



# Blow to newspaper revenue

It is hardly surprising that the print media industry in South Africa has slammed new Gauteng government regulations that will dispense with newspaper notices about land use and township planning - they stand to lose a substantial revenue source.



By [Chris Moerdyk](#) 25 Jan 2006

A statement from Print Media SA says the regulations have 'raised alarm among professional and civic organizations who rely on the news media for public information about these developments.'

## The Real Reason

But, what the statement doesn't say is that the real cause for concern among Print Media SA members is that with the implementation of these regulations, they will lose a very lucrative captive advertising market. the truth be told this hoo-ha is more about money than morality.

It seems Print Media SA has been wrong footed on this occasion, unlike when the JSE decided to dispense with the need for listed companies to take obligatory ads in newspapers for their interim and final results. That's a battle Print Media has won so far, managing to get a stay of execution so to speak. Although it is inevitable that with the popularity of the internet it won't be long before public companies will be able to legally take this far more economical option.

## Some Good Points

But, getting back to the new Gauteng regulations, while Print Media SA have been a little cheeky in terms of not going public with all their concerns, they do make some good points.

The new regulations provide for future notices being published in the Provincial Gazette - a publication, claims the PMSA, that private town planners say is simply not accessible to the majority of citizens and small businesses.

PMSA adds: "A law firm that has analysed the regulations says the public, as well as all parties who have an interest in land use management, townships and development, should be concerned because newspaper have been the traditional source of public notices and provide an effective instrument for members of the public to respond to or object to proposed developments and other applications.

"The regulations propose that the owners of adjoining properties or ward councillors be informed of developments. But in principle all the inhabitants of a province should be informed of issues which may affect them, their environment or their properties."

PMSA really did need to add that one more paragraph to its statement - "and of course, we really are annoyed about losing all that money-for-jam advertising revenue..."

## ABOUT CHRIS MOERDYK

Apart from being a corporate marketing analyst, advisor and media commentator, Chris Moerdyk is a former chairman of Bizcommunity. He was head of strategic planning and public affairs for BMW South Africa and spent 16 years in the creative and client service departments of ad agencies, ending up as resident director of Lindsay Smithers-FCB in KwaZulu-Natal. Email Chris on [moerdyk@gmail.com](mailto:moerdyk@gmail.com) and follow him on Twitter at [@chrismoerdyk](#).  
View my profile and articles...

For more, visit: <https://www.bizcommunity.com>