

## Salie de Swardt, MD of Media 24 retires after 37 years



Salie de Swardt, Managing Director of Media24, has decided to retire after 37 years in the industry. At his farewell last week, the likes of Peet Kruger, editor of Beeld; Rikus Delpont, editor of Finansies & Tegniek; Deon du Plessis, publisher of Daily Sun, and Michelle van Breda, editor of Sarie magazine, paid tribute to this great man.



Media 24 is the print publishing division of Naspers, owning 43 magazines, 49 newspapers and various printing plants, distribution and Internet businesses. It is the biggest publisher of newspapers, magazines and Internet web sites in South Africa.

Salie de Swardt, following completion of his studies at the University of Stellenbosch, joined Die Burger in the capacity of reporter in 1968. He was a founder editorial member of Beeld in 1977, subsequently promoted to the position of assistant editor of the newspaper. In July 1984 he was appointed founder editor of Finansies & Tegniek and, in 1989, promoted to the position of Beeld editor. In 1993 he became chief executive of the then Nasionale Tydskrifte.

In 2000 de Swardt became the first Media24 managing director to manage newspapers, magazines and printing-houses. "Under his guidance, an outstanding leadership of managers and editors was developed," Ton Vosloo says. "In turn they benefited from his sound judgment shaped by many years of hands-on experience." Under Salie's innovative leadership, various new titles were launched, including the tabloid Daily Sun and several magazines. In addition, new partnerships were formed, such as those with Touchline and Paarl Media, while Media24's Internet enterprises, including News24, became leaders in their fields in South Africa.

De Swardt's awards during the course of his career include the Sanlam prize for financial reporter of the year, the sought after Nieman bursary to further studies at Harvard University in the United States and Naspers' most prestigious honour, the Phil Weber award, in 2003. In 2004, the Print Media Association of South Africa also honoured him with the PMSA fellowship award for his contribution to the furthering of the newspaper and magazine industry's interests.

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