

## LATEST HEADLINES

- [KG Media launches the Kwela Express](#)
- [FHM releases its 10<sup>th</sup> birthday issue in 3D](#)
- [Bar-One Manhunt to air on SABC 3 early next year](#)
- [OFM wins Best In-House Radio Promo Award](#)

## MEDIA PUBLISHERS REVISITED

In 1997, John Morkel and Mark Beare founded **The Publishing Partnership (TPP)**, with the aim of producing high quality publications that added significant value to its clients and TPP as a brand. TPP offers a broad range of media products, ranging from customer publications to consumer insight. Newsclip's Kerry Ashdown investigates the history of TPP and provides information on some of its titles.

## MEDIA FREEDOM IN FOCUS

19 October marked **Media Freedom Day**, as well as the 30-year anniversary of Black Wednesday, the day in 1977 on which the apartheid government banned three newspapers. Retired Constitutional Court Judge, Pius Langa, commemorated the day at a celebratory event at WITS University. *Media Update's* Desi Tzoneva attended and provides feedback.

## MEDIA NEWS

➤ Having returned from the 11<sup>th</sup> PAMRO (Pan African Media Research Organisation) Conference in Kenya, **Starcom MediaVest Group's** Africa Media Manager, Liz Pillay, shares valuable media insights from around the continent. "The three-day Pan-African conference provided a great platform to share knowledge with media practitioners and local and international researchers," says Pillay. Click [here](#) for more.



➤ ITWeb reports that government needs creative innovators and entrepreneurs to make ICT affordable to all, according to Communications Minister, Sipiwe Nyanda. Speaking at the **ICT Vision 2020** forum, the Minister said the ICT industry must work with government to resolve the national development challenges of bringing technology to the poor.

➤ ITWeb reports that the **Parliamentary Portfolio Committee on Communications** was due to meet on Tuesday, 19 October to draft its report and possibly make recommendations following two days of hearings into the price of cellular interconnect. Parliament invited public comments on proposals that mobile and telecoms operators drop the interconnection rates with effect from 1 November to 60c per minute during peak times.

➤ *Business Day* reports that the **Independent Communications Authority of South Africa (ICASA)** has issued a licence to state-owned broadband infrastructure firm, Infracore, under the Electronic Communications Act, which the company said does not entitle it to provide connectivity on its network but only to build and maintain it.

➤ The *Business Report* reports Communications Minister, Sipiwe Nyanda, as saying that government and business are on track to reaching full digital migration by November 2011. Nyanda was speaking at a digital decoders manufacturing summit in Midrand on Thursday, 22 October.

➤ The Swedish International Development Cooperation Agency (Sida) and the **World Association of Newspapers and News Publishers (WAN-IFRA)** announced an ambitious strategic partnership to advance media development and press freedom worldwide.

➤ Terry Horne, the Publisher of the *Orange County Register* in the USA, who believes the future of newspapers lies in hyperlocal news; increased web offerings; and premium content in print, has joined the programme for the **World Newspaper Congress**, to be held in Hyderabad, India, from 30 November to 3 December next.

➤ Media-owners of the top six independent community newspapers in Limpopo formed a new media-structure, **Limpopo Independent Newspapers (LiN)**. LiN is an umbrella company that conveys the interests of the leading independent newspaper titles in Limpopo.

➤ Rising Black Economic Empowerment media company, **KG Media**, is on the cusp of re-launching one of its flagship brands, public transport trailblazer, *Hambanathi* newspaper. The launch of *Kwela Xpress* will take place at the end of the October, Transport Month.

➤ The **Sunday Times Business Times Top 100 Companies Survey** acknowledges those listed companies that have earned the most wealth for their shareholders. The winning companies were honoured at a recent gala awards ceremony held at the Rand Club in Johannesburg.

➤ **O, The Oprah Magazine** South Africa will once again host Oprah Winfrey at an exclusive reader event in Johannesburg on Monday, 30 November 2009. Approximately 400 readers will have the opportunity to purchase tickets to attend the 'You Have The Power' event, which will include a conversation between Winfrey and *O Magazine's* Editor, Samantha Pagoon on how readers can learn to tap into their inner power.



➤ The November issue of South Africa's leading fashion magazine, **ELLE**, features model and *District 9* star, Vanessa Haywood, as voted for by their readers. During September, through various online platforms including Facebook; Twitter; and celebrity bloggers, the *ELLE* magazine team asked readers to select their favourite cover from three designs all featuring Haywood.



➤ When planning began for **FHM's** 10<sup>th</sup> birthday issue in February this year, SA's first consumer lifestyle magazine in 3D was just a far-off and risky idea. As *FHM* brand owner, UCM, experimented with various technological options in 3D rendering during the year, the company eventually decided to create its own technology to convert existing material into modern 3D. The new monster *FHM* 10<sup>th</sup> birthday 3D special issue is on sale now.

➤ Old Mutual Investment Group Property Investments (OMIGPI) has launched the first issue of **Global View**, its bi-annual customer magazine aimed at retail and commercial tenants.

+ Shortly after the launch edition of **GTribe** hit shelves, the enthusiasm from readers could not be ignored. The niche publication, inspired by Garmin, offers content ranging from extreme adventure; sport and travel; to fashion; health; technology; gadgets; and gear. The next edition is set to hit streets in mid-November.

+ The premier of **This is It**, a film that takes an intimate look at Michael Jackson's preparations for his sold-out concerts that would have taken place in London's O2 Arena just weeks after his death, was set to be the biggest movie and music event of 2009. Channel O; Vuzu; and MK were live on the red carpet to catch all the celebrity action.

+ **CNN** is the international television channel to watch amongst Europe's most senior business decision makers, according to an announcement from the *Ipsos Business Elite Europe Survey*. CNN is also the number one resource for work, amongst all television networks, said the survey, which looks at the media consumption habits of senior business professionals employed by the largest companies in 17 European markets.

+ **Sony Entertainment Television** has launched an integrated national marketing campaign to support the Season 14 South African premiere of the multiple *Emmy*® Award-winning reality series, *The Amazing Race*, currently airing on Sundays at 19:45. Following the success of its previous promotional campaign with Edgars, the channel has launched a second in-store promotion, in partnership with **REVLON**.



+ Premiering on National Geographic Channel at 20:00 on 7 November 2009, **Meet the Natives** follows two groups of men from the South Pacific island of Tanna – one venturing to the UK and the other travelling to the US – to observe the natives of these exotic lands.

+ From 4 November to 23 December, Clearasil is sponsoring the 4:00-5:00pm block on **MTV base**, which includes the brand new season of *Super Sweet 16* and the first season of *Teen Cribs*, every Wednesday. To celebrate the channel's newcomer, Clearasil and MTV base will be giving seven lucky viewers the chance to win hampers with some rad goodies, including a PS3; a WWE 2010 game; a Musica voucher; and Clearasil products, to the value of R6 000.

+ In a reversal of roles, the fifth installment of **SA's Got Talent** proves that 'age is just a number' when the teenagers bring on the rock 'n roll, and the oldest contestants range between 80 and 82. *SA's Got Talent* airs on SABC 2 on Thursday, 29 October at 7:30pm, sponsored by Cadbury Lunch Bar.



+ As an extension of its latest creative integrated marketing campaign, 'It's easy to spot a Bar-One man' Nestle this week announced it will produce an exciting reality TV series, **Bar-One Manhunt**, which will air as a 13-part series in a 24-minute running time format for Wednesday night prime time viewing on SABC 3 early next year.

+ Join **East Coast Radio** as it appeals to the generosity of listeners to open their hearts this festive season with the launch *Toy Story 2009*.

+ **OFM** is now boasting a top of the range radio broadcasting studio in Potchefstroom. Although *OFM's* head office is based in Bloemfontein, the station's management recognised that with an office in the North West Province, it will be more accessible to their clients and listeners in the northern part of its broadcasting footprint.

+ The creative production team at **OFM** won the *Best In-House Radio Promo Award* for its *OFM Facebook promotions*. The team won the honour at the annual *South African Excellence in Radio Awards* on Friday, 16 October.

+ **Good Hope FM** won an award at the *ERA Awards* ceremony hosted at the Sandton Convention Centre on Friday, 16 October. The station walked away as the winner with the *Best Community Service Award* for the 'Nigel Pierce is a Jeanius Campaign' that was hosted on the station from 21 April to mid May this year.

+ **Sandton** magazine has incorporated a new medium through which to share news with readers, and has joined the Facebook platform. To view the profile, or to become a fan of *Sandton* magazine, click [here](#).

+ On Monday, 26 October, **CNN's** new website was launched, harnessing the full power of the brand and delivering web users a visually charged online experience.

+ The **International Association of Sports Newspapers (IASN)** has launched a new website, [www.press-iasn.org](http://www.press-iasn.org), to highlight its work in the promotion of the interests and freedom of the sports press.

+ If you can't get enough of SABC 2's hot new talent search, **SA's Got Talent**, there's a lot you can do online while you wait in anticipation for the next show to air. Click [here](#) for more.

+ The *Guinness Book of World Records* lists 42.22 seconds as the fastest a 160 character text message has ever been typed. LG Electronics put the challenge to the world in order to find the fastest fingers who will attend the **LG Mobile World Cup** in New York in December. The South African leg of the LG Mobile World Cup started in September and has narrowed the finalists down to the 200 of the fastest in the land.

+ Tachyon Tech has launched **Quillpad Mobile** for people to SMS each other in their mother tongue. Quillpad Mobile allows intuitive typing in Indian languages using the standard mobile keypad.

+ TomTom announces that the **TomTom for iPhone** navigation application can now be purchased in the Apple iTunes App Store. The TomTom app for iPhone 3G and 3GS users includes a map of Southern Africa from Tele Atlas, and is available to download through [www.tomtom.com/tomtom-app](http://www.tomtom.com/tomtom-app) from US\$79.99.

+ Discovery Health has announced that entries are open for its second **Health Journalism Excellence Awards**. Journalists working for South African media houses have until 19 January 2010 to submit outstanding entries in nine categories. Stories published between January and December 2009 are eligible for the competition.

+ The South African magazine industry now has until Saturday, 31 October to take advantage of the **PICA Awards** Gala evening. The PICA Awards will take place at Emperors Palace, Johannesburg on Thursday, 26 November. For more information, visit [www.mpasa.org.za](http://www.mpasa.org.za).



+ **Discovery Networks EMEA's** Emerging Markets team was awarded two Gold and three Silver awards at the *Promax Africa/BDA Awards*, held on 16 October at the Sandton Convention Centre.

+ Carine Visagie, Editor of the Diet & Food and Natural Health zones on **Health24**, has won the *Galliova Health Writers' Award* for Health24, which is part of the 24.com network of sites.

**+ Karabo FM (Monitored)**

*Karabo FM* is broadcast on FM frequency 103.7 and reaches Vereeniging; Sasolburg; Heilbron; Parys; Spruitview; Katlehong; Vosloorus; Thokoza; Carltonville; Randfontein; Ennerdale; Lenasia; Soweto; Meyerton; Alberton; Eldorado Park; Kroonstad; Viljoenskroon; and Orkney. The station targets listeners in LSM groups two to seven; aged 16 to 49; and has a distribution of 51% in male and 49% in female listenership. *Karabo FM* broadcasts 24 hours a day, seven days a week in English; South Sotho; and Zulu, and targets youth and adults. It has a 40% music and 60% talk programme format. A recent station survey indicates listenership figures of 43 000. *Karabo FM* plays hit music in predominantly the dance formats of House; Kwaito; R&B; and Hip-Hop, with an emphasis on South African music more than international at a 60-40 ratio. Secondary genres include Acid Jazz and traditional. For more information, call 011 791 3107 or visit [www.slmhost.com](http://www.slmhost.com).



**+ Lentswe (Monitored)**

*Lentswe* broadcasts on the 93.0 frequency. Based in Parys, the station covers most of the Ngwathe municipality in the Free State; the southern part of Gauteng; a small section of the eastern part of the North West province, including Brits; Potchefstroom; Kroonstad; Sasolburg; Johannesburg; and Soweto. *Lentswe* targets listeners in LSM groups one to eight; aged from 16 to over 50; and has an equal male to female listenership ratio which is from the general public and working community. The station broadcasts from 05:00 to 23:00 in Sesotho; English; Xhosa; and Afrikaans and has a 60% talk and 40% music ratio. The latest figures (RAMS August 2009) indicate a listenership of 31 000. For more information, call 011 791 3107.

**+ Radio Rosestad**

*Radio Rosestad* broadcasts on the 100.6 FM frequency and broadcasts from its studios in Bloemfontein, to Boshof; Winburg; Petrusburg; Theunissen; Brandfort; Reddersburg; Edenburg; Dewetsdorp; and Thaba-Nchu. Its reach also extends to Hertzogville and Virginia. The station targets listeners from LSM groups six to 10; aged 25 to 49; of whom 39% are men and 61% women. The station broadcasts 24 hours a day, seven days a week, and the language of broadcast is Afrikaans. The station targets the Afrikaans speaking urban and farming communities in the Free State and has a 60% talk and 40% music programme format. The latest RAMS figures (August 2009) indicate listenership of 45 000. For more information, contact Station Manager, Anton Cloete, by calling 051 4366744; email [admin@rovestad.net](mailto:admin@rovestad.net); or visit [www.rovestad.net](http://www.rovestad.net).



**Mosupatsela FM (Monitored)**

*Mosupatsela FM* broadcasts from the Botshabelo township outside Bloemfontein, and targets black listeners aged 16 to 49; in LSM groups one to eight, with a listenership comprising 48% of men and 52% women. Programming contains a mix of 60% talk and 40% music and broadcasts 24 hours a day, seven days a week. The station broadcasts on the 107.4 frequency and reaches the areas of Botshabelo; Bloemfontein; Thaba-Nchu; Ladybrand; Winburg; Reddersburg; Edensburg; Dewetsdorp; Clocolan; Brandfort; Marquard; Petrusburg; Theunissen; Bultfontein and Virginia. Coverage also extends to Maseru and Lesotho. *Mosupatsela FM* broadcasts in English; Sotho; Setswana; and Xhosa to an audience of 159 000 listeners (August 2009 RAMS). For more information, visit [www.mosupatselafm.co.za](http://www.mosupatselafm.co.za); call 011 791 3107; or email [mosupadmin@mweb.co.za](mailto:mosupadmin@mweb.co.za).



**+ The Publishing Partnership (publisher profile)**

By Kerry Ashdown

In 1997, John Morkel and Mark Beare founded The Publishing Partnership (TPP), with the aim of producing high quality publications that added significant value to its clients and TPP as a brand. As a leading contract publisher in South Africa, TPP offers a broad range of media products, ranging from customer publications to consumer insight. Printing over 20-million magazines annually, TPP has made reaching the customer the cornerstone of its business. Through engaging content, TPP brings its brand into the home of the customer.

TPP believe that it provides all the media services needed to build long-lasting relationships with its customers. This Cape Town-based company offers full-service customer expertise. With a team of talented editors and writers at the heart of the company, it prides itself on its ability to create communications that break the mould of traditional customer publishing. Its print heritage gives it the confidence and skills to take on any paper-based publishing challenge. By developing its in-house expertise, TPP is able to deliver compelling content across digital media solutions.

TPP holds multiple *PICA Awards* for a range of its titles, including: *Jet Club*; *Clicks*; *Life*; NSRI's *Sea Rescue* and *Obrigado*.

Its 16 titles include:

\**Bounce* has a circulation of 106 000, and is produced for Bankmed medical scheme every quarter. The magazine's primary focus is on health and wellbeing. The title promises to empower its readers by creating the perfect environment to showcase and build brand-product awareness.

\**Clicks Club Card* magazine is produced bi-monthly, with a circulation of 623 333. The publication features gorgeous product spreads and great reads on a range of health; beauty; and lifestyle topics. The publication aims to inform, empower, and inspire its readers. *Clicks Club Card* magazine is the primary communication medium of the award-winning Clicks Club Card customer-relationship management programme.

\**Dare*, the youth magazine published for Legit clothing store, is a quarterly publication with a circulation of 65 875. The title focuses on women between the ages of 18 to 25, who are vibrant; stylish; and frequent Legit shoppers.

\**Jet Club* magazine is produced 10 months of the year, with a circulation of 122 0929. *Jet Club* magazine is the main channel of communication between Jet, Edcon's discount division, and more than one-million Jet Club members.

\**Discom Hair and Beauty* is released every quarter, and is the supplement to *Jet Club* magazine. This magazine is distributed to all Jet Club members and at Discom stores nationwide.

\**Heart* magazine is produced as a social responsibility project for the Heart and Stroke of Foundation South Africa. The title is printed annually, with a circulation of 16 200.

\**Life* is a healthcare magazine printed quarterly with a circulation of 93 920. *Life* magazine exposes the reader to a world of wellbeing, through articles that cover health issues; fitness and medical breakthroughs; as well as social and psychological topics.

\**MTN Connect* is a quarterly magazine with a circulation of 19 050. The title is distributed to MTN Service Centres, and aims to inform sales and service personnel about new products and procedures.

\**MTN Fusion* is distributed by MTN to sales consultants in the retail industry. This vibrant magazine is printed quarterly, with a circulation of 19 000.

\**MTN Yello* magazine is distributed five times a year to the public, via retail outlets and weekend newspapers countrywide.

\**Nedbank Golf Challenge* is an essential guide for South Africa's premier golf event. Features include golf instruction; events; and an equipment guide.

\**Private Edition*, edited by award-winning writer, Les Aupiais, is a quarterly magazine with a circulation of 14 435. This magazine offers a view into the lives of the wealthy.

\**PICA Award-winning magazine, Obrigado*, combines edgy content and opinions with solid, mainstream information. This quarterly magazine has a circulation of 17 105.

\**RCS Lifestyle* magazine introduces positive influences into the lives of its readers. This quarterly title is sent to all 480 000 active RCS members.

\**Salut!*, printed quarterly, is a one-stop reference guide to a vibrant; energetic; active and well-rounded life. This publication showcases the ultimate healthy lifestyle. The title has a circulation of 50 000.

\**Sea Rescue* magazine showcases the rescue missions and fundraising efforts of the NSRI. The publication includes a behind-the-scenes look into essential water safety information and crew stories. This publication is printed three months a year, with a circulation of 39 010.

For more information call 021 488 5900, log onto [www.tppsa.co.za](http://www.tppsa.co.za) or email [mjbeare@tppsa.co.za](mailto:mjbeare@tppsa.co.za).



**MEDIA FREEDOM IN FOCUS**

**+ Business must engage the media - Monyatsi**  
By Desi Tzoneva

Head of Group Stakeholder Relations of Old Mutual, Lebo Monyatsi, spoke at WITS University on Media Freedom Day, on Monday, 19 October. Monyatsi said that the role of business has changed and increased over the years to more than simply creating value for shareholders. Business is also a brand on its own, and this brand contains a business's reputation, which is vulnerable to the media, as it can either be built or destroyed. This is why reputation management is vital, said Monyatsi.

"Business mustn't shut out the media, but needs a strategy to effectively engage it," she said, adding that business needs to leverage the opportunities that media affords it to facilitate and disseminate information.

**+ Langa lauds SA media**  
By Desi Tzoneva

19 October marked the 30-year anniversary of Black Wednesday, the day in 1977 on which the apartheid government banned three newspapers. Retired Constitutional Court Judge, Pius Langa, commemorated the day at a celebratory event at WITS University.

"We are too close to history to see if we're closer to a maturing state, but the transition is extremely expressive," began Langa, describing South Africa as a 'noisy' society, with a "cacophony made by a young, vibrant society."

Langa said that South Africans are 'talkative' because it was an effective means of opposition of oppression during apartheid. "We talked our way to a Constitutional democracy. We talk because we are diverse - we are the entire world in one nation." Consistent communication was the only way to prevent people from hiding in a heterogenous society. "I doubt we shall be silent, I'll mourn that day if it comes to pass."

Langa said that for speech to be heard, it must be in the language of the audience. In South Africa, that language is the Constitution. The mediator for this is the judiciary, while the media is the medium through which this language is expressed.

Langa spoke of two fundamental shifts that have altered the media profession. One is the heralding of proper media freedom in South Africa. This freedom is newly established and "we dare not let that slip through our fingers." The second shift involves the method and access of dissemination of information. Wider circulation means wider public reach.

Langa also noted the importance of events such as the financial struggle of newspapers globally; the increase of broadband in South Africa; the national electricity crisis; the increased market of mobile phones; and new internet and TV users and viewers. These changes impact on the way in which information is released and received. Information dissemination is in flux and a "re-evaluation of structure; style; and content" are needed, alongside media self-regulation.

Langa said that the importance of an event like this was not to bemoan the excess of the apartheid regime, but to act as an introspective space which offers a place for reflection and self-examination.

He compared similarities between the media and the judiciary, saying that the freedoms that we normally speak of are the sharp focus of work in the judiciary as well as in the media. In the courts, judges can act based on the litigation before them, while the media depend on others in order to do their work, which is to report to the public.

The two professions also share common words, which in a democracy, give the power of thought. This is vital in the judiciary for forming judgments, and in the media for dispelling information. However, in neither case is this power blunt.

"We are on the cusp in the development of our democratic state. South Africa is a new majority democracy, and we have defined the things most important to the nation in granting social and economic rights and political participation. South Africa is also finding itself participating in the world. In 15 years, it has developed in a democracy capable of real contribution to the global community."

## ➤ Media advocacy – the role of the media in shaping the public's opinion

By Leigh Andrews

While news is meant to be impartial by nature, it cannot be denied that there is usually an element of control or influence involved. After all, “the news has the power to set public agendas; direct attention to particular issues; and, ultimately, influence how we think about those issues... In short, [the news] is an important link between citizens and their government,” says media scholar, [Frank Gilliam](#).

For as long as the media has been regarded as the [fourth estate](#) of government, its independence has been an issue, with certain papers seen as simply lapdogs or mouthpieces for government to make its policies felt clearly in the media. After all, soon after the French Revolution, British politician Edmund Burke, stated there were three estates in Parliament; but, “in the Reporters’ Gallery yonder, there sat a [fourth estate](#) more important by far than them all.”

Gilliam adds that it is not merely the volume of news that determines an issue’s ascension onto the policy agenda, but also the composition of that news. The way that a problem is presented, its news composition, determines how the public will view that issue. This is what is referred to as ‘framing.’ In essence, the frame is a ‘cue’; it signals to people how to think about an issue, not merely what issue to think about. Gilliam states that Shanto Iyengar identifies two basic types of frames – episodic and thematic. Episodic framing reduces life to a series of disconnected episodes; isolated events; or case studies, while by contrast, thematic framing gives a ‘bigger picture’ view, taking the form of a ‘backgrounder’, linked to the conditions that cause the particular instance, exploring context; issues; and trends.

[DemocracyCTR](#) states that: “Media advocacy, like all aspects of public advocacy, must be strategic. You need to have a clear sense of your objectives; of who you need to reach and move; and a plausible plan for how to do that.” Your next step is to be clear about who your audience is for your media work, and what you are trying to achieve – this will determine the different ways you will use the media, whether you aim to increase public awareness; change votes; or promote your organisation.

[Keith Ross](#) elaborates on IOL about the media’s role by quoting Professor Guy Berger, head of Media Studies at Rhodes University, who made several key points on *SaFm* Radio’s After Eight Debate about the media’s role in communication. Berger points out that while not the best on the continent, the South African media has a good ‘freedom dispensation’, and that it is prepared to ‘speak truth to power’, and confront abuses. However, he adds that some newspaper titles highlight entertainment value rather than facts – “and sometimes you wonder whether there are any facts in the entertainment.” Mapule Mbhalati also took part in the debate, stating that while the purpose of the media is to inform citizens; educate; and entertain, it also needs to keep them company – Ross quotes Mbhalati as stating, “the media is supposed to be a friend, but at the same time a teacher; an informer; and to serve the role of an entertainer.” Jaco Pienaar of Newsclip’s Analysis department feels that the mass media definitely has the power to shape public opinion, especially in terms of media effects. From a research point

of view, he feels there is a need to examine and follow ‘hot’ issues and report on whether these issues actually unfolded as reported. This determines whether the resulting analysis is based on the issue, as opposed to being based on a company.

Berger states that, “there is a huge lack of accountability and a very problematic communications flow at the local level.” The topic of media advocacy therefore points to the need to curate any news that comes across as one sided – after all, there are usually three sides to any story – “yours; theirs; and the truth.” Take it all with a pinch of salt.

The discussion continues on our [blog](#).

### JOIN THE CONVERSATION



### ABOUT US

#### Get to know the team

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#### Get in touch

Want to make a contribution? Want to share your opinions and stories about the media industry? We want to hear from you.

You can email us at [updates@newsclip.co.za](mailto:updates@newsclip.co.za) or call us on (011) 288-6600.

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