV: Portrays organisers as thieves. [Online]. Available: <http://www.malawivoice.com/2013/01/10/anti-january-17-demonstrations-comedy-on-mbc-tv-portrays-organisers-as-thieves-53504/> [Accessed 21 March 2013].
7. Media Law Handbook for Southern Africa: Freedom of the Press. Date not specified. 1:166. [Online]. Available: <http://www.kas.de/wf/doc/4216-1442-2-30.pdf> [Accessed 21 March, 2013].
8. Nyasa Times. 2013. Malawi academic Kabwila says wrong to hail President Banda for peaceful demos. [Online]. Available: <http://www.nyasatimes.com/2013/01/19/malawi-academic-kabwila-says-wrong-to-hail-president-banda-for-peaceful-demos/> [Accessed 22 March 2013].
9. Nyasa Times. 2013. Malawi journalists unhappy with presidential 'press rallies'. [Online]. Available: <http://www.nyasatimes.com/2013/02/26/malawi-journalists-unhappy-with-presidential-press-rallies/> [Accessed 22 March 2013].
10. Reporters Without Borders. 2004. Reporters Without Borders Annual Report 2004 – Malawi. [Online] Available: <http://www.refworld.org/docid/46e6910fc.html> [Accessed 19 September 2013]
11. Republic of Malawi (Constitution) Act. 1994. [Online]. Available: <http://www.malawilii.org/mw/legislation/act/1994/20> [Accessed 21 March 2013].

Primedia offers three media management scholarships

By Annetjie van Wynegaard

Primedia is offering three prestigious scholarships to students from South Africa's previously disadvantaged backgrounds for the Postgraduate Diploma in Media Management (PDMM) course at the Sol Plaatje Institute for Media Leadership (SPI) next year.

The PDMM is a full-time, one-year course designed to prepare recent graduates and working professionals to fast-track their careers in management positions in the media industry. It is the only university-level media management qualification in Africa.

This is the third consecutive year that Primedia has sponsored students for the course. "We really do appreciate the role which Primedia is playing in ensuring that we educate media managers who can go out there to transform the industry," said SPI Director Francis Mdlongwa.

"Clearly, the time has come for more media organizations in Africa to take ownership of and responsibility for the education of their human resources, and not just to leave this only to foreign donors – as has been largely the case so far," he said.

"The media industry's current unprecedented and deep change is necessitating new work competencies, new understandings and new work attitudes for managers and workers, and media companies have an important, if a self-interested, role to bring about this transformation of their staffs."

The scholarship covers tuition, accommodation and meals in one of Rhodes University's postgraduate residences, course materials and books, a monthly subsistence allowance, medical insurance, travel costs home, and the

mid-year media management internship costs.

Babalwa Nyembezi, one of this year's scholars, said: "As Primedia scholars, we're required to complete our one-month internship with the company. It's been the best experience of this whole year, meeting people who're doing what I want to do and being mentored by some of the best (people) in the industry."

Deputy Director of SPI Peter du Toit said: "Students come back from Primedia with so many interesting ideas." He said Primedia is an innovative company that caters for the creativity of their staff, and this is good for his students.

Buhle Nkonki, another Primedia scholar, said: "Being given the opportunity to intern at one of South Africa's largest media groups was an honour." She did her internship in Cape Town for four weeks. "Primedia was the perfect choice for me because there was so much that I could learn from their broadcasting entities," she said.

Nyembezi said: "Being a Primedia scholar has been amazing not just because of all the contacts that I've made but also because having a company sponsor your education helps you see the value in yourself."

She said the value of the PDMM "is that it covers, in detail, eight aspects of what it is to be a media manager in the African context and then they send you out to a media house for a month so that you can link the theory you've been learning in class to real life".

Former Primedia scholars were Litha Npondwana, Vanessa Kungwane and Lincoln van der Westhuizen, who is now studying a Master's in Business Journalism at Tsinghua University in Beijing, China.



From left: Babalwa Nyembezi, Buhle Nkonki



We put the rad in postgrad

By Annetjie van Wynegaard

On Thursday 10 October the School of Journalism and Media Studies celebrated Purple Thursday with cake and a flash mob at the Kaif at Rhodes University. The purpose of the day was to inform students about the School's postgraduate courses. Students, lecturers, and postgraduate coordinator Dawn Long were there to answer any questions about postgraduate studies in journalism at Rhodes.

The School offers postgraduate degrees and diplomas to students who have completed a first degree. Students with an undergraduate degree in any discipline can apply for a Post Graduate diploma in Journalism and Media Studies, a Post Graduate diploma in Media Management from the Sol Plaatje Institute for Media Leadership, and a Post Graduate diploma in Economics Journalism. Students can also do an Honours degree in Journalism and Media Studies, a Masters in Journalism and Media Studies, and a PHD in Journalism and Media Studies.

For more information about the postgraduate courses contact Dawn Long at d.long@ru.ac.za.

Putting the 'rad' in postgrad journalism information day

Main photograph: Rhodes students danced to Michael Jackson's "The way you make me feel". In the front are journalism students David Mann and Darsha Indrajith.



Journalism student Fezekile Cokile moved his arms for journalism.



Third year TV student Jason Randall filmed the flash mob and produced a video about the postgrad courses.



PDMM student Robin Chaibva represented the Sol Plaatje Institute for Media Leadership. She blogs at Ms. Robyn's Concrete Jungle Fashion.



Director for the Centre for Economics Journalism in Africa Reg Rumney and Deputy Director of the Sol Plaatje Institute for Media Leadership Peter du Toit joined the students.



PDMM students looked at old copies of Rhodes Journalism Review.

Managing media in the digital age

By Mignon van Zyl

Johanna Mavhungu, media researcher for the Sol Plaatje Institute (SPI) for Media Leadership at Rhodes University, has launched a new book at this year's annual Highway Africa Conference. The title of the book is *Media Management in the New Age: How managers lead media in Southern and Eastern Africa*, which she co-edited with Robert G Picard and with editorial assistance from Herman Wasserman.

The launch took place at the Rhodes University School of Journalism and Media Studies in the form of a workshop. Speakers Jude Mathurine and Chaacha Mwita gave presentations on media management in a digital age.

Mathurine is head of the New Media Lab in the School where he lectures classes

in online journalism and a specialisation in new media studies. He said that in the digital age we are no longer competing for eyeballs, but for attention. Mathurine stated that 22% of South Africans go online, whereas 17% buy a newspaper, but of the 22% who go online, not all of them are necessarily consuming news. Furthermore media companies are struggling with recession, poor content, and inept managers, he said.

Mwita Chaacha is a director at Thomson Media Foundation with responsibilities for Africa. Chaacha spoke about his experience as a media manager and about human agency among the leaders at the Nation Media Group in Kenya from 1959.

Mavhungu has been at SPI since 2007 and has done research specifically on community media and the sustainability thereof.

"I identify with community

media because that way you can bring the media to the people and give them the information they deserve," she said. "Mainstream media preaches to the converted, people who already have all the access, while community media looks at community needs and those without access."

Mavhungu said the SPI's core focus is media management, leadership, and business in media and specifically in journalism and it studies the whole business environment and how it is managed for the benefit of journalism.

"We look at the economics of media and especially the market," she said, "are they looking at the needs of the community?"

In looking at the business and economics of community media organisations, the Institute also looks at the resources available to these organisations, because without good assets "you lose all

the good values of journalism," said Mavhungu.

Mavhungu is currently busy with a feasibility study on a community newsletter in KwaZulu-Natal which looks at youth issues in rural districts. Mavhungu, not only a researcher, is also a mother of three and an advocate for community media.

Mavhungu has produced a prolific amount of writing about the media. For more books, visit the Sol Plaatje website at <http://spi.ru.ac.za/index.php/research/publications>

This article appeared in Open Source newspaper, the official newspaper of the Highway Africa Conference. Download the full papers at http://www.highwayafrica.com/?page_id=961&category=19

Contact SPI

Sol Plaatje Institute for Media Leadership, Great Hall Building, Prince Alfred Street, Rhodes University, Grahamstown, 6140

Email: spi@ru.ac.za

Tel: +27 (46) 603 8851

Fax: +27 (46) 603 7527

Facebook: <https://www.facebook.com/SolPlaatjeInstituteForMediaLeadership>

Twitter: <http://twitter.com/SolPlaatje>

Website: spi.ru.ac.za

Blog: <http://spiml.blogspot.com>



Disclaimer

The views expressed in this newsletter are not necessarily those of the Sol Plaatje Institute (SPI) for Media Leadership, the publishers of this newsletter. While we take every possible step to ensure that the content in this publication is correct, accurate and complete at the time of publication, we cannot guarantee its accuracy, nor can we be held responsible for any discomfort, loss or damage that may occur as a result of using this content. Copyright 2013: SPI



Sol Plaatje Institute for Media Leadership PDMM Class of 2013



Back Row l-r : Peter du Toit (SPI Deputy Director), Steve Kromberg (Grocotts), Soraiya Shah, Wandisile Somdyala, David Williams, Luthuli Duduzile, Babalwa, Nyembezi and Michael Moodie.
Middle Row l-r : Nandipha Nondzube, Moroa Mopeli, Bella Boqo, Yvonne Amukwaya, Regina Pazvakambwa, Robin Chaibva, Sibho Mbengashe (SPI Administrator) and Johanna Mavhungu (SPI Researcher).
Front Row l-r : Francis Mdlongwa (SPI Director), Okuhle Dotwana, Sally Kumwenda, Nicole Swanepoel, Tariro Mhiti, Lwando Helesi, Buhle Nkonki, Lungisa Lusawana and Linda Snam (SPI Course Coordinator)