

Our full-time staff lead most core modules and participants additionally benefit from the input of experienced media managers from within the industry. We also draw on the extensive expertise of the lecturing staff from the Department of Journalism and Media Studies and other academic departments at Rhodes University.

SPI ADVISORY BOARD CHAIRPERSON: LINUS GITAHI

He is the Nation Media Group's Group Chief Executive Officer, effective 1 November, 2006. Mr Gitahi joined NMG after a long career as a senior executive with Pharmaceutical giant GlaxoSmithKline in East and West Africa, the Middle East and Europe.

Mr Gitahi graduated with a Bachelor of Commerce (accounting major) from the University of Nairobi and earned a diploma in management from the Kenya Institute of Management. He also holds an MBA from the United States International University.

He had been Managing Director of GlaxoSmithKline for West Africa since 2003, based in Lagos, and served the company previously in Nairobi as General Manager for Consumer Healthcare for East Africa and the Indian Ocean Islands. He was also head of African Consumer Marketing and has held other marketing posts in the company, which he joined in 1989.

Mr Gitahi is a board member of International Press Institute (IPI) board member of Federation of Kenya Employers (FKE), board member of Property Development & Management Ltd (PDM), Chairman of Africa Investment Bank, Governor Kenya Private Sector Association (KEPSA), Fellow of the Kenya Institute of Management (KIM), Board member of Media Council, Member of Media Owners Association, a Trustee of Street Families Rehabilitation Trust Fund, a Trustee of Africa Leadership Initiative (ALI) and a Holder of the Moran of the Burning Spear (MBS).

**SPI SENIOR STAFF
DIRECTOR: FRANCIS MDLONGWA**

He is head of Rhodes University's Sol Plaatje Institute (SPI) for Media Leadership. He joined the SPI -- Africa's only university-level institute which trains graduates and editors in media leadership and management -- in 2004.

Mdlongwa distinguished himself as an international desk editor, bureau chief and senior roving international correspondent of Reuters, the world's leading news agency, which employed him in several world capitals, including London, Nairobi and Harare, in the 1980s and 1990s.

He broke the story of the 1991 overthrow of Soviet President Mikhail Gorbachev and covered Africa's civil wars and peace in diverse countries stretching from Sudan and Ethiopia in the North to Angola and Lesotho in the South. He reported on landmark elections in the 1990s which ushered in multi-party democracy in countries such as South Africa, Malawi and Kenya.

Mdlongwa has headed several African media. He has been Group Editor-in-Chief of Associated Newspapers, publishers of Zimbabwe's Daily News, which was banned by the government in 2003; he was Editor-in-Chief of the Financial Gazette, an authoritative financial newspaper based in Harare, for nearly a decade; and he was head of news and current affairs at Channel Africa, the external news service of the Johannesburg-based South African Broadcasting Corporation.

He is a media consultant who has run journalism and media management training programmes in the former Eastern Bloc nations of Serbia and Montenegro, and in many African countries such as Botswana, Egypt, Ethiopia, Kenya, Tanzania, South Africa and Zimbabwe, working on behalf of the International Research & Exchanges Board based in Washington, DC, and the Reuters Foundation.

For four years since 2004, he taught journalism courses such as news and features writing; news analysis and editorial and opinion pieces; and economics, business and financial reporting at Addis Ababa University's Graduate School of Journalism. Between 2009 and 2010, he led a team of international academics which designed and established the first media management training programme in the Middle East. Based at Cairo University -- Egypt's oldest university -- the programme was taught by several international academics, including Mdlongwa. He holds an MBA in Global Management from Durham University in the United Kingdom.

DEPUTY DIRECTOR: PETER DU TOIT

Prior to joining the institute in 2003, Peter was a partner in the Media Education and Training Agency, which specialised in providing training in media management, conflict reporting, election reporting and media and democracy. He has run courses in South Africa, Rwanda, Nigeria, Uganda, Sierra Leone, Liberia, Zambia, Ghana, Indonesia, Egypt, Myanmar and East Timor. He has been responsible for developing and running the Department of J&MS' media management courses over the past seven years, which also involved an intensive research project into the editorial management training needs across the SADC region. He has worked with the Times Media Ltd stable of papers in Port Elizabeth and served as news editor for the Development Media Agency in Grahamstown. Peter has a BA Hons (Politics) (UPE), a Postgraduate Diploma in Journalism and Media Studies (Rhodes) and a M.Ed in Higher Education (Rhodes). Peter's particular interests relate to the impact that managers can make in effectively leading media organisations.



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Where leaders learn



Rhodes University's School of
Journalism and Media Studies
Our media learners are the
continent's media leaders

**SOL PLAATJE
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MEDIA LEADERSHIP**

For more information on courses offered by the
Sol Plaatje Institute for Media Leadership:
Contact +27(0)46 603 8949 or email: spi@ru.ac.za
Go to our Website: <http://spi.ru.ac.za>
Facebook: SolPlaatjeInstituteForMediaLeadership
Blog: <http://spiml.blogspot.com>
Twitter: <http://twitter.com/solplaatje>



RHODES UNIVERSITY
Where leaders learn

Essentials of
Digital Media
Management



**SOL PLAATJE
INSTITUTE FOR
MEDIA LEADERSHIP**

Rhodes University's Sol Plaatje Institute for Media Leadership invites managers, editors and senior journalists from media organisations across the African continent to participate in a five-day seminar titled the Essentials of Digital Media Management.

This programme takes a holistic look at the challenges of leading and managing diverse groups of people in a rapidly changing industry.

The seminar is intended to

- Familiarise participants with recent developments in the new media sector that have had a significant impact on the media in different parts of the world.
- Explore how such developments are likely to impact on the media in Africa, particularly as more and more people have access to high speed bandwidth.
- Allow African media to learn from the experiences of American and European newspaper houses that have been negatively affected by new media offerings
- Expose participants to examples of successful online and mobile strategies by media enterprises and provide them with tools for assessing whether these could be adopted in the African context.

WHO SHOULD ATTEND ?

The seminar is primarily intended for editors and senior editorial staff responsible for developing and implementing new media strategies for their respective organisations. However, it will also benefit production staff and journalists who increasingly have to think differently about the content they produce and the platforms for which they produce. The seminar is designed to accommodate participants who are grappling with the questions of how new technologies will shape the future of the industry, but does not assume advanced technical knowledge.

COURSE CERTIFICATION

Participants who successfully complete a short assignment at the end of the course will be awarded an Essentials of Digital Media Management certificate from Rhodes University.

Course participants' reviews:



Maurice Okore- The New Vision, Uganda: Mobile Media Manager

“ The course teaches you to be innovative and to think outside the box in order to build successful online media business plans. ”

Class of 2011



Miles Britton-Avusa: Executive of Digital Business

“ Having been in the digital media business for many years, the course is very refreshing. It allows you to tap into other ideas of digital innovation. ”

Class of 2011



Jennifer Platt - Heat Magazine: Managing Editor

“ A simple and clear course that provides a pathway to innovative thinking. "Don't know why we didn't think like this before. ”

Class of 2011



Izaak Minnaar- SABC: Editor Digital News

“ After the course I have a better understanding of the various sales strategies and options to sell inventory on the site. The course gives you a sales mindset, which is critical for monetizing audiences in the digital sphere. ”

Class of 2011

COURSE COSTS

The five-day course will run at the Sol Plaatje Institute for Media Leadership at Rhodes University in Grahamstown.

The course cost will be **R7 200.00**, including course materials, all lunches, teas and one working dinner.

Accommodation can be booked at bed and breakfast establishments in Grahamstown for about R450.00 per person per day and recommendations are available from the Sol Plaatje Institute. Airport transfers are NOT included in the course fees but can be arranged on request.

Interested candidates may email the workshop coordinator **Linda Snam** l.snam@ru.ac.za or spi@ru.ac.za or call on **046-6038949** for registration, more details and accommodation requirements.

You can also visit our website <http://spi.ru.ac.za>

The number of participants is limited. Registration will not be confirmed without payment at least 10 days before the course commences.

Please make payments by direct transfer to the Rhodes University Bank

Account:

**First National Bank,
Grahamstown**

Branch code: 210717

Account code: 621 4550 3076

Ref: EODM

(Please do not forget
this reference)

Please fax proof of payment to +27 (0) 46 603 7527

Cancellations received later than 7 days before the programme commences will be liable for 50% of the fee and non-arrivals will be charged the full fee.



EODM class of 2011 at the SABC in Johannesburg