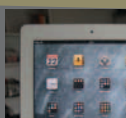
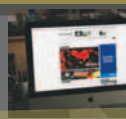
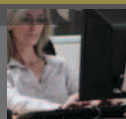
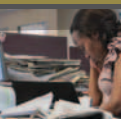
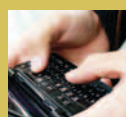
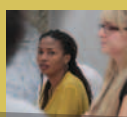
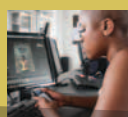


STATE OF THE NEWSROOM SOUTH AFRICA 2013

Disruptions and Transitions



Glenda Daniels



WITS
Journalism

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PREFACE

AROUND THE WORLD, NEWS MEDIA ARE IN TURMOIL, GRAPPLING WITH THE CHALLENGES OF ADAPTING TO RAPIDLY CHANGING TECHNOLOGY AND BUSINESS MODELS, and their impact on the way we gather, produce, present, distribute, sell and consume news. In South Africa, this is overlaid with the complex issues of transformation – the need to shift the structure of our media from the apartheid inheritance into an industry that can serve democracy and celebrate freedom. Our news industry is engaged on two fronts, which makes this both a difficult and tremendously exciting time, demanding a balance between boldness and thoughtfulness, innovation and convention.

This pilot State of the Newsroom (SoN) 2013 report aims to promote debate and discussion about these challenges, with some research, data and an airing of ideas. It is the first time we are dipping our toes into this water, and plan to do so on an annual basis. We are hoping that Wits Journalism, located close to the heart of the media industry but with the space and resources offered by a university campus, will be well placed to offer some food to nourish discussions.

SoN does not aim to be comprehensive. We have purposefully selected a few of the most topical aspects to research and hope to vary this from year to year. Apart from an overview of the media landscape, this year we offer a look into changes in the legal and regulatory framework, an examination of the issues of race and gender in our newsrooms, the move to digital first newsrooms and the uptake of social media among journalists. We also provide an analysis of recent Ombudsman's rulings in the print industry and an overview of training in our major media companies. It is no more than a snapshot of key issues in 2012-13.

We ask many questions in this report, and hopefully we help point to some answers and stimulate some thought and debate.

Data collection took place between June 2012 and June 2013. The research combined a variety of quantitative and qualitative methodologies, chosen to meet the demands of each chapter's subject matter. For instance, the chapter on Press Council Rulings relies on statistical analysis while the chapter on Training is largely qualitative, based on semi-structured interviews but also containing data on how much was spent and how many staff were trained by the media companies. Over 70 editors, journalists, online staff, managers and trainers from all media types were interviewed.

For purely practical reasons, the report has a Johannesburg bias, something we hope to address in future years.

We are indebted to the newsrooms who participated, included *Business Day*, *Eyewitness News*, *CNBC Africa*, *SABC*, *Mail & Guardian*, *Beeld*, *Sunday Times*, *City Press*, *The Witness*, *The Citizen* and *Sowetan*. The Star and the Daily Dispatch agreed to participate but the researcher assigned to these two newsrooms was unable to complete the task due to outside circumstances. e.tv was approached to form part of the research but declined.

We owe gratitude to those who gave us their time and resources. For the others, we hope you will see the value in working with us to fill out this report in the coming years.

Five postgraduate students in the Wits Journalism department – Camilla Bath, Kagiso Ledikwa, Taurai Maduna, Ebrahim Molla and Mackson Muyambo – assisted with the research.

WITS JOURNALISM, LOCATED CLOSE TO THE HEART OF THE MEDIA INDUSTRY BUT WITH THE SPACE AND RESOURCES OFFERED BY A UNIVERSITY CAMPUS, WILL BE WELL PLACED TO OFFER SOME FOOD TO NOURISH DISCUSSIONS.

There is also a collaborative component to the research. Dr Julie Reid and Kelly Hawkins from Unisa's communications department provided much of the data for the analysis of the Ombudsman's rulings. The chapter would not have been possible without assistance from the Press Council.

All of it was coordinated and overseen by Dr Glenda Daniels, who has done sterling work for over a year on this project.

We drew on much previous work: the Survey of Working Journalists, August 2012, conducted by Wits Journalism; the Sanef Skills Audit of 2002; and international reports such as the State of the News Media – an annual report on American Journalism by the Pew Research Centre's Project for Excellence in Journalism.

We are already planning next year's report, so ideas, comments and criticism are welcome (send to: Glenda.Daniels@wits.ac.za).

Prof Anton Harber and Prof Franz Krüger

Wits Journalism, Johannesburg

September 2013

EXECUTIVE SUMMARY

THE NEWSROOM OF SOUTH AFRICA TODAY IS A SHIP SAILING INTO EXTREME HEADWINDS OF CHANGE – FROM DIGITAL DISRUPTION, REGULATORY CHANGE AND GOVERNMENT HOSTILITY TO DOWNSIZED NEWSROOMS, DECLINING CIRCULATION AND SHIFTING REVENUE MODELS.

In 2012-2013, journalists and newsrooms have navigated major transitions from media ownership, in some cases, and a new press code to the Secrecy Bill being passed in Parliament. There were converging newsrooms negotiating the digital-first trend, the consolidation of newsrooms such as that of *Business Day* and *Financial Mail* and morale-dampening retrenchments.

But if the vessel is being buffeted this way and that, it is also showing signs of meeting change head-on such as in gender and race transformation and with varied and pluralistic training. Crucially, we found in the newsrooms surveyed more optimism than negative sentiment about the move from traditional media to digital-first although none could envision the end point.

So a leaky ship, perhaps, but a tough one and with an adventuring spirit.

The State of the Newsroom report 2012-2013 has six chapters: the Media Landscape; the Legal, Regulatory and Political Framework; Race and Gender; Digital First; the Ombudsman's Rulings; and Training. Below is a summary of what each chapter contains and the key findings:

Media Landscape: This is a broad outline of the country's print and broadcast media. The media landscape is described and quantified, and deconstructed into print, broadcast, and online (social media is tackled in a separate chapter). Notable changes include significant retrenchments, declining print circulation and shifting advertising revenue. Some attention is devoted to key debates around media ownership and transformation, for instance, the change from Avusa to Times Media Group and the new Sekunjalo Independent Media consortium buying Independent Newspapers. Other media trends such as the erection of paywalls, the growth of internet use for news and rolling out of apps are discussed.

The Legal, Regulatory and Political Framework: This chapter deals with the environment within which journalists have to work, including the Constitution and other laws on the statute books, for instance, the National Key Points Act and the Protection of State Information Bill (Secrecy Bill). The chapter also discusses the changes to the Press Council and Code as well as freedom of expression, and freedom of information, with a narrative on the Protection of State Information Bill passed by the National Assembly on 25 April 2013. The chapter concludes that, with reference to media freedom, journalists had to contend with a mixed bag of fortunes: on the one hand, welcoming a review of the National Key Points Act and news of President Jacob Zuma dropping legal claims against the media worth R60-million to, on the other hand, worries that there were still draconian clauses in the amended Secrecy Bill that would impact on investigative journalism and that freedom of expression would be hampered by political intimidation.

Race and Gender: Transformation has significance, considering that the newsrooms of the apartheid era were predominately white and male. The research outlines the Employment Equity policies of the media companies. Strongly indicated in this chapter is race- and gender-transformation progress by 2012 compared with newsrooms in 2002. The

2012-13 research found that in most newsrooms the majority of editorial staff members were black but not by a huge majority: The 2012-2013 findings from the nine newsrooms surveyed – CNBC Africa, EWN, *City Press*, *M&G*, *Sunday Times*, *Beeld*, SABC, *The Witness*, and *Sowetan* – were that the majority of journalists were black at 61% and that there was near gender equality with women journalists comprising 49%. Regarding editors of the nine papers, 55% were black and 45% were white. The gender split was 55% male and 45% female.

DRILLING INTO GENDER DYNAMICS, MOST OF THE NINE NEWSROOMS HAD EQUAL, NEARLY EQUAL AND SOMETIMES HIGHER NUMBERS OF WOMEN THAN MEN. THE EXCEPTIONS WERE THE SOWETAN AND THE WITNESS, WHICH WERE MALE-DOMINATED

However, with editors countrywide from the main commercial newspapers, belonging to the five print companies, the picture is slightly different: out of 42 editors, 23 are white and 19 are black, or 55% white and 45% black. With gender, it's 29 male editors and 13 female, or 69% male and 31% female.

Drilling into gender dynamics, most of the nine newsrooms had equal, nearly equal and sometimes higher numbers of women than men. The exceptions were the *Sowetan* and *The Witness*, which were male-dominated. There were no comments from women journalists regarding discrimination or

victimisation. What is interesting to note is that the editors surveyed all said they were satisfied with race and gender transformation in their newsrooms (besides one SABC senior editor who found the public institution too black). In addition, there were some grumbles from journalists who said their newsrooms were not adequately transformed but could not explain why they felt this way, for instance, at the *M&G*.

Digital First: While digital-first policies, incorporating social media were being practiced in many more newsrooms, we selected four to examine. All four newsrooms – BDLive, *Mail & Guardian*, Eyewitness News and *City Press* – reported that their digital-first (and concomitant social-media) strategy accelerated in 2012-2013. The process seemed a bit haphazard and chaotic but the newsroom occupants stressed this was a “process” and it was a “transition” rather than digital first in actual implementation. The term “convergence” was no longer *de rigueur* and it appeared to be an ever-changing dynamic process. All the interviewees agreed the implementation of the digital-first strategy had no particular end point and they could not predict the future media landscape other than to say that digital media would probably supersede traditional media. The changes from traditional news media to digital enjoyed a more positive welcome than a negative one although some journalists were struggling with the multitasking required. Interestingly, many noted that senior journalists were adapting better to change than juniors. All the newsrooms concerned were grappling with business models and the concept of how to generate revenue from online journalism. Only the *M&G* had a social-media policy up and running; most other newsrooms were drafting theirs.

The Ombudsman's Rulings: This chapter's background is widespread criticism of the press, especially emanating from the ANC and SACP. The chapter examines the number of complaints lodged against print-media organisations during an eight-month period in 2012, how these were resolved and what additional measures were implemented. The most common complaint fell into the category of “failing to report truthfully, accurately and fairly” – a very broad category. On closer examination, most of the complaints related to the issue of right of reply. Complaints came from a wide range of people from both the private and public sectors. Although the ANC, the SACP and various government institutions were often the most vociferous in their criticism – accusing the media of falsehoods and sensationalism – the number of complaints from these quarters did not stand out in the data examined. The most common rulings made by the Ombudsman was a call for an apology by the publication for failing to report truthfully, accurately and fairly; with rulings on the right to reply coming in at second place. Most complaints were settled informally and did not go to the hearings stage. Of a total of 48 rulings made by the Press Council in the eight months: 17 cases were dismissed (the publications were found not to be at fault); 16 were partially dismissed; 12 complaints were upheld; no rulings could be made in two cases; and one was settled. There was one appeal but the Ombudsman's ruling was upheld.

Training: Millions – at least R69.65-million – were invested in training in 2012 for the budget year March 2012-April 2013: Media24 spent R35.75-million; the SABC R23-million; Times Media Group R7.4-million; and Independent Newspapers between R3-million and R4-million. The number would have been higher had the *Mail & Guardian*, Primedia and Caxton responded to the request for information about training budgets. This chapter outlines some of the policies governing training as well as programmes implemented by the media houses. Information was collected through official channels at the companies, as well as interviews with in-house and freelance media trainers to give a well-rounded picture of training in 2012-2013. The interviews revealed a pluralistic and rich diversity on the media-learning landscape. Three major issues emerged: newsrooms were under resourced in terms of senior staff, who were already overworked; there was a need for formal mentorships; and training appeared to be in line with the newsroom in transition.

Lastly, a Wits Journalism survey into training needs for working journalists showed enthusiasm to learn new skills, particularly in the field of online journalism.

01 THE MEDIA LANDSCAPE

DISRUPTIVE CHANGE HIT NEWSROOMS IN 2012-2013, RESULTING IN TRADITIONAL AND DIGITAL MEDIA JOSTLING FOR SPACE. Online media offerings increased, with Media24's News24 portal continuing to dominate. Some were connected to traditional media such as IOL (the portal of Independent Newspapers) and others, for instance, the Daily Maverick, independent and online only. Some of the key trends for traditional media included producing news on a diversity of platforms, such as tablet and mobile; grappling with paywalls – or “digital subscription models” as their proponents prefer to call them – and incorporating social media, Twitter in particular, into everyday work. News-readership habits also showed a change during 2012, with apps for tablets coming into their own. An increasing number of consumers were getting their news through a variety of apps, for instance, those for iPads and smartphones. For example, the *Mail & Guardian* surmised that a decrease in its print edition, by a few thousand, was due to an increase in Kindle sales, up to about 2 000 by May 2013.¹

However, the background picture is still a media landscape divided into broadcast, print and online offerings of the commercial, state-owned and community-based varieties. Four big companies dominate the print landscape: Times Media Group, Caxton, Independent Newspapers and Media24, with the latter the largest by far. There is also the smaller but influential *Mail & Guardian* plus the most recent addition to the scene, TNA Media that owns The New Age newspaper. The state-owned SABC dominates broadcasting while Primedia and Kagiso are key players



Traditional and online media jostle for space in the newsroom.

Photograph by Liesl Frankson

in radio. Sabido Investments – owners of e.tv and eNCA – and Naspers' DStv MultiChoice – are important players in television. There is also a host of community newspapers, radio and TV stations.

The aim of this chapter, then, is to provide a broad but not exhaustive overview of the media landscape, as sketched above, discuss any new products or launches that took place in 2012-2013 and outline some of the key ownership patterns and changes. Various trends are highlighted, for instance, the decline in circulation and advertising revenues, especially for English and Afrikaans language print dailies, the move towards digital publishing and retrenchment of journalists.

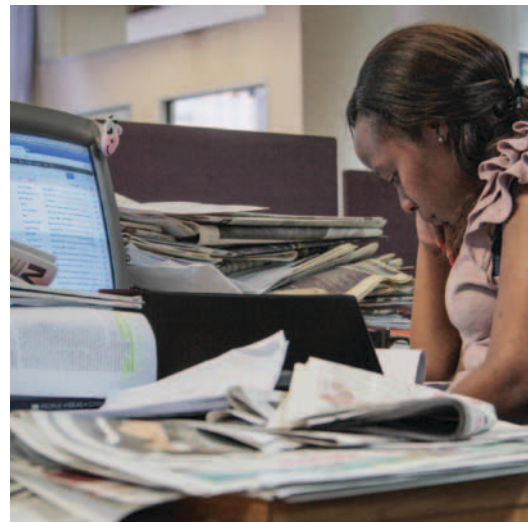
Important developments and changes in the legal and regulatory framework, for example the Protection of State Information Bill and the National Key Points Act, are discussed in the next chapter.

1. THE PRINT MEDIA

There are 241 newspapers in South Africa registered with Print and Digital Media South Africa². However, if one looks at ABC circulation statistics for January to March 2013, there are 359 newspapers: 15 weeklies; 32 weekenders; 219 free newspapers; 58 locals; 28 dailies³ and six hybrids.

The majority of the publications catered for English speakers. Two other languages, Afrikaans and isiZulu, featured prominently.

The bulk of the newspapers are urban based, with an urban bias in their coverage, while *The New Age* attempts to provide regional and some rural coverage. However, many of the community papers, locals and free papers focus on issues related to their particular towns and communities. Some of these papers are based in small towns rather than big cities. The combined totals for free (219) and local (58) equals 277 newspapers.⁴



The bulk of newspapers are urban based.

Photograph by TJ Lemon

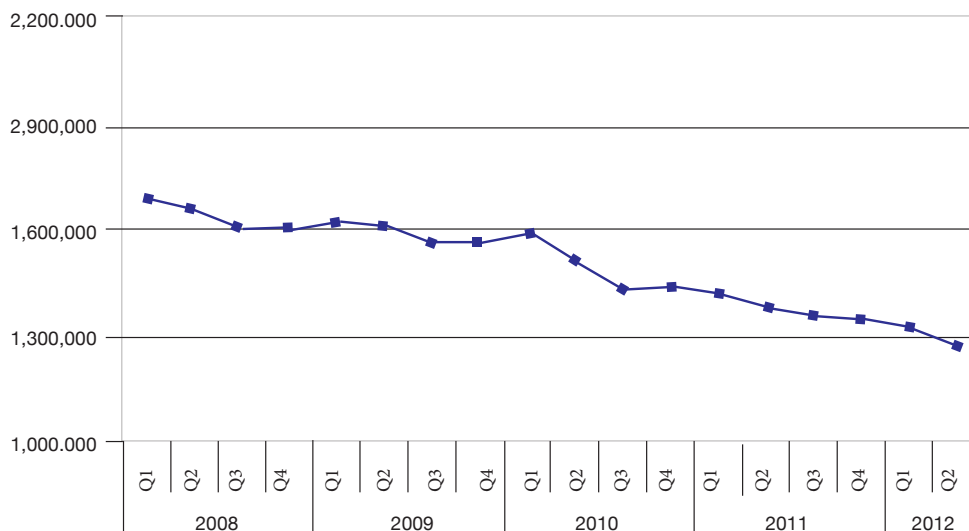
1.a Circulation

There has been a steady decline in newspaper circulation over the past few years. The circulation of dailies has fallen by an average of 5.5% annually since 2008, according to the ABC.

ABC statistics released in February 2013 for the period October 2012 to December 2012 showed a continuation of the downward trend.⁵ The four-year trend analysis showed that daily English titles declined the most, followed by Afrikaans titles. The biggest declines

came from the *Cape Argus*, *The Star*, *Cape Times*, *Pretoria News* and *Sowetan*. (In the case of Independent Newspapers – the owner of the first four papers listed – this is partly attributed to stopping incentivised sales rather than readership sentiment.) The trend persisted in 2013 with, for example, the *Cape Argus* total circulation dropping from about 35 000 in early 2012 to about 33 000 in the first quarter of 2013, and the *Cape Times* dropping from about 39 000 to about 35 000 over the same period. However, the *Sowetan* was stable from early 2012 to 2013, at about 98 000 total circulation.

The four year trend analysis shows a decline of daily newspapers: graph from ABC



There was also a decline for weeklies and weekend newspapers, but both the Saturday and Sunday editions of the isiZulu *Isolezwe* daily paper bucked the trend: the Sunday was at about 95 000 in early 2013 from about 85 000 a year earlier while the Saturday was at about 80 000 compared with 69 000 a year earlier.

Isolezwe's circulation declined, but by a small margin: in early 2012, circulation was 117 266 while in the first quarter of 2013 it was down to 116 186. Likewise, with the *Mail & Guardian*, the decline was small: its total circulation in early 2012 was about 47 000 and in 2013 it was about 45 000.

Prior to the four-year trend decline, both the *Sunday Times* and the *Daily Sun* have claimed the moniker, “the country’s largest newspaper”, at different times boasting circulations of about half a million. ABC figures for the *Sunday Times* total circulation in 2012 was 455 129 but by January-March 2013, this was down to 442 018. Likewise, the *Daily Sun* in 2012 had a total circulation of 336 316 and, by the first quarter of 2013, this had decreased to 296 489.

The magazine sector has also suffered circulation decline although not as badly as newspapers. A total of 518 magazines were registered with the ABC in 2012. These ranged from consumer to entertainment publications, business and sport magazines as well as a range of specialist publications. According to ABC data, magazine sales declined in 2013 by 0.2% while consumer-magazine sales dropped by 3.7%.

1.b Cutting costs

Many print-media houses tackled the need to cut costs in an ever-tightening economic climate by calling for voluntary staff retrenchments. However, beyond and before this, over the past four years, cost-cutting took place via the combining or consolidating of news operations into “hubs” and “shared services”. For example, Independent Newspapers’ subeditors began “pooling” in 2009, and at Media24, photographic, sports and day-subbing were consolidated across Afrikaans newspapers in 2012 (although senior night-production people were retained at the three daily newspapers). This year we have seen BDFM’s *Business Day* and *Financial Mail* newsrooms merging at Times Media Group. The consolidation of resources, newsrooms and departments either followed or was the pre-cursor to staff cut backs and retrenchments. In late November 2012 *Business Day/Financial Mail* (BDFM) announced voluntary redundancies as a cost-cutting measure,

citing the fact that the company was trading at a loss.⁶ Between March 2012 and April 2013, BDFM shed 34 jobs (editorial, sales and admin).

Since the downturn in 2008, there has been “an almost constant state of staff cuts, restructuring and rationalisation” at Media24, head of Afrikaans newspapers, Tim du Plessis said.⁷ However, this became more severe in 2012. “Our processes of reducing newsroom staff (under severe pressure) started in September last year,” he said. From September 2012 to April 2013 44 positions were cut from the newsrooms of *Die Burger*, *Beeld*, *Volksblad*, *Rapport* and the shared editorial services, Sport24 and Sake24 – some 10% of the editorial workforce in Media24’s Afrikaans news division.⁸ This was done through retrenchments, voluntary severance packages, early retirement and attrition.

The English titles in the same stable, which include *Daily Sun*, *Sunday Sun*, and *City Press*, (plus one Afrikaans title, *Sondag*) shed 53 positions from 2012 to March 2013.⁹ These losses also included retrenchments, the freezing of posts and early retirement packages, Media24 News: English titles general manager Minette Ferreira, disclosed.¹⁰

From March 2012 to April 2013 Times Media shed a total of 18 senior staff members: three through “mutual separation” and the others through retrenchment, managing director Mike Robertson said.¹¹

During the two-decade-old Irish ownership of Independent Newspapers, 3 000 employees (staff across the board) have lost their jobs in cost-cutting measures implemented by Dublin.¹² However, in the financial year March 2012-April 2013 – as there were negotiations to sell to the local Sekunjalo-led consortium – there were no retrenchments in editorial, according to the company.¹³

Caxton senior management staff¹⁴ also declared that there were no editorial retrenchments to report during the financial year 2012-2013.

One of the biggest media employers, the SABC, also cut back on staff in recent years. The then communications minister, Dina Pule, said that by February 2013, the public broadcaster employed 3 645 staff, down from 3 889 in 2010.¹⁵

1.c Ownership

Two major developments changed the print landscape in the country in 2012 and 2013: 1). the sale of Independent

Newspapers to the local consortium Sekunjalo Independent Media (SIM) in 2013, and 2). the buy-out of Avusa by Times Media Group (TMG) in 2012.

The sale of Independent Newspapers to SIM saw ownership of the company return to South African hands after two decades under the Dublin-based Independent News & Media (INM). The R2-billion deal, led by businessman and former medical doctor Dr Iqbal Survé, was signed in February 2013 and gained approval by regulatory authorities in July 2013. The deal came after INM restructured in the midst of a debt crisis. Survé's plans for the company include expanding into vernacular languages (beyond its successful Isolezwe titles) and into other parts of Africa plus growing and acquiring digital properties.¹⁶

The second major ownership change occurred in August 2012, when the Competition Commission approved the TMG buyout of Avusa. The latter then delisted from the Johannesburg Securities Exchange (JSE). In 2013 TMG acquired the remaining 50% of BDFM from joint-venture partner Pearson. The TMG deal of August 2012 was granted approval on condition that there would be no more than 14 retrenchments at the company's head office. However, the ripple effect of the new company, and its restructuring, had a more widespread effect. With the new board, a leaner structure emerged and significant staffing changes were announced in early 2013 at the *Sunday Times*, the company's flagship newspaper.

THE NAME "AFRICA EDITION" HARKS BACK TO THE NAME OF THE PAPER'S OLD EDITION FOR BLACK READERS UNDER APARTHEID, BUT THE DIFFERENCE, ACCORDING TO SEFARA, WAS "THIS TIME WE'RE AFRICAN BY CHOICE, NOT BY LAW".

1.d New developments

Both *Business Day* and *Sake24* were hit hard by a change to the JSE rule governing the publication of company notices, effective 1 January 2013, which reduced corporate advertising spend by about R200-million.¹⁷ Prior to 2013, JSE-listed companies had to publish results and price-sensitive information in an English national daily newspaper and in another official language (usually *Sake24*, the business supplement carried in Media24's *Beeld*, *Die Burger* and *Volksblad*). From January 1, a short-form announcement now suffices in a daily newspaper in any official language.

Business Day reportedly experienced a 40% drop in advertising volume in the first quarter of 2013, while *Sake24* reported as much as a 75% drop in advertising volumes related to financial reports. *Business Day* editor Peter Bruce said that after two months of the rule change, the paper had fallen 40% behind budget.¹⁸

Circulation and advertising revenue declines and staff cutbacks aside, a further development, or change, took place with the *Cape Argus*, which changed from broadsheet to tabloid in March 2012 and moved from the afternoon into the morning market.

In addition, and somewhat against the tide of cost cutting, Independent Newspapers launched a wholly new edition of *The Star* in April 2012. *The Star* Africa edition was inspired by the success of the Soweto edition. Set up with a small team of reporters, the Africa edition has its own content editor and targets black people with a township background. This newcomer has seen a rise in its readership from sales of "600 on launch to 6 000 a day now", the editor of *The Star*, Makhudu Sefara, said.¹⁹ The name "Africa edition" harks back to the name of the paper's old edition for black readers under apartheid, but the difference, according to Sefara, was "this time we're African by choice, not by law".

1.e Transformation

The ANC's criticism of the print media is that it is a highly concentrated sector which lacks diversity through the entire value chain including ownership and control, race, language, gender, and content. Black ownership, according to the ANC (using the Media Development and Diversity Agency's (MDDA) statistics), is minuscule at 14%,²⁰ and women's representation at board and management level is 4.44%.²¹ In a nutshell, there is a lack of transformation in the print sector, the party says. To this end, the ANC would like to see more regulation and "accountability" via a Media Charter, for instance.²²

A Print and Digital Media Transformation Task Team (PDMTTT) was instituted by the industry in August 2012 after Parliament's communication portfolio committee reiterated that a Media Charter was needed. The print-media industry was not in favour of a charter. Besides a lack of race transformation, according to the Parliamentary committee, there were other charges against the print media: it did not reflect a diversity of South African voices; it marginalised the rural and the poor; it was white-dominated not just in ownership but also in issues covered; and there was "cartel-like behaviour where emergent community and small



Questions have been raised about whether print media has been transformed at all levels.

Photograph by TJ Lemon

privately-owned media were smothered through a variety of anti-competitive behaviour”.²³

Pressure continued to mount on the media houses following a resolution taken at the ANC’s policy conference in Mangaung in December 2012. The organisation, in its document “Communication and the Battle of Ideas”, called for a Media Charter, a Media Appeals Tribunal, an inquiry into print and regulations and an investigation by the Competition Commission into anti-competitive behaviour. This latter investigation is currently in progress, in 2013, notwithstanding some earlier glitches and hitches.²⁴

The companies felt the industry could be transformed without parliamentary/political or other external intervention. The PDMTTT was set up under project director Mathatha Tsedu, to develop a common vision and strategy for transformation and to examine, among other issues, the low levels of black ownership in large media groups; lack of diversity; management, control, and employment equity; and skills development. A media statement by the PDMTTT in September 2012 stated: “Admittedly, there has been important progress in some areas, such as senior appointments of editorial staff, but the perception out there is still that the print media had not transformed on all levels. What this team needs to do, therefore, is to get the print industry to a point where transformation is accepted as being done. The print and digital media have to do everything

possible to show us South Africans that they are part of where we are going as a country – we need a media that is truly South African.”²⁵

The PDMTTT held its first meeting in September 2012 and began public hearings in January 2013. However, at the end of January 2013 it was dealt a blow when Caxton withdrew from the team because the issues under discussion were also the subject of an investigation by the Competition Commission into anti-competitive behaviour. A further knock came a month later when, in February 2013, TMG followed suit for the same reasons. By the end of April 2013, this view changed and all major newspaper made submissions to the PDMTTT, at the Civic Theatre in Johannesburg.²⁶ The presentations were disparate in nature and did not follow any set formula. However, the following main points must be noted from the companies’ written submissions.

Submissions on Transformation to the PDMTTT in April 2013

All companies submitted that they complied with the BEE legislation in particular the Employment Equity Act (1998), which is the country’s framework for Affirmative Action, providing equal opportunities for designated groups: black people, women and people with disability. The submissions also showed how they fared on ownership, management control, and race, among other equity prerequisites, such as Skills Development.

Media24: The company submitted a BEE scorecard which showed high scores for the following: ownership (20 out of 20) management control (8.5 out of 10); preferential procurement (18 out of 20); enterprise development (15 out of 15) and socio-economic development (5 out of 5). They had low scores for employment equity (2.19 out of 15) and skills development (about 3 out of 15). Racial breakdowns for Media24 editors in 2012 showed that, of a total of 30 newspaper editors in the company, 15 were white females, nine were white males, three were black females and three were black males. Altogether there were 24 white editors out of 30, with the single biggest group being white female. There were 704 newspaper journalists altogether of which 267 were white females, 213 white males, 133 black males and 91 black females. There were twice as many white journalists at Media24 than black (480 white journalists compared to 224 black journalists). The largest single category here was white female and the smallest category was black female.

Independent Newspapers: The company submitted that of its total staffing, 71% was black. Almost 60% of all editorial staff was black, and females represented just fewer than 50% of the editorial structure. Of the company's 19 titles (including the community stable) 10 had black editors, of which three were black women. Nine titles had white editors, of which five were female. In terms of senior management, 50% were black managers, of which one was female. Ownership wise, the company was in the process of being sold by Irish owners to a local group led by the Sekunjalo Independent Media consortium, the majority of whom were black but with some Chinese shareholding.

Times Media Group: It submitted that its overall black-ownership score was nearly 56%, while female black ownership was 13.43%. It noted its contribution to BEE and employment equity in the point system out of 100. TMG submitted that its total score for employment equity in 2012 was 65.28 (out of a 100), which was a decrease from 2010 and 2011 (77.15 and 77.3 out of 100 respectively). The company attributed this decreased score in 2012 to "structural changes within the group, as well as increased compliance targets". The departure of senior black and middle management had led to a reduced score. For senior management in editorial, out of 11 there were four black males and three black females. Employment equity, the company said, was affected by the increase in compliance targets. However, TMG had embarked on succession planning for editorial, advertising and a sub-editors development programme (where at least 40% must be black females for the latter).

Caxton: The company's presentation for its BEE component showed the following breakdown: it scored nothing on ownership (0.00) and its scores were low for employment equity (2.46 out of 15). However, Caxton's scores were high for management control (8.44 out of 10); skills development (11.43 out of 15) and preferential employment 15.61 out of 20. It scored itself very highly for enterprise development (15 out of 15) and for socio-economic development (5 out of 5). There was no further breakdown or explanation of the figures.

Mail & Guardian: Zimbabwean Trevor Ncube owns 77.5% of the *M&G* while *The Guardian* of the UK owns 10% and the Media Development Loan Fund owns 10%, with the remaining 2.5% owned by a group of founding members. On ownership it scored 0.00 (this low score, or no score, is due to the fact that the *M&G* is owned by a foreigner, a Zimbabwean). On management control it scored highly (8.88 out of 11); on employment equity its score was mediocre (9.27 out of 18); on skills development (8.03 out of 15). The *M&G*'s high scores were in the category of management control, and for its staff race component. The majority of staff was black. Of the company's staff of 149, a total of 81 were black and 68 were white. In the company's category breakdown of "Top, Senior, Professional and Skilled" there were 21 black men and 38 black women, compared with 20 white males and 28 white females. The majority of employees were women and the biggest single category was black women. This was the opposite of Media24, where the smallest category was black women.

NB: In chapter three of this report we tackle race and gender at specific newspapers, which belong to the above companies. So that, for example, whereas for race and gender at Media24, the numbers reflected here are for the whole company, the chapter on Race and Gender will reflect numbers at specific newspapers.

Community Media and Independent Publishing

There is a large community and independent publishing industry in South Africa. The sector, which includes free and local newspapers, shows a flurry of activity with titles coming and going. In 2012 alone, 18 newspapers applied for membership of the Association of Independent Publishers (AIP), according to executive director Louise Vale.²⁷ The AIP database shows there are 245 titles, primarily located in rural and disadvantaged areas,²⁸ including:

- 97 which publish some, if not all, content in indigenous languages;

- 26 publications which have ABC certificates, and;
- 33 publications which have ABC Grassroots certificates.

The MDDA has supported 52 titles since 2006.

According to the ABC in 2013 (January–March), there were 219 free newspapers in the country with a net distribution of 6 195 065. In terms of local newspapers, ABC figures show that there were 58 in January–March 2013, with a total circulation of nearly 482 000.

2. THE BROADCAST LANDSCAPE

The national broadcaster, the SABC, dominates the broadcast landscape in both radio and television. However, there are three commercial operators which are making an impact in the television sector – e.tv, South Africa's first free-to-air channel²⁹; DSTv, a pay-TV service operated by MultiChoice, with M-Net and SuperSport as premier channels³⁰; and TopTV, the latest entrant to the pay-TV scene, run by On Digital Media.

Radio remains the country's most widespread and popular medium in the broadcast landscape, and includes public radio (18 SABC stations)³¹ as well as a number of commercial stations such as 702 Talk Radio, Cape Talk 567, Kaya FM, East Coast Radio and 94.7 Highveld Stereo. There were approximately 165 community radio stations on air in 2012–2013. According to the February 2013 Radio Audience Measurement Survey (RAMS),³² the total adult radio listening population was 31.26-million, and of that, 8.74-million respondents listened to community radio.³³

A plethora of legislation, including the Broadcasting Act, 1999; the Icasa Act, 2000; and the Electronic Communications Act, 2005, regulate broadcasting.

The SABC has commercial radio stations such as Metro FM and 5FM and one commercial TV channel, SABC3 that rely overwhelmingly on advertising revenues, and some revenue from television licences. This has meant it is constantly caught between the conflicting demands of public service and commercialism. It has suffered from management instability; having gone through four boards in five years, and in 2013 was on its second interim board. In addition, many of the senior posts were filled with acting appointments for long periods of time, including an Acting Group COO and Acting head of news. The Broadcasting Act allows for the board to control the affairs of the corporation but there appears to be ruling-party interference in board appointments

that shifts with power battles within the ANC, causing instability. The president appoints board members based on the recommendations of parliament, following public interviews of candidates. Also controversial is the power of the Minister of Communications to veto key executive appointments.

This instability has been compounded by large-scale financial losses, and the government had to step in with a R1,4-bn loan guarantee in 2009 to keep the corporation afloat. In a nutshell, this was due to mismanagement of the institution: SABC costs had been rising for a number of years and its revenue had not been keeping pace. Ballooning consultant costs, international programme-acquisition costs, SABC international costs and staff costs all contributed to the problem. Battles between the 2007 SABC board and management exacerbated an already difficult situation. In 2013, it was reported that the SABC had paid back R784-m of the R1-bn it had drawn on this loan.

Critics accuse the SABC of favouring the ruling ANC, in much the same way as the broadcaster was accused of favouring the ruling National Party during the apartheid era. It has been accused on a number of occasions of executive or ruling-party political interference³⁴. Other complaints range from self-censorship to selective news coverage.

RADIO REMAINS THE COUNTRY'S MOST WIDESPREAD AND POPULAR MEDIUM IN THE BROADCAST LANDSCAPE, AND INCLUDES PUBLIC RADIO (18 SABC STATIONS)³¹ AS WELL AS A NUMBER OF COMMERCIAL STATIONS

A vibrant civil-society movement monitors the SABC. The SOS: Support Public Broadcasting is a coalition that represents trade unions, civil-society organisations, independent film- and TV-sector organisations, academics and freedom of expression activists. The coalition aims to create a public broadcasting system dedicated to the broadcasting of quality, diverse, citizen-orientated public programming committed to deepening South Africa's Constitution.³⁵ It was set up in June 2008³⁶ to monitor serious governance, management and financial instability that started to emerge in late 2007.³⁷



2.a Television

According to the latest Census statistics (Census 2011), households in South Africa have more televisions than radios.³⁸ Currently the SABC operates three national television channels: SABC 1, focusing on youth entertainment, drama and sport broadcasting in the Nguni languages and English; SABC 2, focusing on nation building with an emphasis on the complexity of the country culturally, historically and traditionally and broadcasting in Sesotho, Afrikaans, Xhosa, Tshivenda and English; and SABC 3, a full-spectrum channel in English.³⁹

e.tv, DStv and TopTV offer alternative television viewing and diversity. The SABC monopolised TV broadcasting till 1986 when Naspers – also the owners of Media24 – launched the commercial subscription channel M-Net, which offered movies, sport, entertainment and lifestyle programmes. The company was listed on the JSE in 1990. MultiChoice, a sister company in the Naspers stable, was set up in 1993 offering subscription television services.

The free-to-air station, e.tv launched in 1998. Sabido Investments owns e.tv, which in turn is owned by black economic empowerment group Hosken Consolidated Investments and Remgro. e.tv has been picking up viewers from SABC 3, particularly for its 7pm prime-time news show⁴⁰ while in August 2013 the SABC launched a 24-hour news channel on DStv.

DStv contributes to diversity but it dominates the pay-TV environment – especially live sport with its SuperSport channels – making it difficult for other subscription operators to grow. For instance, e.tv won a licence in 2007 to offer pay-TV but opted instead to

sell a 24-hour news channel – eNCA – to DStv. TopTV, which won its subscription licence in the same round of Icasa regulatory hearings as e.tv, in 2007, has struggled to get off the ground since launching in 2010. In 2013 it gained approval to broadcast “adult content” as a key differentiator to DStv and, to rescue the business, its founding shareholders agreed to sell 20% the company to StarTimes, a Chinese firm with pay-TV operations in 10 African countries. (The Electronic Communications Act caps foreign ownership in licensed broadcasting entities at 20%.)

In July 2013, Sabido announced it would launch a new free-to-air satellite TV service called Openview HD later in the year while the politically connected Gupta family (and owners of TNA Media, parent company of *The New Age* newspaper) has also sold a 24-hour news channel to DStv, called Africa News Network 7 (ANN7). This was launched in August 2013.

In August 2013, Icasa started a new round of hearings for pay-TV licences. One of the applicants was Kagiso TV, a subsidiary of Kagiso Media that owns East Coast Radio and Jacaranda FM.

There are seven licensed community television stations in the country: Cape Town TV, Soweto TV, Bay TV, One KZN, Tshwane TV, Bara TV and North West. The first to receive a licence to operate was Soweto TV in 2007, followed by Cape Town TV a year later. In terms of their licence conditions, community TV stations must serve a particular community, be non-profit and must involve members of that community in the selection and production of their programming.⁴¹

2.b Audience figures

While the SABC continues to dominate the television landscape, there has been a significant growth in viewership figures for subscription television over the past 10 years.⁴² The number of households which have pay-TV has grown from 13% five years ago to 25% in 2012.

The fight for audience has also heated up over English news, with free-to-air channel e.tv stealing viewers from the SABC 3’s English news at 7pm. For instance, e.tv’s 7pm news slot gets 2.5-million viewers compared with SABC 3’s news (also 7pm) that gets between 900 000 and a million viewers, according to the South African Advertising Research Foundation (Saarf).⁴³ In the six months ending March 2012, the SABC lost over one million viewers across all three channels in its prime-time news slots, according to Saarf audience ratings.⁴⁴

In August 2012 e.tv's eNews channel was rebranded eNCA (eNews Channel Africa) on DStv in Africa and launched on Sky in Europe. This move was the first step in a 10-year plan to go global with both South African and pan-African news services. The vision was "to become the Al Jazeera of Africa", according to Patrick Conroy, the channel's group head of news.⁴⁵

2.c The move to Digital Terrestrial Television (DTT)

Globally, the broadcasting industry is moving from analogue to digital technology for transmission. Digital technology enables superior picture and sound, multiple programme choices and interactive television abilities. In an interview with *Enterprise* magazine in 2008 the then Minister of Communications, Dr Ivy Matsepe-Casaburri, said education and indigenous languages would be the main beneficiaries. "...You will now have more channels than ever before. You will have more choice. There will be multiple channels with parliamentary services, SME and youth services, and the migration will assist job creation."⁴⁶ The move to the digital sphere will also free up bandwidth for the telecommunications and cell phone operators.⁴⁷

However, by 2013 the pace of implementing the move towards Digital Terrestrial Television (DTT), as required by the Department of Communications⁴⁸, has been slow. Nigeria, Botswana, Kenya, Uganda, Zambia and Mauritius have already launched their DTT services while South Africa has lagged behind the pack.⁴⁹ It was originally planned that the analogue feeds would be cut off at the end of 2011. This did not happen. Although the set-top boxes (STBs or decoders)⁵⁰ required for the move to digital were tested in 2012, a legal dispute arose over the management of the STBs conditional-access (CA) system. This went to the High Court, which found for e.tv's right to control the CA system, together with the SABC. The then Minister of Communications, Dina Pule, said she would not appeal the decision and that both the SABC and e.tv may control the CA system, with Icasa as the regulator.⁵¹ By the beginning of 2013, there were still "vested interests, legal disputes and delays" in the local DTT process: there were problems with the government and Icasa "dithering", dual illumination periods during which both digital and analogue were to run at the same time, and multiplex allocation problems.⁵² The international deadline for the final switch over is June 2015.

2.d Radio

In South Africa, a healthy radio (public, commercial and community) sector has the widest audience reach



of any media, according to Saarf RAMs figures as at December 2012.⁵³ There were about 16 commercial; 20 public radio and about 130 community stations broadcasting in South Africa in 2013.⁵⁴ (See a full list of radio stations in Appendix 2.) From urban to rural areas, listeners in the country tune into a wide variety of radio stations that provide news, entertainment, talk shows, music and more in many languages. People in South Africa spent an average of three and a half hours a day listening to radio during 2012, according to the Saarf December 2012 figures.

Public: Public radio in South Africa is run by the SABC and broadcasts in all 11 official languages (and two Khoisan languages). The largest listenership figures of all radio types (including commercial and community) are the SABC's African language stations, with the most listeners tuning in to Ukhozi FM (isiZulu) that has about 4.3-million listeners a week; Umhlobo Wenene FM (isiXhosa) with 2.43-million listeners; and Lesedi FM (seSotho) at 2.14 million. Ukhozi FM has 15% of the market followed by Umhlobo Wenene FM at 10.1% of market share.⁵⁵ Other public radio stations include SAfm, Lotus FM, and Radio Sonder Grense.

Community: There were slight changes to audience behaviour, according to Saarf (RAMS) of November 2012. In urban areas, a small percentage turned off from their usual stations, while those tuning into community-radio stations rose. For example, Franschoek 87.6 FM in the Western Cape and Bosveld Stereo, Moretele Community Radio and Radio Mafisa in the Northern Cape showed an increase in listeners. A similar pattern emerged in Limpopo and the Free State. The largest community-radio station in South Africa is Jozi FM, with an audience that once peaked at half a million but October 2012 RAMS numbers reported it had declined

to about 289 000.⁵⁶ The large community-radio sector has much potential. According to a recent document, The Healthy Community Radio Station (2013), the stations are conceived as critical vehicles for advancing community participation and access to information, particularly among communities that are excluded from the mainstream media.⁵⁷

ANOTHER NOTABLE TREND IN 2012-2013 WAS RADIO'S ABILITY TO PROVIDE A VARIETY OF CONTENT ON DIFFERENT PLATFORMS – ON AIR, ONLINE AND VIA CELL PHONES

Commercial: Adding to diversity, three new FM radio stations were launched in 2012-2013: Smile 90.4FM (music and talk in English and Afrikaans) in Cape Town, Vuma FM (mostly gospel music) in Durban and Power FM in Gauteng. Power FM, an English commercial talk-radio station launched in June 2013, has been hailed as a strong competitor to Radio 702. Commercial stations include Metro FM, 5FM, YFM, Jacaranda FM, 94.7 Highveld Stereo, Kaya FM, and Good Hope FM, Cape Town's largest radio station, among others.

Primedia broadcasting CEO Terry Volkwyn noted that radio was upping its game to communicate in different ways with its audience, becoming more interactive and encouraging citizen journalism through online and social networks. "This technological revolution is a game-changer for all traditional media, including radio,"⁵⁸ Volkwyn noted in April 2012, adding that a move from analogue radio signal to a digital system was on the horizon. This, however, will take time. Firstly, it is a costly exercise – and one of the reasons radio is the most popular media in South Africa is because it is the cheapest. Secondly, numerous time-consuming policy and regulatory changes will have to be enacted in the licensing environment.⁵⁹ Meanwhile, digital over-the-air radio through Digital Audio Broadcasting Plus – the radio version of DTT – offers great possibility, said Franz Krüger, director of Wits Radio Academy, but it is still a long way off in South Africa.⁶⁰ Another notable trend in 2012-2013 was radio's ability to provide a variety of content on different platforms – on air, online and via cell phones – bringing more interactivity with listeners. In addition, there was a growth of podcasts, linked to the more widespread use of the Internet.

3. THE INTERNET, PAYWALLS, APPS AND MOBIS

Internet usage in South Africa has more than doubled in the last four years. In 2012 one in three adults in South Africa – 12.3-million people – was on the Internet, according to findings in the New Wave research.⁶¹ This was up from 2008 figures, when it was found that one in seven adults used the Internet. At this rate, the figure will be two in three adults by 2016. The top five reasons for being on the Internet were: to find information; to socialise; for study; for work/business; and to look for a job. Along with growth in Internet usage was a change in the way in which people received news. The research showed that the Internet was more popular than newspapers and more people use the Internet daily than read a newspaper daily. Other findings included that 17% of all adults read a newspaper daily; 22% used the Internet daily; 47% listened to radio for at least one hour a day; 62% spent more than R1 per day on mobile phone usage; and 71% watched TV for at least one hour per day. These are significant findings, which show the impact on the traditional mainstream media industry, highlighting declining print readership along with a drop in advertising revenue and the need for the traditional media industry to take its place in the digital landscape.

So, as news moves online, the question arises: how to make such a move financially viable? Some products are stand-alone online offerings such as the *Daily Maverick* while others; for instance, the *Mail & Guardian* are multi-platform. No matter what the approach, research into and experimentation with different revenue models was becoming more urgent in 2012-2013.

Paywalls: One payment method that has been implemented is that of a porous paywall, a mechanism that allows consumers of news to view a certain amount of material for free but requires them to pay for full access. The aim is to provide a revenue stream through digital subscriptions and is often implemented in addition to digital advertising streams. Because it is a new phenomenon, no one single paywall model is in wide use. *The New York Times* model, known as the metering method, has been the most successful method to date. Innovated by the *Financial Times* in 1997, the metering system provides free access to a sample of articles before a consumer is required to pay.⁶² One observer noted "as of this year (2012), the company is expected to make more money from subscriptions than from advertising"⁶³. That, in a nutshell, is the point of a paywall but experts point out that the global brand

that is *The New York Times* is very different to the vast majority of newspapers across the world.

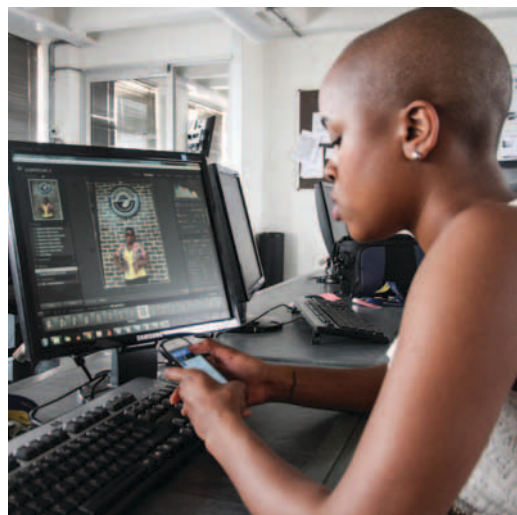
News paywalls were rolling out in South Africa during 2013 although it began as far back as 2009 when the Pietermaritzburg-based daily, *The Witness*, became the first newspaper in the country to limit online access. The paywall took the form of a digital subscription, initially granted to print subscribers. In a motivation for the move, the then deputy editor, Yves Vanderhaeghen, wrote: “Is getting the news a democratic right? Or is news just a commodity similar to any other where some people labour to create it and others pay to have it? The answer is a bit of both.”⁶⁴

Four years on, more South African newspapers have erected a paywall system of some sort, with mixed successes, for instance *The Herald* in Port Elizabeth, *Daily Dispatch* in East London and the Sunday Times. The Herald’s paywall went up in December 2010 at a cost of R40 a month. It was the only newspaper that freely disclosed its figures, at 327 e-edition subscribers. Before the paywall (November 2010) there were 6 158 print subscribers. In June 2013, there were 5 794 print subscribers in June 2013, equating to a loss of 364 print subscribers. Taking online and print together, there were 37 fewer subscribers by June 2013. Editor-in-chief, Heather Robertson said: “We now publish a bare selection of our local content on the website”. It must be noted here however, that Robertson was referring to an e-edition of the paper, rather than the issue of online paywall access.

“I believe if it was marketed better our e-edition could sell more but the challenge is our revenue budget and indeed our whole operation (which includes a very costly printing press) is dependent on print sales so there is a reluctance to promote the e-edition because the revenue from it is much less than a print sale...”⁶⁵

By May 2013, much of the *Daily Dispatch*’s paywall was down but it would not comment on the change. In May 2013, Media24’s Afrikaans dailies, *Beeld*, *Volksblad* and *Die Burger*, announced their intention to go digital first incorporating the Nuus24 portal, and put up a metered paywall.

TMG would not comment on the success of the *Sunday Times* paywall. The M&G’s chief technology manager, Alistair Fairweather, said there were no immediate plans for a paywall. Independent Newspapers online editor Alastair Otter said the same: “IOL does not have a



Is getting news a democratic right?

Photograph by Pheladi Sethusa

paywall. It is something that is always a consideration but at this stage we have no plans to introduce a paywall.”

In 2012, *Business Day* announced it was moving to the digital first strategy. In other words, while the broadsheet remained an important product, the emphasis was shifting to prioritising its digital presence.⁶⁶ *BDrive* announced that since launch in August 2012, it had 500 000 visitors each month, that 15 000 people had registered and these registered users would receive 30 free articles every 30 days.⁶⁷ In May 2013 *BDrive* erected a metered paywall and subscribers would pay R4 233 a year for the full online paper. In July this was dropped to a R175-per-month digital subscription fee (R2 100 over the year). It has been described as “the first serious paywall move for South African newspapers”.⁶⁸ *Business Day* editor Peter Bruce said the paywall was necessary because “we want the revenue. I’m sick of giving away our editorial for free”.⁶⁹

Apps and Mobis

Smart-phone and tablet apps – short for “applications”, software designed to assist the user to perform specific tasks such as using social networks, navigating traffic or studying – started rolling out in South Africa about three years ago. This continued to be a significant trend

in 2012-2013. Media companies began developing apps in earnest in 2012-2013, mainly to get news on to mobiles. The M&G's mobisite was getting more than a quarter million visitors each month.⁷⁰ This was a rising trend in 2012-2013, with other mobisites also doing well: Independent Newspapers' m.iol.co.za had between 140 000-160 000 unique browsers per month in May 2013⁷¹. TMG's Times LIVE had 150 812 unique browsers just on mobisites.⁷² Media24 did not measure unique visitors per month but rather took a daily average total. The Daily Sun's mobisite gets between 18 500 and 20 000 unique browsers per day, clicking through to 77 500 page views per day.⁷³ Mobile users account for 25% of *Beeld's* audience, 20% of *Die Burger's* and

36% of *Volksblad's* online audience. These sites then reach about 27 000 unique browsers per day in total. Media24's paid mobile apps for *Beeld*, *Die Burger* and *Volksblad* on Android and iOS phones and tablets reach an additional 4 100 unique browsers per day.⁷⁴

En passant, beyond the newsroom scenario there are tech-savvy innovations coming from South African media companies, for instance, a Naspers-owned app, PriceCheck, won the International App of the year at the BlackBerry Live conference in Florida in May 2013. The app, voted for by the public, beat 100 000 entrants worldwide. The app shows price comparisons and aimed to help consumers make good decisions.

NOTES

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12. Themediaonline, 19 February 2013: Independent Newspapers comes home...but now what?
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15. *Sunday Independent* (2013): Golden handshake for SABC's Phil Molefe, 2 June 2013.
16. Bizcommunity.com (2013): Sekunjalo secures bid for Independent Media, 19 February 2013.
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18. BDLive, 15 April 2013: Times Media Group seals deal to buy Pearson's BDFM stake <http://www.bdlive.co.za/business/media/2013/04/15/times-media-group-seals-deal-to-buy-pearsons-bdfm-stake>.
19. *Saturday Star*, 2 April 2012: Breaking new ground with a brand new approach.
20. This figure is disputable, and the evidence of greater black ownership can be seen in the presentations by the media companies to the Print and Digital Media Transformation Task Team (PDMTTT) in the next few pages.
21. See ANC documents: policy conference resolutions about the media at Polokwane, December 2007, and Mangaung, December 2012. ANC document (2010) Media, Transformation, Ownership, and Diversity. www.anc.org.za/anc-docs/ngccouncil/2010/media <http://www.anc.org.za/docs/res/2013/resolutions53r.pdf> and finally for the Mangaung policy conference document section Communication and the Battle of Ideas.
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24. Two of the big four companies, Caxton and TMG, pulled out of the transformation team earlier this year, (2013) because they felt that its work was being duplicated by the Competition Commission's investigation into anti-competitive behaviour.
25. PDMTTT (2012) Media release: Launch of the Print and Digital Media Transformation Task Team, 26 September.
26. Themediaonline (2013): Publishers have their say on transformation, 2 May 2013.
27. Vale, L (2012) Email interview: 20 November.
28. Vale, L (2012): Sourced from the AIP, Audit Bureau of Circulations (ABC), Eastern Cape Communication Forum (ECCF), Media Manager, Independent Print Media Advertising Agency, IBIS Media Manager and Media Diversity and Development Agency (MDDA) databases.
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02 THE LEGAL, POLITICAL AND REGULATORY LANDSCAPE

THE PERIOD 2012/3 SAW SIGNIFICANT DEVELOPMENTS IN THE LAW AFFECTING NEWS REPORTING, THE SELF/CO-REGULATORY SYSTEM GOVERNING THE PRINT MEDIA AND THE POLITICAL CLIMATE OF FREE EXPRESSION. In this chapter, we précis the Protection of State Information Bill (“Secrecy Bill”) that, at the time of writing, was close to promulgation; discuss laws, such as the National Key Points Act, which impact on news reporting; track the changes to the professional regulatory environment; and assess the climate of freedom of expression.

The over-arching or supreme law that governs is the Constitution, which provides for freedom of expression and the right to information but also protects human dignity, and does not allow hate speech or racism, among other undesirables in a progressive society. Here is the exact wording:

The right to freedom of expression is protected by section 16 of the Constitution, which provides: (1) Everyone has the right to freedom of expression, which includes-

- (a) freedom of the press and other media;
- (b) freedom to receive or impart information or ideas;
- (c) freedom of artistic creativity; and
- (d) academic freedom and freedom of scientific research.

(2) The right in subsection (1) does not extend to-

- (a) propaganda for war;



R2K protest against the Protection of State Info (Secrecy) bill.

Photograph by Pheladi Sethusa

- (b) incitement of imminent violence; or advocacy of hatred that is based on race, ethnicity, gender or religion, and that constitutes incitement to cause harm.

There are about 10 different laws that affect how journalists work.¹ These range from those intended to implement the Right to Access to Information², (the Promotion of Access to Information Act (Paia) of 2000) to some of the laws that have not changed since the apartheid era, such as that governing National Key Points.³

The civil society freedom of expression watchdog body, the Freedom of Expression Institute (FXI), in a booklet entitled *The Media and the Law*, points out that media freedom is constitutionally protected and the country has one of the most free media in Africa. However, the FXI

also points out that, as the “honeymoon phase of our new democracy fades, so it becomes clear that attacks on media freedom are increasing”. Nowhere is this clearer than in the developments vis-à-vis the Secrecy Bill.⁴

THE PROTECTION OF STATE INFORMATION BILL /SECRECY BILL

The Protection of State Information Bill, which was first mooted in 2008 to ostensibly protect national security, was passed by Parliament in 2013 and awaits presidential signature and promulgation. The bill has received widespread attention in the past five years. Criticisms are that it flies directly in the face of the right to information as contained in Promotion of Access to Information Act (Paia) of 2000, having a chilling effect on citizens’ right to information as well as journalists’ ability to access information, be in possession of certain documents and impart information. This section will provide a brief summary of the history of the bill, civil-society interventions and amendments and remaining points of contention over the Bill.

History: The Secrecy Bill was introduced in Parliament in 2008 by the then Minister of Intelligence Ronnie Kasrils. The aim was to repeal apartheid-era information/classification legislation of 1992. After three drafts and re-drafts, an amended Bill was reintroduced in Parliament in 2011 but without a public-interest defence: it did not protect whistleblowers and journalists

from disclosing or being in possession of information which could be classified.

In 2011 amendments were made by the National Council of Provinces (NCOP), which added limited public defence (you can be in possession of a classified document but you have to be certain it reveals criminal activity), which gave the Bill a new name by critics, the “Some Secrecy Bill”.

The majority of MPs (189 for; 74 against and one abstention)⁵ passed the Bill in the National Assembly on 25 April 2013. In August 2013, it awaited the president’s signature before it became law. Instead, in September 2013 the president sent the Bill back to Parliament. However, there was confusion about whether he conceded the Bill did not stand up to constitutional muster, or whether it was over technical reasons, such as editing amendments.

Civil society: The R2K campaign (launched in 2010 as coalition of organisations to fight the Bill);⁶ the Congress of South African Trade Unions (Cosatu); the SA National Editors Forum (Sanef), the official opposition party, the Democratic Alliance, and Print and Digital Media South Africa are among some of the bodies opposed to the Bill, and intend challenging it in the Constitutional Court. The bodies made various representations in Parliament for amendments and were successful, for instance, in getting a limited public-interest defence written into it. The R2K held public hearings in communities in different



R2K protestors were turned away from protesting outside the ANC offices in Sauer Street when it was declared a “national key point” in September 2013 so they demonstrated opposite The Star newspaper instead.

Photographs by Pheladi Sethusa

provinces (in Gauteng, KwaZulu-Natal, Limpopo, North West, Western Cape, Mpumalanga, Western and Northern Cape) in 2012 where testimonies of community members were heard⁷ about the need for access to information. Protests in the form of marches and placard demonstrations were organised around the country against the Bill from 2010 to 2013.⁸ The organisations opposed to the Bill, even in its amended form,⁹ argue that it contradicts the free flow of information stipulation in the Constitution; will create a society of secrets and result in self-censorship for journalists; discourage whistle-blowers from passing on information; and most of all hinder the public's right to information.

Amendments and Outstanding Problems: Critics of the Bill concede it is a better piece of legislation than the original Protection of Information Act (1982), notably for the addition of an exemption or public-interest defence: you cannot be criminalised for disclosing a classified record, if disclosure reveals criminal activity. However, the fight is for a full public-interest defence, so that whistle-blowers and journalists cannot be charged under “espionage” clauses. By 2013 there were still problems with the Bill, according to the R2K: Outstanding issues that Parliament have to now address:

- **Ensure a full Public Interest Defence.** The current Secrecy Bill only has narrow protection for whistleblowers and public advocates that excludes a range of matters in the public interest like shady tendering practices or improper appointments within key state agencies.
- **Ensure full whistleblower protection.** Under the current Secrecy Bill a whistleblower, journalist or activist who discloses a classified record with the purpose of revealing corruption or other criminal activity may be prosecuted under the “espionage” and other offences not covered by the proposed Public Interest Defense.
- **Don't criminalise the public as spies.** In the current Secrecy Bill people can be charged with “espionage”, “receiving state information unlawfully” (to benefit a foreign state), and “hostile activity” without proof that the accused intended to benefit a foreign state or hostile group or prejudice the national security; only that the accused knew or “ought reasonably to have known” that this would be a “direct or indirect” result.
- **Limit the Bill to the security agencies.** The current Secrecy Bill still gives powers to the Minister

THE ORGANISATIONS OPPOSED TO THE BILL, EVEN IN ITS AMENDED FORM,⁹ ARGUE THAT IT CONTRADICTS THE FREE FLOW OF INFORMATION STIPULATION IN THE CONSTITUTION

of State Security to give classification powers to other state bodies (and junior officials) without adequate public consultation.

- **Include a Public Domain Defence.** The current Secrecy Bill effectively criminalises the population at large. When classified information becomes public it is no longer a secret. Rather than holding those responsible for keeping secrets accountable, the current Bill punishes anyone who accesses information once it has been leaked into the public domain.
- **Reduce draconian sentences.** The current Secrecy Bill still contains draconian sentences of up to 25 years in jail. These are out of line with international practice and will have a chilling effect on anyone in possession of information in the public interest.
- **Don't undermine the Promotion of Access to Information Act (PAIA).** The procedure in the current Bill permitting applications for the declassification of classified information is in conflict with the PAIA – despite commitments from Parliament to the contrary.
- **Introduce an independent review panel.** The body established to review classification (a Classification Review Panel) is not sufficiently independent and the simple possession of classified information appears to be illegal even pending a request for declassification and access.¹⁰

OTHER LAWS IMPACTING ON JOURNALISM

Four acts, in particular, have drawn special attention for their impact on the work of journalists in South Africa.

Promotion of Equality and Prevention of Unfair Discrimination Act (No. 4 of 2000). While the aim of this Act was to prohibit hate speech, it has also raised freedom of expression issues. According to the



Nkandla, the rural development/homestead of President Jacob Zuma has been declared a national key point, making it close to impossible for journalists' to gain access to the property and to get information about the development.

Photograph by Madelene Cronje

Constitution, hate speech is defined as “advocacy of hatred that is based on race, ethnicity, gender or religion and that constitutes incitement to cause harm”.

However, this Act widens the definition. It states that no person may publish, propagate, advocate or communicate words that may demonstrate a clear intention to be hurtful, harmful or to incite harm; or promote or propagate hatred. It defines hate speech as words “that could reasonably be construed to demonstrate a clear intention to be hurtful, cause harm or promote hatred on the basis of race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language or birth”. Media freedom activists and journalists argue that the wideness of this act could be unconstitutional if applied. It raises the question of how journalists would report on issues that might offend.

Films and Publications Act (No. 3 of 2009). The aim of this amendment was to protect against child pornography. Three media organisations – the FXI, South African National Editors’ Forum (Sanef) and the Media Institute of Southern Africa (Misa) – contested the need for this, claiming it was a potential form of pre-publication censorship that would undermine the media freedoms guaranteed in the Constitution. The organisations claimed there were no records of

newspapers or broadcasters having contravened the common-law crime of displaying child pornography or of exposing children to pornography. They challenged this in the Constitutional Court.¹¹ In the end, a clause was included to protect “*bona fide*” newspapers but about 700 publications and magazines were not included and therefore have to comply with the Act.¹²

Protection from Harassment Act (No. 17 of 2011). This anti-harassment law came into effect on 25 April 2013. It protects those vulnerable to stalkers but includes a clause exempting journalists looking for information in their line of work. Initially there was no journalist exemption and so investigative journalists would have fallen foul of the law when they needed to follow and observe the subjects of their investigations. They could, therefore, face criminal charges or damages claims for doing their jobs. Sanef made submissions opposing the Bill on the basis that this would have the unintended consequence of impeding investigations by journalists. The journalist exemption was included and was considered a victory for media freedom.¹³

The National Key Points Act. Information rights activists such as Right2Know and investigative journalist organisations, for example amaBhungane, welcomed the announcement made by Minister of Police Nathi Mthethwa on 30 May 2013 that there would be a review

of the National Key Points Act (No 102 of 1980) to align it with the Constitution and other pieces of legislation.¹⁴ The Act prevents publication of security arrangements at strategic installation points called national key points. There are about 182 national key points but there is no clarity on what they are, according to the R2K, which is campaigning for a transparent list. National key points may include: banks, munitions industries, petro chemicals, water, air and electricity industries, data processing, research and technology information systems. The problem for activists and journalists is that government may declare any building a key point. This happened in 2012 with President Jacob Zuma's private Nkandla homestead, improved and modernised allegedly with R260-million in taxpayers' money. Ama-Bhungane launched a Paia request regarding spending on Nkandla, in November 2012, while R2K launched a request for a list of key points. The Public Works ministry declared Nkandla a national key point, and this prevents it from releasing any figures.

Freedom of information activists argue that one can break the National Key Points Act without knowing. Members of the public do not know conclusively which buildings are national key points: "You could be breaking the law without even know it, by staging a protest or by merely photographing it. South Africans clearly have a right to know and it would not undermine national security if we did."¹⁵

FROM SELF-REGULATION TO INDEPENDENT CO-REGULATION

It is arguable that changes from self-regulation to co-regulation came about because there was pressure emanating from the ruling party for statutory regulation of the print media via a Media Appeals Tribunal (MAT).

The ANC first mooted a MAT at its Polokwane conference in December 2007, and then again at its Mangaung conference, in December 2012.¹⁶ It resolved that there was a need "for Parliament to conduct an inquiry on the desirability and feasibility of MAT within the framework of the country's Constitution that is empowered to impose sanctions without the loss of any constitutional rights".¹⁷ Even though an investigation of a tribunal remains a resolution there was no active pursuit of this in 2013 by the time of writing. The SABC, commercial and community broadcasters are regulated via Icasa and the Broadcasting Complaints Commission of South Africa (BCCSA).¹⁸

The pressure was on for the print media to be more accountable. And so there were reviews which resulted in changes to the regulatory regime: a self review and an independent review and significant change occurred in the regulatory environment for the print media landscape towards the end of 2012. After two processes, conducted first by the Press Council (2011), then by the Press Freedom Commission (PFC) in 2012, which involved consultations and public hearings, the press regulatory system changed from self-regulation to "independent co-regulation".¹⁹ In the first process, the Press Council asserted in 2011 that self-regulation was indeed the best system. In the second process, in essence, the PFC recommended an increase in public representation, including a few new positions, and called this co-regulation. However, the internationally accepted understanding of "co-regulation" means joint regulation with the government. In South Africa this was clearly not the case.

This change to independent co-regulation followed years of debate within and outside of the industry – in political parties and in the wider public arena. In 2011 Print Media South Africa (now called Print and Digital Media South Africa or PDMSA) and Sanef set up the PFC under former chief justice Pius Langa. Its task was to investigate best practice for regulating the media. After a series of public hearings involving members of the ANC, SACP, individuals, representatives from NGOs, editors and academics, among others, as well as conducting research in Tanzania, India, the United Kingdom and Denmark, the commission made a number of recommendations.

The key suggestion was to move away from self-regulation and embrace independent co-regulation, with more representation from the public. On 3 October 2012, the Press Council, PDMSA and Sanef announced their acceptance of most of the changes. The changes made to the system are more fully discussed in Chapter 5.

FREEDOM OF EXPRESSION

Freedom of expression issues were in the spotlight during 2012, causing some disquiet among members of the media and citizen activists. One such example was that of the Spear of the Nation, a painting by artist Brett Murray. The image was hung in the Johannesburg Goodman Gallery and depicted President Jacob Zuma as a Lenin figure with his penis exposed. It was after an image of this painting appeared in *City Press* (first in print and then online) that it became a matter

of public debate. The ANC found it offensive to the president's dignity and organised a march to the gallery. ANC spokespeople called on *City Press* to remove the offending image from its website. Initially, both the newspaper's editor, Ferial Haffajee, and gallery owner Lisa Esser refused to remove the painting, claiming right of creative freedom and freedom of expression. The issue split the nation between those who felt this was a freedom of expression issue, guaranteed by the Constitution, and those who felt that Zuma deserved more respect and that his right to dignity had been infringed upon.²⁰ The image was then defaced by two visitors to the gallery and subsequently removed. Haffajee too eventually removed the image from the website, saying she felt threatened and intimidated.²¹ ANC spokesperson Jackson Mthembu's phrase and ringing call: "Don't buy *City Press*, don't buy" became a sign of political intimidation, for the media on the one hand, and the ruling party's frustrations with print media on the other hand.

The incident is of significant political import for freedom of expression, and is captured by Dario Milo, lawyer for the Goodman Gallery and Brett Murray: "The saga around *The Spear* illustrated to me one of the worst forms of abuse of freedom of artistic and political expression one can contemplate in a democracy: and that is sheer intimidation and bullying by the ruling party to achieve a result which suited its agenda. There is no doubt in my mind that the Goodman Gallery and Brett Murray, whom I represented, would have won the case in the courts: the artwork was clearly protected under the defence of honest comment."²²

The SABC was involved in a noteworthy freedom of expression incident in 2012. The corporation was criticised for censoring cartoonist Jonathan Shapiro, better known as Zapiro, when in December 2012, SABC3 dropped a pre-recorded interview for its *Interface* programme with the cartoonist without warning. Its reason? Zapiro's cartoons were "insulting" to Zuma.²³ According to Shapiro, this was the third time he had been "black-listed" by the SABC. The other two occasions were on SABC radio stations, Metro FM and 5FM.

In another more positive development for freedom of expression and media freedom proponents, on 28 October 2012, Zuma dropped a R5-million lawsuit against the cartoonist. The president had instituted the action over a cartoon published on 7 September 2008 in the *Sunday Times*, which depicted him unzipping his pants as he stood above a blindfolded Lady Justice figure. The case had been postponed on a number of occasions and, on the day before it was finally to be heard in court, Zuma dropped the lawsuit.

Then on 31 March 2013, Zuma dropped additional legal claims against a range of media organisation totalling R60-million.²⁴ The claims included R16-million in defamation and dignity against Independent Newspapers; others against Zapiro; and R7-million against 94.7 Highveld Stereo DJ Darren Simpson, for the song "My Name is Zuma". There were also claims against *The Citizen*, *Sunday World*, *Rapport* and *Sunday Sun* that were dropped in June 2013. By July 2013, the president had no defamation claims or harm-to-dignity claims against the media, and media freedom activists saw this as a positive sign for the free flow of information.

In conclusion, 2012-2013 presented a mixed bag of fortunes for media freedom. Firstly, it was announced that the National Key Points Act of 1980 would be reviewed to align it with the constitutional democracy. This was positive news for investigative journalists and freedom of information activists, and the first time in democratic South Africa that there was any indication that this piece of legislation would be reviewed. Secondly, for opponents of the Secrecy Bill, there were some wins and some losses. It became known as the "Some Secrecy Bill" due to the amendments, which were a testament to the interventions by civil society. However, it still poses a real threat to investigative journalists and whistle-blowers. Thirdly, a positive development occurred when the president dropped all lawsuits against the media. And lastly, the political intimidation that was a part the *Spear* protests was a worrying sign for freedom of expression.

NOTES

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22. Milo, D (2013): Email interview, 12 June 2013.
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03 RACE AND GENDER TRANSFORMATION

THIS INVESTIGATION INTO RACE AND GENDER IN SOUTH AFRICAN NEWSROOMS COMES AGAINST THE BACKDROP OF CALLS FOR MEDIA TRANSFORMATION FROM MAINLY THE RULING PARTY, THE ANC, THAT HAS ON NUMEROUS OCCASIONS CLAIMED THAT NEWSROOMS – PARTICULARLY IN PRINT MEDIA – ARE STILL MOSTLY WHITE AND MALE.

At all its post-apartheid policy conferences, the ANC raised concerns over the lack of transformation in the media, stipulating the need for a media charter or transformation charter,¹ which the industry resists. In fact the charter idea was proposed as far back as 1992. At its most recent policy conference in Mangaung in December 2012, the ANC said in its resolutions document, *Communications and the Battle of Ideas*: “The print media continues to be a contested terrain that reflects the ideological battles and power relations based on race, class and gender in our society.”² In 2010 the ANC said it wanted an investigation into the “challenges hindering the transformation of the print media” and the development of a charter to deal with the concentration of ownership, language diversity and gender mainstreaming.³ As discussed in Chapter One, the PDMTT heard submissions from different media companies on their transformation progress. It dealt with the big picture, at the company level. This chapter goes into more detail by looking at individual newspapers and, in particular, the race and gender composition in the newsroom. For the purpose of this research the definition of editorial staff includes journalists, news editors, section heads or heads of departments,

sub-editors and editors. Race was divided into two groups: black (African, Indian, coloured) and white.

The 2012-2013 findings from the nine newsrooms surveyed – CNBC Africa, Eyewitness News (EWN), *City Press*, *Mail & Guardian (M&G)*, *Sunday Times*, *Beeld*, SABC, *The Witness* and the *Sowetan* – were that the majority of journalists were black – at 61% – and there was near gender equality with women journalists at 49%. Regarding editors of the nine news organisations, 55% were black and 45% were white. When it came to gender, 55% were male and 45% female.

However, looking beyond the nine newsrooms surveyed, at editors countrywide from the main commercial newspapers, the picture is slightly different: out of 42 editors, 23 are white and 19 are black, or 55% white and 45% black. Regarding gender, 29 editors are male and 13 female, or 69% male and 31% female. (See footnote for list, courtesy of editor of *The Media*, Peta Krost Maunder in July 2013.⁴)

1. A LOOK BACK IN TIME

It is widely known that before 1994, South Africa's apartheid-era media was white and male-dominated. This chapter does not go back that far but looks at research conducted a decade ago by Elanie Steyn and Arnold de Beer for the South African National Editors' Forum (Sanef), called the Journalism Skills Audit of 2002.

The 2002 report found that most newsrooms were still mostly white, especially in Cape Town (more than 50%)



The majority of editors in the country are male; women still do the schlep work.

Photograph by TJ Lemon

and Port Elizabeth (more than 70%).⁶ In Johannesburg, however, more than 50% of reporters were African. Regarding gender, the profile of reporters was predominantly male. It was only in Durban that there were more female reporters than male reporters – 51% female to 49% male.

Sub-editing departments were found to be largely white. The 2002 audit pointed out that some African reporters left publications for other occupations in the field of communication too early to advance to sub-editing. One editor, the audit noted, said this had created a generation gap between junior reporting staff and senior sub-editors that would take at least 10 years or more to rectify. A decade ago, the issues of race and gender were centred on how to balance the issues of affirmative action and experience – and retain skills. What was clear from the 2002 Sanef report was that the landscape was not homogenous, not even within the same media group. There were both similarities and differences between media houses. Differences were also noted between the reporting departments and the sub-editing departments.

2. **EMPLOYMENT EQUITY (EE) POLICIES**

The country's Employment Equity Act (1998) compels all companies with more than 50 employees to have an Employment Equity (EE) policy, which includes

affirmative-action targets for race and gender. The Act aims to promote equality and equal opportunity, and redress disadvantages, through affirmative action for designated groups (black people, women and disabled). The media companies, in general, were suspicious of the request by our team for their EE policy documents and seemed reluctant to part with them.

Media24's document states that its philosophy for employment is to have a proficient, motivated staff. It strives to respect dignity, maintain fair labour practices, and it regards employment equity as a "strategic priority". The EE policy has four "focal points": 1. absence of unfair discrimination; 2. affirmative action; 3. equal opportunities; and 4. welcoming and utilising diversity. Affirmative action requires the implementation of measures to address the inadequate representation of the designated groups in the staff composition. In turn this requires the implementation of initiatives to promote accelerated recruitment, promotion, training and development of these groups.

Times Media Group's EE policy states that its intention is to eliminate unfair discrimination in the company; take steps to promote equality; to promote diversity; and to redress imbalances. It defines designated groups to mean black people (African, coloured and Indian), women and people with disabilities. The company's policy document has a recruitment policy, which states:

“Candidates are selected according to their suitability for the job with preference being granted to people from the designated groups who will add to the diversity of the organisation.”

M&G Media believes that EE is not a “gesture of goodwill but a strategic business imperative”. The purpose of its policy is “to transform and maintain M&G Media as a non-racial and non-sexist organisation that provides redress to previously disadvantaged individuals”, and to identify and abolish all barriers and practices including unfair discrimination that hampers the employment of and/or advancement of employees”. The company said it implemented affirmative-action measures to redress the disadvantages in employment experienced by individuals from the designated groups, as defined in the Employment Equity Act as black people (Africans, Indians and coloureds), women and persons with disability.

The SABC states that it is committed to “eliminate unfair discrimination in employment, ensure the implementation of employment equity to redress the effects of discrimination; to achieve a competent and diverse workforce broadly representative of our society and, the development and retention of human capital focusing on the designated group”.

Its policy is to “offer equal employment and advancement opportunity to all persons without regard to race, gender, creed, colour or disability”. The SABC states that it will continuously “create conditions and initiate corrective measures to ensure equity of opportunities for all applicants and employees”. Attention will be focused on the “designated group, black people, women and people with disabilities”. On the issue of “Corrective Action”, the document states that to achieve employment equity “a deliberate and conscious process of equity shall be applied in a manner that prioritises Blacks, Women and People with Disabilities in SABC’s employment and advancement strategies”.

CNBC Africa’s holding company ABN360’s EE policy states that it supports the principles as reflected in the Employment Equity Act. Affirmative-action measures will be used “as far as possible to redress the effect of historical patterns of discrimination that has taken place in employment practices, thereby ensuring equitable representation of designated groups in all occupational categories and levels in the work environment”. The company pledges to develop and implement the employment equity plan in order to fulfill the objectives of the Employment Equity Act “and may utilise one or more of the following mechanisms”: preferential treatment for

suitably qualified employees from “Designated Groups” during recruitment and promotion to attain equitable representation in all occupational categories and levels in the work environment.

3. RACE AND GENDER IN 2012

Turning to the 2012 research data, it must be pointed out that although the newsrooms selected for study were chosen at random⁶, the data does have a Johannesburg bias. The researchers were all journalism honours students from Wits Journalism. Newsrooms which participated were: newspapers *City Press*, *Mail & Guardian*, *Sowetan*, *Sunday Times*, *Beeld* and *The Witness*; television channel CNBC Africa; and Eyewitness News, the news service of Primedia’s radio stations, and SABC Radio. Data was collected from newsroom managers and editors. Researchers conducted interviews in the selected newsrooms during August and September 2012. The aim was to quantify and examine the two measurable components, i.e., race and gender, as well as noting some of the reflections of the journalists and editors in the newsrooms *vis-à-vis* race and gender. Journalists in the surveyed newsrooms were interested in the research and, for the most part, eager to participate. Data, however, from the SABC newsroom was not forthcoming: the organisation did not respond to requests for a list of newsroom race and gender demographics, and no SABC staff member was willing to engage in on-the-record interviews.

CNBC Africa

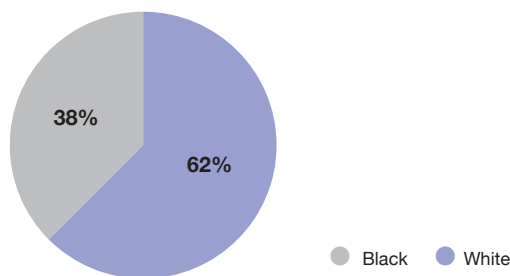
Consumer News and Business Channel (CNBC) Africa is part of the global CNBC 24-hour broadcasting network reporting on financial and business information from major financial centres in Africa, the US, Europe and Asia. CNBC reaches about 390-million viewers around the world. *CNBC Africa* was launched on 1 June 2007 and offers a global perspective from an African platform. It has offices in Johannesburg, Cape Town, Nairobi, Lagos and Abuja.

- There were 30 editorial staff members in the Johannesburg office, with 62% being black.
- However, CNBC’s senior team (comprising anchors, an executive producer and senior producers) consisted of eight white staffers, of a total of 11.
- There were three black senior staff members. CNBC’s junior team (comprising video editors, reporters, producers, assistant producers and junior producers) is largely black, with 15 black and two white journalists.

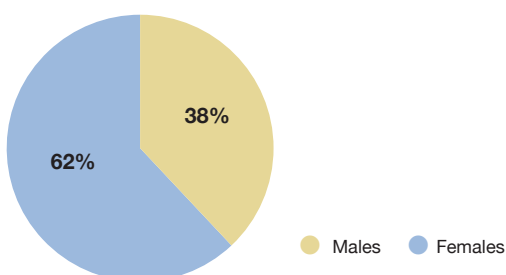
Altogether there were 19 black journalists and 11 white journalists. The majority of journalists, 62%, were female. The senior team was weighted slightly in favour of females, with six women and five men.

All editors and journalists interviewed at *CNBC* agreed that transformation in terms of race and gender was vital to any newsroom. However, they all emphasised that the main factor in employing staff was competency. Editors believed that a person's ability to do his or her job outweighed any demographic considerations. Editorial staff members felt that while it had some importance, there could be too much emphasis placed on race and gender. "A homogenous staff would not be conducive to balanced and in-depth news coverage. When you have too many people with the same mind set and from the same socioeconomic background you could fall into the trap of losing track of what matters," according to Bronwyn Seaborne, a junior producer at *CNBC*.⁷ And, according to editor Godfrey Muthizwa: "Race and gender does not play a significant role in employment at *CNBC*. While the company is acutely aware of transformation and employment equity, its real focus is on a person's ability to fulfil their role." Transformation, he said, must not come at the expense of the on-air product. "We do not want uniformity in journalists' approach to news; the richness of the diversity of voices that a significant mix of races and genders can bring adds up to a more representative view and way of dealing with stories."⁸

CNBC Race



CNBC Gender

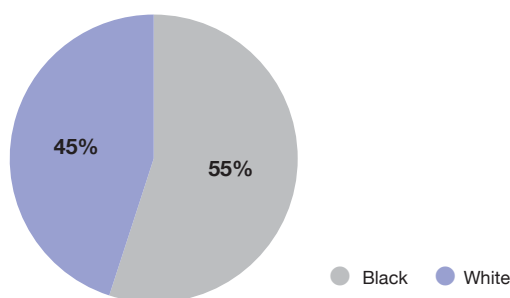


EWN

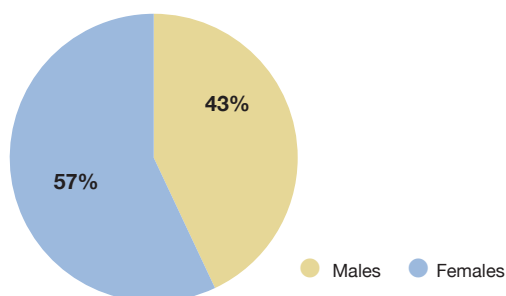
EWN is a radio newsroom that services four stations within the Primedia Broadcasting stable: Talk Radio 702; 567 Cape Talk; 94.7 Highveld Stereo; and 94.5 KFM. It began in the 1980s as 702 Eyewitness News, broadcasting on 702. The brand was then extended across the four stations in 2006. It has newsrooms based in Johannesburg and Cape Town, with correspondents in several of South Africa's provinces and around the world. EWN reaches a potential combined seven-day listenership of 3.2-million people.⁹

- Of an editorial staff of 73 (editors, senior staff, mid-level and juniors), black staff members were in the majority, at 55%, while whites made up 45% of the editorial staff.
- EWN's junior team is made up of 45 mid-level and junior reporters and other staff members: 27 blacks and 18 whites.
- The majority of the editorial staff was female, 42 out of 73, or 57%.

Eyewitness News Race



Eyewitness News Gender



- EWN's senior team (comprising anchors and senior reporters) had eight women out of 20 staff members (40%).
- The majority of the senior staff were male, 60%.
- 18 junior staff members were male, with women again the dominant demographic at 27 (60%).

EWN group editor-in-chief Katy Katopodis echoed CNBC's view that race and gender had its place in a broad range of other issues which signified diversity: race and gender were not the determining factors in the employment of a suitable candidate, she said.¹⁰ "I don't want EWN to be just one thing because that's not what South Africa is: South Africa is diverse. It's majority black and minority white; it's got many different nationalities, languages and accents. EWN needs to be able to reflect the diversity, without sounding lily white or all black, or too female or too male. At the same time, I don't ever believe that we put EE above the quality of person." Katopodis had never hired someone just for the sake of gender or race, "knowing that they might not be able to deliver". She was emphatic that EWN would take on people who would "deliver and fit the EWN brand and culture, and who ultimately have the potential to become excellent journalists – no matter what race or gender they are. We would never compromise one for the other."

SABC

No one from editorial was prepared to speak on the record about race and gender. But, although the SABC did not release any statistics officially, some general observations based on interviews with staff members can be made regarding the radio newsroom's demographics. First, Africans dominate the organisation. An editor, an African male who agreed to participate in this research on condition of anonymity, believed there was now over-representation of one racial group. This brought with it, its own challenges, he said. "Personally I don't think [the newsroom is] representative enough. I think it's too black. I think we need more white people, in particular, in the newsroom otherwise we end up with a blind spot."

Second, gender representation was about 50/50, particularly with regard to regional and assignment editors. The editor, however, acknowledged there was still work to be done in terms of gender transformation at the SABC. "Overall I would say from a gender point of view, we probably would be equal – male and female. If you look at our regional editors, there are quite a few women, and among assignment editors you also get a

lot of women. So gender representation is not so much of a problem in the newsroom itself but at an executive level – that's where the challenge is."

Another senior SABC editor pointed out that if a newsroom was representative, the organisation would be better placed to represent and reflect society. "However, [I have] serious concerns about the effects of employing people to do a certain job based on their race or gender." The editor noted: "In a number of instances, you have people working in English who can't really speak the language. But they are reporting in English because the corporation wanted to Africanise, almost at any cost. We are trying to reverse that. I would say at the point of employment, we would have to look at language and competency as a priority. The person has to be able to do the job. After that you can look at things like race and gender."

This newsroom was the only one where no one would speak on the record – an indication of insecurity among editorial staff. There also seemed to be ambivalence about the importance of race at the SABC. However, this came from just two interviews, and therefore we cannot say that these are definitive or widespread views at the SABC.

"NO CANDIDATE IS EXCLUDED ON THE BASIS OF RACE IN THAT EXCELLENT WHITES CANNOT BE EXCLUDED UNLESS THERE ARE MORE EXCELLENT BLACK CANDIDATES."

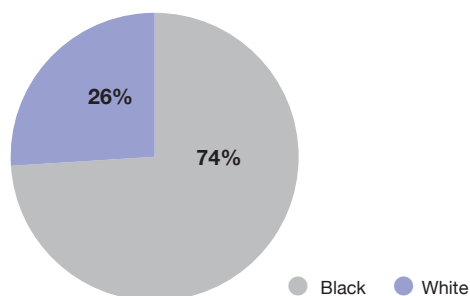
— *Natasha Joseph, City Press news editor*

City Press

Staff members expressed a diverse range of views at *City Press* but were mainly comfortable and happy with the changes in their newsroom in the past few years. These changes include race- and gender-composition changes.

- Out of a total of 74 editorial staff members, 55 (74%) were black and 19 (26%) were white.
- The majority, 41 people or 55%, were male and 33 or 45% were female.

"We stick to the employment-equity policy of the country in line with the labour law," according to *City Press* news editor Natasha Joseph.¹¹ "There are hundreds of candi-

City Press Race

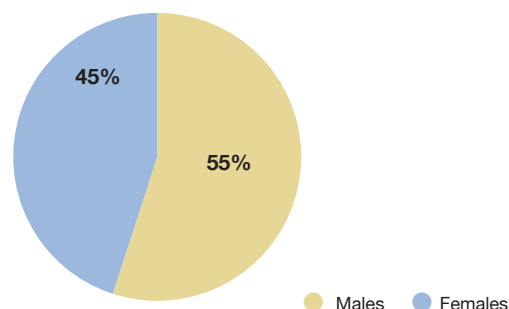
dates to choose from in trying to balance race and gender. No candidate is excluded on the basis of race in that excellent whites cannot be excluded unless there are more excellent black candidates.” She mentioned that the investigations team had more whites than blacks.

Senior political reporter (at the time of the interview in 2012) Mmanaledi Mataboge said that the newspaper was making good progress in terms of the staff complement of blacks and women “but more can still be done to improve the news desk, which is predominantly white”.¹²

Health reporter Zinhle Mapumulo, on the other hand, felt that *City Press* had moved beyond race and was now appealing to all. “There is women empowerment at *City Press* – at other papers a news editor will never be a woman. The paper is very strict about employment equity to balance race and gender. *City Press* is not a black paper anymore; it appeals to all South Africans.”¹³ Managing editor Gayle Edmunds said there had been a deliberate effort to achieve a good race and gender mix. “It’s the editor’s policy to have a colour mix from the top brass to the reporters in the newsroom,” she observed, referring to Ferial Haffajee. Since the arrival of Haffajee as editor in 2009, she had striven to have a colour mix representation in her editorial staff, Edmunds added. “She has now achieved this. The demographics also reflect a predominantly black newsroom representative of a majority black population.”¹⁴

Mail & Guardian

Like *City Press*, the *Mail & Guardian* journalists and editors displayed a divergence of views.

City Press Gender

- Editorially, including the subs desk and the ama-Bhungane investigations unit, the *Mail & Guardian* has a staff of 69: 37 whites (54%) and 32 blacks (46%).
- The majority of editorial staff, 58%, is male.

It seemed that, in general, staff members were unaware of any policies, if any, regarding race and gender and many journalists were unsure of the gender or race component of the newsroom. However, some senior black journalists, who did not want to be named, said it was “very white at the top, and this is where all the decisions were made”.

Online reporter Faranaaz Parker found the newsroom to be both diverse and intellectually stimulating. “Just because you have a woman in the newsroom doesn’t mean she will be feminist and advance the interests of other women in the organisation.”¹⁵ Similarly, having a black, coloured or Indian person in the newsroom doesn’t mean that they would automatically have a perspective that is reflective of disadvantaged, minority or under-represented groups in the country, she said. Strictly speaking we live in a country where 80% of the population is black and 50% of the population is female, she observed, so having a race and gender make-up that did not closely match this was always going to be problematic. “The *M&G* newsroom is not 80% black and 50% female so obviously we could do better.”

Parker pointed out that “the top leadership, i.e., the editors at the *M&G* is very white and male. Our editor-in-chief is a white male but we’ve had previous editors-in-chief who were black and female; I don’t think the

age or sex of the current editor says much about the organisation. There are black, white, coloured and Indian people at the *M&G*, people who speak Zulu and people who speak Afrikaans, people that live in Killarney and people who live in the Ponte, an American, a Kenyan and some Zimbabweans. There are straight people, gay people and bisexual people, people who have kids and some who never want any, practising Muslims, lapsed Jews, and evangelical Christians, and a couple of Hindus, Mormons and atheists. We all say what we think when it comes to editorial conference, and the discussions are robust.”

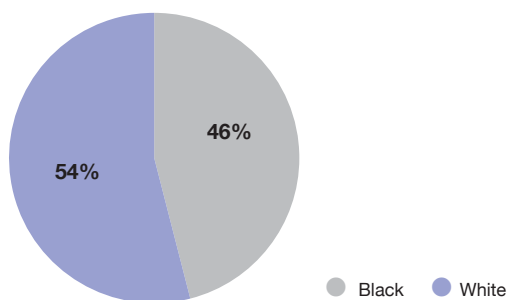
Mail & Guardian deputy editor Rapule Tabane felt race was “a big challenge at the top”. He was the only black male senior office bearer. The managing editor,

Charmeela Bhagawat, was also black but whites occupied the rest of the top editorial positions.¹⁶ He was referring to online editor, Chris Roper, executive editor Tanya Pampalone and editor-in-chief Nic Dawes. He believed the demographic was mainly due to the history of the paper, “its white liberal background”. (In June 2013, Dawes resigned to take up a position at the *Hindustan Times* in India and was succeeded in August by Roper as editor-in-chief and Angela Quintal as editor – a white female – from *The Witness*.)

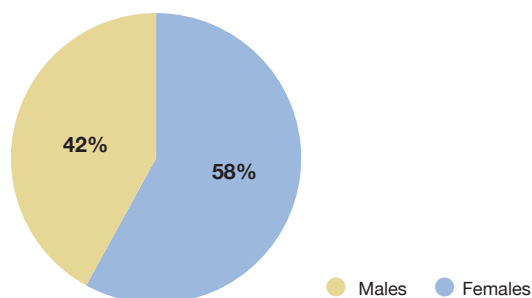
Dawes, meanwhile, said the newspaper actively looked for black staff – “blacks and women across the spectrum”. He pointed out that the managing editor and the deputy editor were both black. Overall the black and women representation numbers are over 50%.¹⁷ Transformation, he conceded, was still a challenge on the sub-editing desk but added that “amaBhungane, the *Mail & Guardian*’s Centre for Investigative Journalism which brings in South African and regional newspaper reporters to train in investigative skills, has in the past been traditionally white and male. The top three are still white. But it now brings in reporters from all over southern Africa to be trained. The paper looks for potential in reporters and not people who are already fully developed”, Dawes said.

It was noted that the subs-desk on the newspaper was more than 80% white, as were the section heads.

Mail & Guardian Race



Mail & Guardian Gender



“JUST BECAUSE YOU HAVE A WOMAN IN THE NEWSROOM DOESN’T MEAN SHE WILL BE FEMINIST AND ADVANCE THE INTERESTS OF OTHER WOMEN IN THE ORGANISATION.”¹⁵

— Faranaaz Parker, *M&G* Online reporter

Sunday Times

The *Sunday Times* is the country’s biggest-selling newspaper (442 018 total circulation, according to ABC figures for the first quarter of 2013), breaking big investigations and has in recent years been the recipient of numerous investigative journalism awards in the country.¹⁸

- The majority of editorial staff at the *Sunday Times* is black, 76 out of 140 people, or 54%.
- Females constitute the majority, 76 people or 54%.

Sunday Times deputy editor Marvin Meintjies¹⁹ said the newspaper subscribed to the employment regulations of the country and was an “employment-equity compliant newspaper”, but “we still have to increase the number of African black female senior managers, as the paper is still under-represented in that area”.²⁰

Upcoming journalists went through a six-month training programme throughout the Avusa group (now rebranded as Times Media Group), but did not work at the

Sunday Times. Meintjies said the *Sunday Times* was not a daily newspaper where juniors could cut their teeth, but needed people with at least four to five years' experience. In addition, the style of the paper had to be learnt.

A reporter who wished to remain anonymous pointed out that transformation was not only about numbers, but also about positions of influence. The reporter noted that more women needed to be included in leadership positions. Section heads were mostly male, with female representation quite high in the entertainment and review sections. (In April 2013, Phylicia Oppelt – a black female – became *Sunday Times* editor.)

Beeld

Media24 did not release demographic statistics for the Afrikaans daily *Beeld*'s editorial team, but an unofficial headcount revealed there were six black editorial employees out of a total of 50. None were in senior positions.

- Whites make up 88% of staff, with 12% being black. In editorial, there were six blacks.

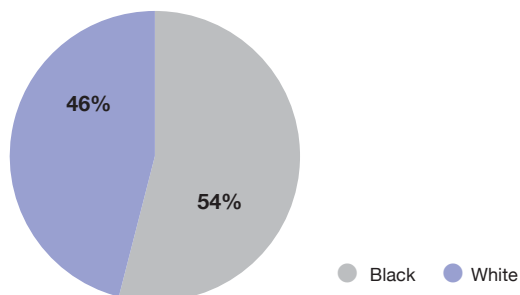
Editor Peet Kruger (who announced in August 2013 that he was stepping down) felt that because of its history as a National Party mouthpiece and its language, *Beeld* struggled to attract black journalists.²¹

- The majority of staff members, however, were female, 54%.

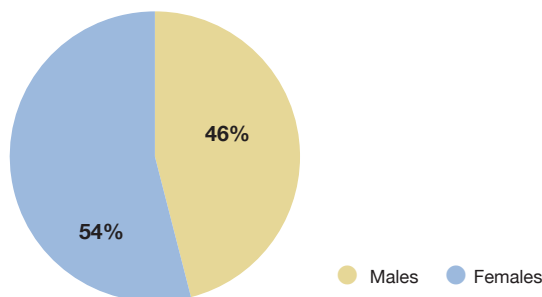
Kruger said that it was difficult to bring diversity into the paper²² and measures designed to make the newspaper more attractive to the Afrikaans-speaking coloured community, such as the sponsorship of various events, had not had the desired effect. Coloured employees were both difficult to attract and to retain, in his experience.

Kruger said his publication had tried many different avenues to get previously disadvantaged communities to interact with the paper, including through the provision of training. "We've gone to the extent of hiring coloured Afrikaans teachers to work at the newspaper and conduct outreach leadership programmes, but it has been challenging," he said. However, on the issue of gender, Kruger pointed out "there have always been many women at the publication, even to the point where they greatly outnumbered men. In the Afrikaans newspaper market, the gender bias in readership towards males is very slight so we have changed our tone to appeal more to women too."

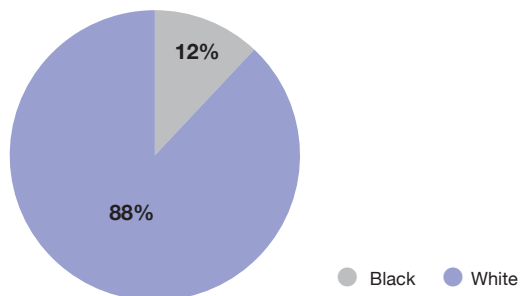
Sunday Times Race



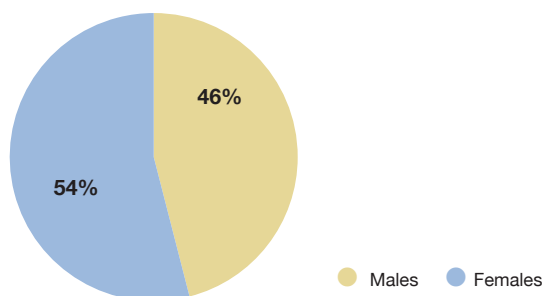
Sunday Times Gender



Beeld Race



Beeld Gender



The Witness

This daily newspaper, owned by Media24, is based in Pietermaritzburg, KwaZulu-Natal, and is one of the oldest South African papers, having started in 1846.

- The majority of editorial staff members, 60%, were black. Fourteen staff members were black and nine staff members were white.
- The majority of editorial staff were male, at 65%.

Editor Angela Quintal (who resigned in August 2013 to become *M&G* editor) said there was a need for a newsroom gender audit and that gender-abuse issues tended to be “swept under the carpet”.²³ “We live in a patriarchal society so progress has been very slow on the gender front.” She added that female journalists were often afraid to speak out about abuse and ended up depressed and hating their jobs, describing it as “a

serious problem.” The paper seemed to have a residual sexist attitude left over from the old days, Quintal added.

The Witness deputy news editor Chris Ndaliso said there was no place for affirmative action in contemporary society.²⁴

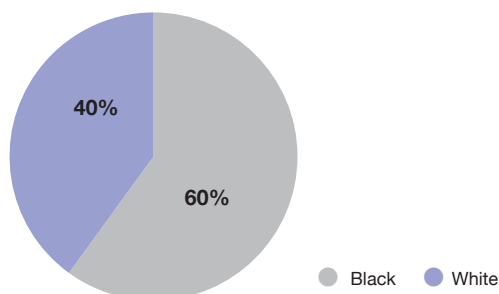
“It is unacceptable to have a newsroom filled with blacks when there are so many white journalists out of work. Affirmative action has led to many innocent people being victimised and deprived of opportunities to be productive. Political interference has denied people their right to apply knowledge for the betterment of the community. It is hypocritical to call ourselves a rainbow nation and then alienate certain race groups,” he said.

The Witness deputy editor Abdul Milazi said that the era of employment equity was coming to an end, but bemoaned the private sector’s abuse of transformation policies.²⁵ “If companies were honest and really bought into it, Affirmative Action (AA) would be scrapped. Therein lies the problem. The private sector has messed it up by abusing policies. They pick the least qualified black candidate for the job just so he or she can fail and they can criticise employment equity. The AA era is nearing an end anyway. It should end with the born-free generation entering the work environment in around three or four years,” he said.

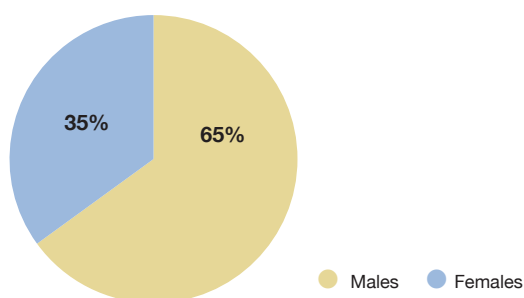
Journalist Gaby Ndebele felt black females were particularly at risk of being treated as “window dressing” in the way the newspaper and company at large applied employment-equity policies.

“The newspaper appoints black females but requires them to report to a white male behind the scenes. They don’t think blacks are capable of being managers and often, they will create two positions for the same job so they can have a white person on board. It is very disheartening having someone always looking over your shoulder. It sometimes feels like I am an illegal immigrant in this office!” she said.

The Witness Race



The Witness Gender



Sowetan

The Sowetan, an English daily tabloid owned by the Times Media Group, was first produced in 1981. It grew out of *The World* and the *Post Transvaal*. Most of the editorial staff were black and male.

- 60 out of 64 editorial staff members (94%) were black.
- There were 26 females and 38 males on the editorial staff.

Editor Mpumelelo Mkhabela, managing editor Herbert Mabuza and two women journalists were interviewed for this research.

Mkhabela said the *Sowetan* was predominantly a black publication for blacks but not entirely produced by blacks. “Before my arrival at the paper (in August 2011) the editorial conference was 100% black and male with no females taking part in editorial decisions.”²⁶ While there were more men on the staff, he said, more of a mix was now visible. The two women journalists interviewed supported this.

Mabuza noted that merit dominated staff selection “along with competency and qualifications”.²⁷ Posts were advertised with specific requirements based on the aforementioned criteria. He added that due to the “history and DNA” of the paper, the *Sowetan* attracted black applicants from various backgrounds with varied educational qualifications. “Diversity then becomes a gender issue more than race.”

Our researcher who visited the *Sowetan* said: “The two female journalists both said they found it difficult to work with a female editor. Some male colleagues quit their jobs due to the unbearable working conditions they faced, apparently. They argued that working relations are always good with the males as superiors than it is with the females.”

DUE TO THE “HISTORY AND DNA” OF THE PAPER, THE SOWETAN ATTRACTED BLACK APPLICANTS FROM VARIOUS BACKGROUNDS WITH VARIED EDUCATIONAL QUALIFICATIONS. “DIVERSITY THEN BECOMES A GENDER ISSUE MORE THAN RACE.”

— Herbert Mabuza, *Sowetan* managing editor

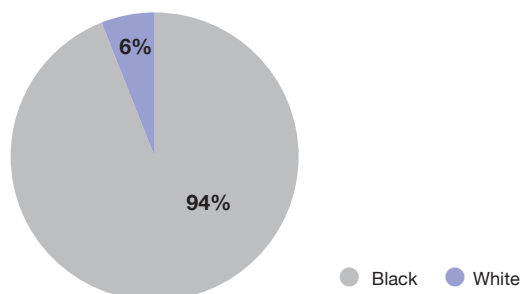
OBSERVATIONS AT THE DIFFERENT NEWSROOMS

CNBC: The survey participants in this newsroom were keen to point out that while race and gender were important for diversity, it was not the primary requirement for selecting employees. The main focus seemed to be on getting the job done well. The interviews showed that the journalists did not believe race and gender should be emphasised above talent and the ability to do the job properly.

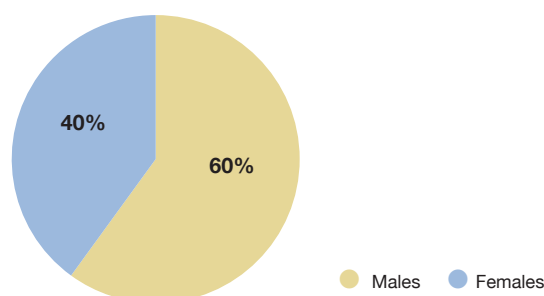
EWN: It was clear from the interview with editor-in-chief Katy Katopodis that being a good fit with the brand of the radio station was of greater significance than gender and race. She was emphatic that merit was more important than employment-equity requirements.

SABC: The most important observation to be made here was that no one was prepared to speak on the record, about race and gender. However, of the three journalists/editors who were interviewed, two felt that

Sowetan Race



Sowetan Gender



perhaps the SABC had gone too far in implementing affirmative action.

City Press: This struck the researchers as an historically black paper that had moved into a post-affirmative action era. It had changed its editorial mix and was employing more whites in order to become a multicultural, multiracial publication that featured a plurality of views while still maintaining its majority, black voices. Most employees, black and white, were in favour of employment-equity initiatives to address societal inequalities as a result of the injustices of the past, but not if this was at the expense of the quality of the publication. Many were adamant that diversity for diversity's sake was misguided, but diversity in the name of producing better journalism should be the goal of every newsroom. Gender-wise, the editor made conscious decisions to hire women journalists.

Mail & Guardian: It was interesting to note the diversity of views prevalent at the *Mail & Guardian*. Most staff members pointed out that there was a democratic decision-making ethos in the weekly news conference, a forum open to all, including the interns. Everyone could air their views, and this was generally done in a congenial and collegial atmosphere. A democratic culture seemed to prevail – an inheritance from its origins as an alternative struggle newspaper. Then as now, for instance, trainees were allowed to engage in debate at editorial conferences and post-mortems. But there were some editorial staff members who felt that transformation “at the top” remained a challenge. We understood this to mean that the editor was white, the executive editor was white and so was the online editor, even though the managing editor and deputy editor were black. However, what was also noteworthy was the fact that no one was afraid to speak their mind.

Sunday Times: Conversations about race and gender flowed quite freely and unguardedly, with senior black staff members noting that the newsroom was diverse both race- and gender-wise. More than one person mentioned that women needed better representation, especially at senior levels. It must be noted that this race and gender research took place before the big shake up at TMG in 2013 when many senior staff either resigned or were retrenched, which according to insiders at the newspaper, changed the atmosphere to one of “tension” and “nervousness”.

Beeld: It would seem that the barrier to attract blacks to *Beeld* was a language one. On the other hand,

from our researcher's²⁸ visit to the *Beeld* newsroom, it appeared that the lack of race diversity did not appear to worry newsroom members too much. Because of the largely homogenous readership, they appeared to be quite comfortable that the publication was a reflection of the newsroom demographic breakdown. Many saw their social lives as the arena in which to engage with other race groups and cultures, and not necessarily the professional environment.

The Witness: Historically a white newspaper, this newsroom had changed to reflect the communities it serves. The demographic profile of the newsroom represented a departure from the predominantly white staff of the recent past. There were reports from staff members about high levels of sexism but examples and anecdotes were not provided. There was diversity and plurality of views at this newspaper with some feeling that affirmative action had been implemented badly, setting up people for failure. Some felt the era of AA should end soon while others were quite critical of women's position at the paper. And yet others thought there was no place in contemporary society for race and gender correctness.

Sowetan: This was a black male-dominated newspaper. Everyone interviewed seemed to be aware of this. Yet, given that males dominated the newsroom, it was surprising to find that the two women who were interviewed seemed to be quite anti-female in the workplace. It is a noteworthy observation that gender relations and views were somewhat fraught with tension. Editorial was now 6% white (there were 4 whites) whereas at one time it was completely black.

TRENDS

Some race and gender trends and patterns from the nine newsrooms:

- Most organisations had newsrooms made up of a majority of black (African, coloured, Indian) staff members while women were close to or more than 50% (except at the *Sowetan* and *The Witness*).
- Most journalists interviewed felt that transformation and diversity did not start and end with race and gender. While these issues were important they should not be over-emphasised. Editors looked for competence and ability.
- In some instances there was a disjuncture between the views of editors and journalists. Most editors

interviewed believed their newsrooms were balanced and diverse while some editorial staff members did not feel this was the case and that more could be done to make newsrooms more representative, for instance, the *M&G* with regard to race and the *Sunday Times* with regard to gender.

- While women were generally well represented in newsrooms, males still dominated at senior levels such as section heads and in investigative units.
- Subs desks and section heads lacked black representation. It was not measured in any quanti-

tative way here, but it emerged from the interviews. This, as noted in the 2002 Sanef report, was a decades-old problem.

- What was particularly striking was that, across the board, journalists were not aware of their companies implementing employment-equity policies; and if they had heard of one, they had not seen a physical copy of such policies. Editors, however, all said they followed their company's employment-equity policies.
- It was also noteworthy that companies parted with their EE policies with reluctance and suspicion.

NOTES

1. It also raised issues of sensational reporting, mistakes in the press and a lack of accountability.
2. ANC (2012): Communications policy discussion document <http://www.anc.org.za/docs/discus/2012/communication.pdf> June 2012.
3. ANC (2010): Media Diversity and Communications: Report of the ANC 3rd National General Council, 20-24 September 2010.
4. Editors of newspapers: July 2013: *Cape Argus*: Gasant Abarder but he left for Primedia in April. Chris Whitfield, editor-in-chief, standing in until a new editor is found; *The Times*: Stephen Haw - white male; *Beeld*: Peet Kruger, who announced in August 2013 that he was stepping down - white male; *Sunday Times*: Phylcia Oppelt - black female; *Business Times*: Rob Rose - white male; *Sunday World*: Marvin Meintjies - black male; *Daily Dispatch*: Bongani Siqoko - black male; *Rapport*: Waldimar Pelsler - white male; *Business Day*: Peter Bruce - white male; *The Herald*: Heather Robertson - black female; *The Witness*: Angela Quintal, who announced in August 2013 she was moving to take over M&G's editorship - white female; *Daily Voice*: Taariq Hassiem - black male; *Die Burger*: Bun Booyens - white male; *The Citizen*: Martin Williams - white male; *Cape Times*: Alide Dasnois - white female; *Daily News*: Alan Dunn - white male; *Son* and *Son op Sondag*: Andrew Koopman - black male; *Daily Sun* and *Sunday Sun*: no editors at the moment. Reggy Moalusi is deputy editor for the daily and Ben Viljoen is deputy editor of the *Sunday Sun*; *Diamond Field Advertiser*: Johan du Plessis - white male; *Issolezwe*: Sazi Hadebe - black male; *Ilanga*: Eric Ndiyane - black male; *Ilanga Langesonto*: Zanele Msibi - black woman; *Sondag*: Peet Bothma - white male; *The Mercury*: Philani Mgwaba - black male; *Pretoria News*: Val Boje - white woman; *Sowetan*: Mpumelelo Mkhabela - black male; *The Star*: Makhudu Sefara - black male; *Volksblad*: Johanna van Eeden - white woman; *The New Age*: Moegsien Williams - black male; *Saturday Star*: Cecilia Russell - white woman; *Independent on Saturday*: Deon Delpport - white male; *Sunday Independent*: Moshoeshoe Monare - black male; *Weekend Argus*: Chiara Carter - white female; M&G: Nic Dawes, who left in August 2013 and was succeeded by Chris Roper as editor-in-chief - both white males; *Issolezwe* weekend editions: Sandile Mdadane - black male; the *Post*: Aakash Bramdeo - black male; Soccer Laduma: Clint Roper - white male; *Sake*: Marcia Klein - white female; *Sunday Tribune*: Jovial Rantao - black male; *Weekend Witness*: Angela Quintal - white female; *Weekend Post*: Heather Robertson - black female; *City Press*: Ferial Haffajee - black female.
5. Steyn, E and De Beer, A (2002): Sanef's 2002 South African National Journalism Skills Audit: *Ecquid Novi* 2002 23(1) 11-86. Unisa Press.
6. The selection was affected by the researchers' own choice, convenience and accessibility.
7. Seaborne, B (2012): Personal interview, September 2012.
8. Muthizwa, G (2012): Personal interview, September 2012.
9. Oct 2012 RAMS figures.
10. Katopodis, K (2012): Personal interview, September 2012.
11. Joseph, N (2012): Personal interview, September 2012.
12. Mataboge, M (2012): Personal interview, September 2012. Soon after this interview Mataboge moved to the M&G.
13. Mapumulo, Z (2012): Personal interview, September 2012.
14. Edmunds, G (2012): Personal interview, September 2012.
15. Parker, F (2012): Personal interview, September 2012.
16. Tabane, R (2012): Personal interview, September 2012.
17. Dawes, N (2012): Personal interview, September 2012.
18. Wits Journalism: <http://www.journalism.co.za/index.php/tacokuiper/winners.html>
19. In April 2013 Meintjies left the *Sunday Times* to become editor of *Sunday World*.
20. Meintjies, M (2012): Personal interview, September 2012.
21. Kruger, P (2012): Personal interview, September 2012.
22. Kruger, P (2012) Personal interview, September 2012.
23. Quintal, A (2012): Personal interview, 25 September 2012.
24. Ndaliso, C (2012): Personal interview, 25 September 2012.
25. Milazi, A (2012): Personal interview, 25 September 2012.
26. Mkhabela, M (2012): Personal interview, September 2012.
27. Mabuza, H (2012): Personal interview, September 2012.
28. Researcher Ebrahim Moolla visited *Beeld* in October 2012.

04 DIGITAL FIRST

NEWSROOMS GRAPPLED WITH SEVERAL PARALLEL DEVELOPMENTS IN 2012-2013: the digital-first strategy; the incorporation of social media, especially Twitter, into daily work; and third, experimentation with paywalls. This new direction – the germination of which began a few years ago – entailed moving towards digital offerings (such as online news) taking precedence over traditional news mediums (such as print newspapers), while ensuring that social media was given a prominent place. Together these constituted newsroom transitions and disruptions, changing the way journalists worked. This chapter provides a snapshot of the evolving newsroom, via interviews with journalists, editors and managers. It also provides a picture of an assertive proclamation of the digital-first trend (placing the online, multimedia and socially interactive products in front of the traditional) while, in reality, there is still much grappling with the implementation of this strategy. However, the chapter highlights that the new media trajectory is a process, albeit an imperfect one at present; and that newsrooms are in transition and this has often resulted in confused reporting structures and an overloaded work day for journalists.

TRANSITIONS

The digital-first trend occurred against a background of a slow but steady decrease in daily newspapers sales, as well as dwindling advertising for print, as discussed in Chapter One.

The first step towards online journalism, one of the main digital-first indicators, was a business decision



made by many of South Africa's newspapers: that print editions would be just one in a suite of products offered to consumers, which may lead to the online offering taking precedence over the print product. This occurred alongside the rise of social networks, particularly Twitter and Facebook, which involved actively engaging with readers as well as breaking news on the social networks. These new developments have changed how journalists work. The social-media platforms were also used to feed information to a larger readership at a greater speed than before.

It is commonly accepted now that the days of audiences and readers being passive recipients of news from one or two mediums are over. With technological advances making global connectivity an essential in daily life, the

flood of information continues apace. There has been a proliferation of news mediums and of choice, which has led to the death of the old paradigm of professional journalists sending out news stories for readers, listeners or viewers to just absorb via print, radio or television. With new technology have come new roles, including those of the citizen journalist and blogger. These trends are disruptive for journalism, according to Gillmor.¹

In South Africa the steady increase in broadband access will accelerate the digital trend, it is predicted, allowing more people access on different platforms. It has also changed how people receive news – via social media and faster than traditional media can get it out. Broadband access grew from 3.6-million users in 2010 to 8.2-million by the end of 2012.² The New Wave research in 2012 (see Chapter One) showed that by 2012, one in three SA adults had access to the digital arena and predicted that by 2016 this figure would rise to two in three.

Against this background, this chapter investigates how some news organisations implemented digital-first strategies and how the changes affected the working lives of

journalists. The data comes from open-ended interviews with journalists, editors and managers from *Business Day*, *Mail & Guardian*, *Eyewitness News* and *City Press*. They were selected as being representative of news organisations among those at the forefront of the new-media strategies. We attempted to include TimesLIVE but they declined the offer. Other news organisations also at the forefront of new-media strategies included the Afrikaans-language newspapers from Media24, for instance, *Beeld*, *Die Burger* and *Volksblad*, which announced in May 2013 their intention to erect paywalls. Paywalls were discussed in Chapter One, and we continue that conversation here, in more detail.

With South African media houses moving towards new-media strategies throughout 2012 and 2013, the need to reinvent newsrooms began in earnest. Against this backdrop newsrooms began their transition, with one of the issues being how do you monetise online news? Do you erect a paywall or not? How do journalists use gadgetry and social media in their work, and do the rules of traditional journalism apply to the new platforms? These are some of the issues discussed.



M&G HAD NO IMMEDIATE PLANS FOR PAYWALLS BUT GAVE TWITTER TEASERS ON THE THURSDAY EVENING TO ATTRACT READERS TO THE FRIDAY PRINT EDITION.

DIGITAL FIRST IN SOUTH AFRICA'S NEWSROOMS

The following trends emerged from interviews with various editors: all actively encouraged the use of social media; all had moved towards an integrated/converged newsroom; and all believed digitisation was an evolving process. The most notable trend was the immediacy of news across several platforms. While there were many examples to draw from, we surveyed a few newsrooms in Johannesburg: BDlive, *M&G*, *City Press* and EWN vis-à-vis the Digital First strategies, incorporating social media to highlight some trends. In relation to paywalls, *City Press* had no strategy in place by mid 2013 but it delayed publication online to protect the print product sales;³ and *M&G* had no immediate plans for paywalls but gave Twitter teasers on the Thursday evening to attract readers to the Friday print edition. The daily *M&G* online was free.

BDLIVE – YOU WILL BE PAYING FOR CONTENT

BDlive, which launched on 6 August 2012, was the result of a business decision to publish on digital platforms first, with stories then appearing in a print edition later. *Business Day's* announcement in mid-2012 brought a mixed response: some were enthusiastic, some were

more cautious, adopting a wait-and-see approach. In an interview on e.tv *Business Day* editor Peter Bruce said: "As we experiment, we'll find out what works."⁴ The plan was to publish stories online as soon as they were available. This was a change from simply republishing the print edition online. Adding new content as it arrived, or every hour, would create more of an interest and "enliven the paper and make it more valuable".

The online content would not be free, with the philosophy that the only way to protect journalism as it migrated online was to sell it, and not give it away. In a column at the time of announcing the change, Bruce wrote: "Big things are happening at *Business Day* ... we have great journalists joining our team next month and the way we produce our news (newspaper first, then onto the website and iPhone and iPad apps) will fundamentally change. You'll already find more original content (produced by our staff and not the news agencies) on our apps (downloaded almost 50 000 times in under a year) than any other news outlet in SA. I'm confident the changes will hugely improve our digital offering, the newspaper and, most important, our journalism. So stick around."⁵

BDlive managing editor: news, Steve Matthewson⁶, pointed out that the new strategy entailed producing multimedia (audio, video, slideshows) for the *Business Day* and *Financial Mail* brands. Content from Summit TV (now rebranded Business Day TV), a third BDFM unit, would be repurposed and content from *Business Day*, *Financial Mail* and BDLive would be repurposed for Summit. Emphasis would be placed on facilitating the digital integration between the three brands through content sharing.

BDlive has three functions from a branding point of view: it is the centre of the BDFM "meshed" network; as the digital platform of *Business Day*, it exists as a browser product as well as providing apps for tablet and mobile devices; and it is the business component of the LIVE galaxy of brands, i.e., content from and links to BDLive are published on Times Media Group's LIVE publications, TimesLIVE and SowetanLIVE. The setting up of BDLive was an integration project. "We don't use the term convergence – simply because it's not a sudden thing," Matthewson explained. "It's been a process to establish an operation, and part of a broad strategic thrust for the group as a whole. It's about servicing readers in different ways."⁷

Social media had an important role to play in this change. Journalists were encouraged to have a social-

media profile. They were encouraged to tweet links to their stories, send updates from events, engage in debates and discussions to raise the brand of their news organisations and themselves, but they were not compelled in their contracts to do this, according to Matthewson.

The experiment started with a flourish. BDLive saw 11 000 registrations in its first month, August 2012. By November 2012, the company had announced voluntary retrenchments and the newsroom lost about 43 employees, about 30 of whom were journalists. Before the retrenchments, BDFM employed about 120 journalists. By the end of 2012 BDLive had not developed a proper paying model. It took a while to solve technical difficulties, nearly a year, but by May 2013, a metered paywall was up.

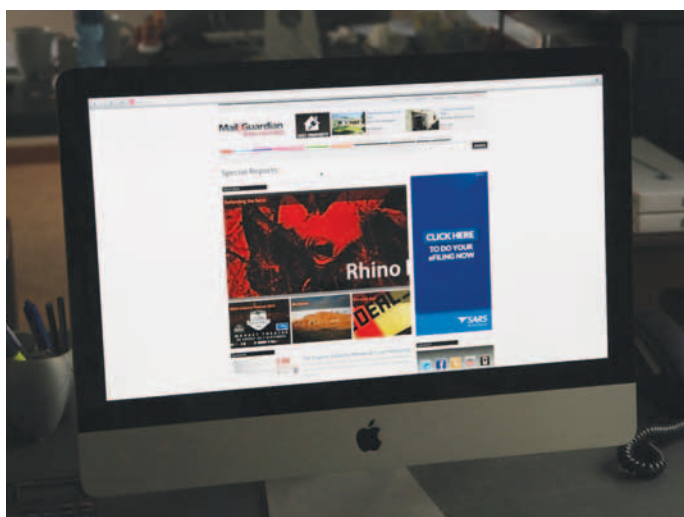
MAIL & GUARDIAN – NO DESTINATION IN SIGHT

The *Mail & Guardian* announced its digital-first strategy to staff in March 2012 and in August 2013, M&G Media chief executive Hoosain Karjieker announced it to the industry. "The company was a truly hybrid publisher and had experienced significant growth in its digital audience over the past few years with a 60% growth in audience for M&G Online, a 2000% growth in audience from Mobile and an 81% growth in its overall publisher audience over the past year alone," said the company's press release. "Staffing needs were going to be reassessed, and it was envisaged that at least 10 positions could become redundant, he said. Newly appointed editor-in-chief Chris Roper added that transforming a legacy print business into a digital media business required a total re-engineering of resources and staff. This necessitated retraining and repurposing of people, as well as a re-evaluation of business goals. 'It's an exciting enterprise for journalism, as well as a necessary one.'"

Like *Business Day*, the M&G's move was about building the company's readership and audience beyond the print publication to being available across as many platforms as possible, publisher Anastacia Martin said in an interview in 2012.⁸

She said the digital-first strategy meant the paper was now not just in print but online, on iPad, on Kindle and on mobi. "We use websites, Facebook, Twitter, blogs, portals and associated digital applications to reach our audiences, anywhere and at all times."⁹ The company

used every tool at their disposal to draw in people “be they audio-visual stories, podcasts, original stories or aggregated content. Our readers are in print but as we now provide rich media too, we talk about audience as we reach them through both visual and auditory channels”, Martin added.



The M&G's digital first strategy means that the online product will eventually take precedence over the traditional print offering.

Online editor Chris Roper – now *M&G* editor-in-chief – explained in 2012 that digital first (and its concomitant, social first) was a pragmatic response to the nature of technology. “It implies a platform-agnostic approach to content, which starts with digital because of temporal necessity. The business model is simple – if you don’t give your readers their content where they want it, they’ll move to someone who does.”¹⁰

For the then editor-in-chief Nic Dawes, who left the company in August, there was no difference between the *Mail & Guardian*’s print and digital strategy. “We want to be great in print and we want to be great online and in all the spaces in between.” There was “no particular end point” to the digital and social first strategies, nor could he say “how far” the implementation was. “Things are evolving incredibly rapidly and if you think you know what the destination is you are probably screwing it up.”¹¹

In July 2012 the online audience had grown by 43% in a year, to 832 820 unique visitors (from 582 391). Audit Bureau of Circulations (ABC) figures in August 2012 showed growth in individual and business print subscriptions.¹² By November 2012, the website had

reached a million unique visitors¹³ a month. In addition, 1 696 subscribers had converted to iPad, Kindle and e-edition editions in 2012, and by 2013 this was more than 2 000. While readers were taking up the offer of 24/7 news updates and availability, total circulation of the print edition was at 48 999 in the last quarter of 2012 although this fell through the first half of 2013 (possibly because readers were converting to digital). About 40% of the *Mail & Guardian*’s one million users were outside South Africa, Martin said, and so it had a broad front from which to pull new crowds of readers.

Mail & Guardian journalists were encouraged to use social media, especially Twitter, as much as possible, said Dawes. “We really encourage the use of social media by our staff. We encourage people to break stories on social media. We encourage people to engage with readers on social media and we encourage a very open social-media environment,” he said. With access to social-media platforms comes the need to be responsible. “Journalists have been informed of the consequences that come with being irresponsible. If you say something racist on social media, that’s a disciplinary offence.”¹⁴

While the newsrooms for the print and online editions were separate there was a degree of overlap. This was due to the paper’s history, where the *Mail & Guardian* Online operated as a separate company with a separate budget. In 2012-2013, different reporters were employed to work online and for print but they were expected to file articles for both platforms. For example, Dawes explained the person reporting on the Farlam Commission¹⁵ would file content for the online platform and write another piece for the print edition. The reporter’s filing schedule would be managed as such: online took precedence from Monday to Wednesday while print took over from Thursday for the Friday newspaper. The *Mail & Guardian* also had video specialists. “We don’t believe that you get great multimedia by telling every old print news hack that they must go out with a video camera and film the conversation that they have with their source,” Dawes said.¹⁶

EWN – BREAKING NEWS EVERYWHERE ALL AT ONCE

The overarching digital-first philosophy for the EWN team was to publish content online at the same time as it was being broadcast on radio. This was particularly important for breaking news, according to online news editor Sheldon Morais.¹⁷ Stories that run on radio have

complementary online content such as multimedia offerings, more comprehensive audio, photographs or news features. These are loaded on to the website before the stories are run in the radio news bulletins to make sure listeners have somewhere to go once they have heard the news on air. “The only instance where there will be a lag (but even then only for about five to 10 minutes) is when we have an exclusive story that is broken on air and then online,” Morais said.¹⁸

Social media was “a key publication platform” to EWN, according to Morais. A team of between two to five people handle the publication and broadcast of content across all the company’s platforms; radio, web (which includes mobi), social media and SMS breaking-news alerts.

Editor-in-chief Katy Katopodis noted that the multimedia and digital strategy fitted neatly into the company’s overall news strategy. It was important to approach news in terms of the content received. “We’re not only in the business of radio and we also not exclusively in the business of online or digital.”¹⁹

Katopodis, like Dawes and Matthewson, encouraged journalists to tweet, and be responsible when doing so: “Do not put on social media what you are not prepared to go with on radio with ... So if you not prepared to go on air on Cape Talk, 702, Highveld and KFM and make a statement please don’t say that on Twitter or Facebook.”

CITY PRESS – SOCIAL MEDIA AMPLIFIES EFFORTS

In the *City Press* model, digital first started with using digital products to complement the print product, according to digital editor Liesl Pretorius. There were no immediate plans to monetise news online but it did emphasise the importance of social media to enhance its brand and increase traffic to its print and online products. *City Press* ran its website and mobisite as a digital daily and used social media “to amplify the efforts”.²⁰ While the phrase “digital first” implied a move from print to digital as the first outlet to break news, this process was an open-ended one for *City Press*. Pretorius could not say when the process would end, given that the environment was “so dynamic”. However, she surmised that the migration of the audience from print to digital would be complete “eventually, in approximately 25 years’ time”. In the meantime, *City Press* was building a cross-platform audience. “And that project is on-going.” When it came to producing

stories for online, some were original and some were re-purposed. Many stories were produced exclusively for online – primarily; however, original online content was in the form of video, podcasts, infographics and other enrichments for the articles on the web, according to Media24’s head of digital, Sebastian Stent. (*City Press* is owned by Media24.) “As a rule of thumb, many articles in print are limited by the column/centimeter space available in the publication. As this is not relevant to our online platforms we are able to carry longer versions of stories, provide image galleries instead of single images, and also carry stories which are cut from the main paper because of space limitations,” he said. Explaining further the digital trajectory, Stent said that as the paper moved forward, the key differentiator for digital formats would be that they carried articles with a different tone or structure to the print articles so that the paper remained relevant long into the future.

WHILE THE PHRASE “DIGITAL FIRST” IMPLIED A MOVE FROM PRINT TO DIGITAL AS THE FIRST OUTLET TO BREAK NEWS, THIS PROCESS WAS AN OPEN-ENDED ONE FOR CITY PRESS.

Meanwhile, there were not separate newsrooms for digital and print staff at *City Press*. Instead there was an integrated newsroom where journalists and photographers filed content for both web and print. Both platforms shared sub-editors. Although there was a dedicated digital editor, section heads (especially on the news desk) also gave their input into the web diaries. A dedicated web team with technical expertise performed digital-production tasks and took care of the bulk of multimedia editing. They also produced content, sometimes original content and sometimes content that was “re-purposed” for print. While *City Press* encouraged its journalists to tweet, it was yet to come up with a social-media policy. “We’re awaiting the finalisation of a uniform Media24 policy,” Pretorius said.

Most editors interviewed had similar experiences and expressed common views. Trends noted included: integrated/converged newsrooms were all the rage; all editors encouraged the use of social media; newsrooms were evolving to handle digitisation; and print was definitely on its way to taking a back seat. Journalists navigated fairly massive transitions, due to new technology and the use of social media, disrupting old ways of working. The next two sections – Making

Money Online and Social Media Policies – show that there is no uniform policy around these questions and topics yet.

MAKING MONEY ONLINE

Experimentation with paywalls seemed to be a mixed bag of fortunes. In 2012-2013 it looked as if the business model most likely to be adopted was the porous metered-usage one. This involves a certain amount of content being offered for free, with subscribers getting access to the whole package. Subscription fees, alongside advertising, add to revenue stream. In many cases free content is limited to a specific number of stories in a month. Once readers have reached that limit, they need to subscribe to the service to continue getting further content. In Chapter One we discussed some of the local developments such as the first paywall (in 2009) at *The Witness* in KwaZulu-Natal. But by 2013 *The Witness* strategy had shifted, according to Stent in June 2013. *The Witness* now charges for replica versions of the paper “in line with the idea that if you choose a digital version of a title, it will be charged with a similar pricing model to the print product. However, we are working on some innovative payment models over the coming year, and we hope that these will unlock new possibilities for all of our titles to charge for access to their content in a way that is both respectful and fair to our readers and to the newsrooms producing our unique content”.²¹

In 2010 paywalls were erected at *The Herald* in Port Elizabeth and the *Daily Dispatch* in East London but the latter appears to have taken theirs down (the newspaper will not comment). Meanwhile, Media24 forged ahead in 2013 with paywalls for all three dailies, *Beeld*, *Die Burger* and *Volksblad*. The company began with a paid app for *Die Burger*. Once this proved successful, it created apps for *Beeld* and then *Volksblad*. Stent said: “The audience was receptive to paying for content in a digital format. Once we were secure in the knowledge that the audience would pay for this new form of their daily news, we realised that we could no longer continue giving the news away for free on the web while charging for it in our apps. So we decided to build new websites for the titles, and build into these the ability to charge for access to the content.” The company followed the model of *The New York Times* and *The Boston Globe* – using a porous, metered paywall model. This allows people some level of free access but for those who consume a lot, it encourages them to pay. This is bundled into access to all three titles, Stent said, so

R99 per month gets one access to *Beeld*, *Die Burger* and *Volksblad* not only on the web, but also through the 12 iOS and Android apps for each of the publications.

The TimesLIVE paywall, protecting *Sunday Times* copy online, was operational in 2013 but the company would not divulge any information about it.

The move to paywalls or subscription services for online news has not been without its opponents. In South Africa, Angerer and Haupt,²² for example, argue that monetising online news could tarnish established brands and be bad for democracy. They assert the constitutional right of access to information, stating that restrictions on content, sometimes even after a subscriber had paid for it, was a “second enclosure movement”. New media’s role “as the fourth estate in functional democracies would be undermined by exclusively commercial imperatives that potentially erode public trust in journalistic practice and create a walled garden”. Media houses, on the other hand, believe that journalistic offerings should be paid for – payment for professional quality work.²³ Financial stability allows media houses to pay journalists’ salaries, enables them to put journalists into the field to gather information first hand, file multimedia reports and bring in experts to explain the issues.

SOCIAL MEDIA POLICIES AND NEWSROOMS

All of the newsrooms encouraged the use of social media, which includes Twitter, Facebook, blogging platforms, Mxit, photo-sharing networks and apps such as Instagram. Different companies in 2012-2013 were at different stages of developing formal social-media policies. *City Press* was awaiting its parent company, Media24, to finalise a formal social-media policy, as was *BDlive* (although it shared some aspects of it) while the *M&G* had one in place already. EWN’s general policy was not to do on social media what would not be allowed on air, according to Katopodis. *BDlive*’s broad policy was that you should “think before you share” as there was “no undo on social media”. The still-in-draft-stage document stated that the use of social media benefited the company, and it could be used to connect with sources, or monitor news in one’s beat, to engage readers and drive traffic to the website by sharing links to stories. But, “never assume privacy or anonymity. Your followers will associate you with *Business Day* and *BDlive*, even if you add a (highly recommended) disclaimer saying you are sharing your own views. Before



So many devices, so many apps, so much to share, but journalists have to be careful they don't embarrass their news organisation.

you post an update, especially if it relates in any way to your job, take a moment to consider how it will reflect both on *Business Day's* editorial values or policies and on you as a journalist. If you wouldn't write it in the newspaper, don't write it on social media". Regarding tweeting at *City Press*, according to Media24's Stent, the newspaper managed their Twitter postings between the title and the editorial team – where the title aggregated the key posts from the lead journalists, while senior editorial team members engaged around issues and used Twitter to afford them the right to reply to public criticism or to engage in debate around stories in *City Press* and its online platforms.

The *Mail & Guardian* was the only newspaper surveyed that had a full social-media policy guideline (see Appendix 6). The news organisation's social-media guidelines are appended to its code of ethics, which appears on its website. In summary, at the *M&G*, while social media was important and journalists were encouraged to use it, they have been carefully warned about how to use it. The staff was even given guidelines about repostings and retweets. The staff was expected to protect the brand and reputation of the newspaper. In addition, disclaimers were recommended. Some of the more pertinent points are: "Be authentic and consider your audience. When sourcing material on social media, include your name and, when appropriate, your company name and your title. Readers consume content from people they know

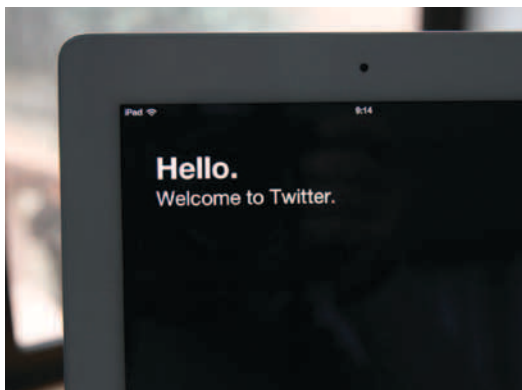
and trust, and pass that content on. Be aware that you are part of a community, and subject to the dynamics of that community. Do not misrepresent yourself on social media. Be upfront about being from the *Mail & Guardian*. Do not use subterfuge to obtain information, and do not use underhand technical methods (such as subverting security protocols on websites) to obtain information.

"Although social media are public platforms, and in general in the public domain, be mindful that some people might not fully understand this. If in any doubt, check with people that they are aware that they are, de facto, commenting in the public domain."

The essential points were that you couldn't be completely separate as an individual from the organisation you work at – even if you append the disclaimer that your tweets are in your personal capacity. You had to be aware that you were also representing your news organisation and take the values of that organisation into consideration when tweeting or face booking, for instance.

THE IMPACT ON JOURNALISTS: DELIGHTED OR IN CRISIS?

This section assesses the impact of digital first, and the incorporation of social media, on journalists – how they are adjusting to the changes, if at all?



ONLINE STAFF MEMBERS SAT IN A CLUSTER SO USUALLY ONE OF THE SUB-EDITORS (RESPONSIBLE FOR TWEETING STORIES AND PUTTING UP FACEBOOK LINKS) WOULD ALERT THE REST OF THE TEAM TO A BREWING “TWITTER STORM”.

While some journalists interviewed expressed excitement about the newsroom in transition, others expressed confusion and stress. Indeed, the practical implementation of the digital-first strategy had brought some challenges: reporting lines could be confusing, while the converged newsroom at times failed expectations. According to *BDlive*'s Matthewson, the change in the way journalists worked and how they adjusted to these changes was “a work in progress”.²⁴

Editors noted that at times younger journalists found it more difficult to cope with the changes than the older and more experienced journalists. For instance, Matthewson said: “The stereotype about age is not true, [that the young find it easier than the older],” he said. Some journalists needed to get beyond the embedded systems they were accustomed to, while some, irrespective of age, jumped in with enthusiasm, Matthewson said. “Some quickly understand the rationale for digital first in the broader context, for others it's an existential crisis,” he added.²⁵ Roper too said the response of journalists to digital first had been mixed, but “mainly positive”.²⁶ He noted that there was a challenge in repurposing print for online and multimedia. “Often, this can be for very good reasons, such as their usual work being compromised by new things to do.” Other editors said it depended on the beat covered by the particular journalist.

Reporting on news events was often much more complex when working with new media strategies. Contrary to what many people believed, Matthewson said, there was no such thing as “one journalist doing it all”. Sometimes there are as many as six staffers assigned to deliver on a big news story: filming a video; tweeting; taking photographs; reporting; and writing an analysis of the event. Planning was crucial. “We think about stories differently. We ask: what do we need to do to access different platforms?”²⁷

Katopodis, too, found that at EWN age was not an issue in journalists adjusting to new-media strategies. “We're achieving the vision and the strategy when it comes to senior reporters. With junior reporters they are admittedly still trying to find their way around doing everything. It is difficult to get junior and newer reporters to tweet.”²⁸ It appeared that “the more senior, the easier they have adapted. The more junior, the more overwhelmed they feel and that is where we do give them support”²⁹, Katopodis added.

For South African media houses social media was becoming an important element in building the news organisation's brand. Journalists were, for the most part, encouraged to build a social-media profile. They tweet under their own names, having to be mindful that they also represent the brand of their organisations. In interviews, some journalists said they found it easy to engage on social networks while fulfilling their other functions but others found that dealing with a host of gadgetry was cumbersome. *Mail & Guardian* Online reporter Faranaaz Parker found it difficult to multitask but understood the importance of engaging on social media.³⁰ “You can't really get away from social media if you work for online. You have to keep your finger on the pulse.” If a topic was trending on social media, you had to pick up on it, she said. If something was trending, you had to get a story up on that issue “ASAP otherwise those people who are talking in the echo chamber are going to go somewhere other than your website to tell fact from fiction, and you will miss out on a lot of traffic that could come to your site”.³¹

Constantly having to keep an eye on Twitter could be a distraction, however, “especially when you're working on another story”. Journalists need to know when to look and when to focus elsewhere. *Mail & Guardian* Online staff members sat in a cluster so usually one of the sub-editors (responsible for tweeting stories and putting up Facebook links) would alert the rest of the team to a brewing “Twitter storm”.

THE WORLD OF GADGETRY AND MULTITASKING

Although Parker said she had not often reported from big events that were on the move she had tweeted from press conferences, court cases or speeches – somewhere she could “sit down and open my laptop to quickly type up the tweets on a standard keyboard”. Colleagues Phillip de Wet and Nickolaus Bauer however, had a different way of working, she noted. “They use their tablets or phones, and tend to tweet quotes. Later on, they will write the story based on a skeleton from the tweets.”

On balance, Parker observed that her online team thrived on “the action”, i.e., putting together slide shows and video, live blogs and news updates all at the same time, finding new ways to tell the story and take the story forward. Personally, she found it difficult to multitask and preferred to “do one piece of work, and then move on to the next”. Parker pointed out that digitisation did not mean doing a multitude of tasks at the same time. It meant repackaging information for different platforms. This needed to be done in a systematic way, she explained: tweeting now, writing a news report afterwards, writing captions for a slideshow a little later, and then pulling together a Storify (to form or tell a story using social media such as tweets, and/or using multiple social media to create a story) on the online reaction to the story afterwards.

Working in a converged newsroom caused confusion at times, she said. “I don’t necessarily think that this is because converged newsrooms are confusing but just that our newsroom isn’t quite as converged as we’d like to think and also because our communication may not always be as good as it could be.” She reported to the online news editor but sometimes received requests from other editors. This could cause confusion and even conflict. “Newsrooms are physical spaces too and sometimes people walk over and ask you to do something face-to-face or alternatively they communicate via email and you’re under the impression that your supervisor was in the loop but in fact they aren’t.”

M&G’s Bauer tweeted a lot while out on stories. He did not find it particularly difficult or disruptive but, on the contrary, found that on many occasions “tweeting supplemented note-taking”.³² However, colleague De Wet found trying to tweet while out on a story “problematic”. “What I’ve have found, and I have been talking a lot to my colleagues about this, and they find the same thing, is this: you can’t take perfect notes

while tweeting. Whether you are in a press conference or on a rugby field or running behind rioters, taking your eye off the ball for that second to compose a tweet means you are dropping out of the stream of events.”³³

EWN senior journalist Stephen Grootes went out on stories armed with an iPad, an audio recorder and his mobile Samsung Galaxy S III, his favourite gadget. “I use the phone for pictures; it can record sound if needed. I can tweet from it. Basically, if there was a full-scale keyboard for it, I might be able to do without the iPad. That said, I use the iPad to surf the net and ‘power tweet’ from, and to take notes because of the keyboard. I also use it to process the sound that would be hard on the phone. iPhones can edit sound well, but they can’t record directly from a microphone at a press conference.”³⁴ Colleague EWN reporter Mandy Wiener also packed a range of equipment for each job: an iPhone, iPad, laptop and Marantz recorder. Her phone was her most used gadget: “I use my iPhone the most as it is the most versatile and I can do pretty much everything with it, including making phone calls. I can tweet, take photos, edit sound and conduct interviews in quality”.³⁵

EWN’S JACOB MASHOKOA SAID IN THE EARLY DAYS “IT WAS HELL” TRYING TO TWEET WHILE ALSO WRITING NEWS HEADLINES FOR A RADIO BULLETIN AND TAKING PICTURES.³⁷

For Grootes, there was a complex relationship between Twitter and radio news. “Our unique selling point used to be that we were first with breaking news. Twitter has comprehensively demolished that so we need to compete on Twitter, and leverage our platforms in other ways.”³⁶

EWN’s Jacob Mashokoa said in the early days “it was hell” trying to tweet while also writing news headlines for a radio bulletin and taking pictures.³⁷ “It does take a bit of your time but if you know how to manage your time correctly you can survive; keep your head up.”

Business Day political editor Sam Mkokeli tweeted “for fun” from press conferences and other political events. “I love it. It can be a disruption in the sense that it’s difficult to live-tweet and take proper notes at the same time.”³⁸ As a result he usually recorded the press conferences with a dictaphone, so he could go back to the tape for accurate notes. He felt journalists needed to “embody

this information superhighway and live in it. If we don't adapt, our trade will suffer".

Some journalists noted that it was important to adapt to the new technology and the digital-first trend. *City Press*' Herman Verwey had bought himself a GoPro (high definition digital camera) specifically to work on the multimedia platforms. "You are going to have to teach yourself how to make use of the multimedia tools if you want to survive in this industry. The reason why I bought myself a GoPro is so that I don't have to switch between stills and video on my camera. The GoPro can just go on recording on my lens hood without interrupting my shooting. It's not ideal trying to shoot stills, video and tweeting in between. One will always neglect one or miss key moments."³⁹

Not all journalists were keen on social media. *City Press* senior journalist Lucas Ledwaba was not on Twitter. "I don't think tweeting is journalism, or at least the kind of journalism I was taught."⁴⁰ He described himself as being old school, carrying a pen and notebook when he went out on stories.

The new-media transition brought about many disruptions in newsrooms, some chaotic, some dynamic and sometimes just plain confusing. The last section, below, summarises some of the emerging trends from 2012-2013.

TRENDS

The *Mail & Guardian*, *City Press*, *Business Day* and EWN deployed similar new-media strategies, called "digital first". Any differences were more in nuance than philosophy.

- *M&G* was ahead with a formal social-media policy while the other newspaper companies were still drafting theirs.
- Policy wise, journalists were told that they should be mindful of what they said or wrote on social media

because whereas they engaged on social media in their own names, they still represented their news brands. They should, in general, not be saying on social networks what they know would not be acceptable on air or in print.

- There was no uniformity of views regarding monetising online news. *Business Day* emphasised the importance of a paywall, *City Press* delayed publication online to protect the print sale, and the *M&G* while it had no paywall plans – as yet – was emphasising sales of its weekly Kindle and iPad editions.
- The online, multimedia and print newsrooms were at the same time separate and integrated. In other words, they had different reporting structures – which seemed to sometimes cause confusion – but they were meant to physically mix with the traditional newsroom.
- There was no particular end point to the digital newsrooms: the implementation of digital first was a "dynamic process", was fluid in nature and ever changing, an "evolving process" and even a "work in progress".
- None of the companies contacted were prepared to talk about its investment in digital, that is, to provide actual figures on what they had spent.
- Being fully engaged in the social-media sphere took time and hard work and presented a new approach to news. It required careful preparation and planning. However, many journalists also reported that they were having fun.
- In many cases it was the older generation that found it easier to incorporate social media and make the transition to digital first.
- Many journalists felt that being skilled across different platforms and in multimedia was necessary to surviving in the ever-changing journalism environment.

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05 OMBUDSMAN'S RULINGS

THIS CHAPTER SCRUTINISES THE PATTERNS IN THE OMBUDSMAN'S RULINGS FOR A SELECTED PERIOD IN 2012. The period examined was from January to August 2012, during which time there were 158 complaints against the press. Of these, 158 complaints, there were 48 rulings and one appeal.

Many complaints are settled quickly and informally without going to a hearing. The reason for the gap in the number of complaints and the number of rulings is due to “friendly settlements”, withdrawals, as well as “dismissals due to complainants consistently neglecting to respond to our correspondence”, according to the Press Ombudsman, Johan Retief.¹ In some cases, informal apologies are accepted before any formal procedure can take place. And according to Article 1.5 – 1.6 of the complaints procedures in the Press Code, anonymous complaints are not accepted. In addition, if complaints look “fraudulent”, “frivolous”, “malicious” or “vexatious”, they will not be accepted.

The research was conducted in collaboration with Unisa Communications Department researchers Julie Reid and Kelly Hawkins, and in co-operation with the Press Council. Hawkins, under the supervision of Reid, captured the material electronically.

A quantitative investigation into the Ombudsman rulings (1 January-5 August 2012) was undertaken to examine the kinds of rulings, who complained and for what, and the outcomes. It aims to provide a picture of the scale and severity of complaints raised against the print media. This chapter scrutinises the rulings made by the Press Council on complaints such as newspapers not



giving the subject of a story the right to reply, mistakes in reports, or printing inaccurate and unfair articles.

PRESS COUNCIL AND PRESS UNDER FIRE

This research takes place against the background of the Press Council coming under fire from the ANC and its alliance partner, the SACP, for its alleged bias in favour of the media, and for being “toothless”² (meaning it does not have enough power to sanction the press in a meaningful way). These parties, in particular, have been highly critical of the media, transformation (of content, newsroom composition and ownership) and the self-regulatory system. The cry was, and continues to be, that the media needs to be more “accountable”. An ANC resolution taken at the party’s Polokwane (2007) conference and, again, at its Mangaung (2012)

conference to investigate the possibility of a Media Appeals Tribunal to be managed by Parliament remains a threat to press independence.

Against the continuing debate on how best to monitor the media, there have been two relatively recent reviews into the regulation of the press: the first in 2011 by the Press Council, and the second in 2012 by the Press Freedom Commission (PFC).

In the first review, the Press Council held a series of public hearings as it began a process of self-scrutiny. This resulted in a 2011 report reasserting the principle of self-regulation, by a body made up of representatives from the industry.³ Then a new body, the PFC, was set up by the South African National Editors' Forum (Sanef), Print and Digital Media South Africa (PDMSA) and the Press Council South Africa under former chief justice Pius Langa. The PFC recommended wide-ranging changes, most of which were accepted by the constituents⁴ in October 2012. The changes are discussed in the next section. First, we examine the Ombudsman's rulings in 2012, for the period under review.

The table on the right delineates what happens with complaints: some are withdrawn, some are partially dismissed/upheld, and some are dismissed in their entirety. Some get taken to appeal, and sometimes the verdict is changed through that process. During the period under research, one was taken on appeal, but the Ombudsman's decision was upheld.

1. THE RULINGS

In 2012 the Press Council received nearly 300 complaints⁵, compared with 255 in 2011, 213 in 2010, and 150 in 2009 (as mentioned already we are scrutinising the 48 rulings from the 158 complaints laid with the Press Council from January to August 2012). It is clear that complaints increased every year. According to Joe Thloloe, former Ombudsman and now director at the Press Council, this shows an "increased use of the council and a growing awareness and perhaps trust in the system".⁶ The debate surrounding the media in the public domain may also have drawn more attention to the Press Council's regulatory regime. "The irony of our debates with the ANC is that they helped improve awareness of the system," Thloloe said.

The South African Press Code stipulates that news gathering must be done "legally, honestly and fairly, unless public interest dictates otherwise". Regarding the reporting of news, the "press shall take care to

Complaints against the Press in 2012 (January-August)

Total number of rulings: 48	Ruling by the Ombudsman or Deputy Ombudsman
Settled / withdrawn	1
Dismissed	17
Partially dismissed	16
Upheld (no appeal)	12
Taken to appeal and Ombudsman's decision is upheld	0
Taken to appeal and Ombudsman's decision is overturned	0
Taken to appeal and Ombudsman's decision is partially upheld	1
No finding	2

report news truthfully, accurately and fairly". In addition, news shall be presented in context and in a balanced manner, without any intentional or negligent departure from the facts whether by distortion, exaggeration or misrepresentation, material omissions, or summarisation. Members of the public, political parties, business among others, complain to the Press Council when they believe that the above stipulations, among other clauses in the Press Code, are breached.

Most of the complaints received by the Press Council during the period under investigation, January to August 2012, were over the right of reply – which falls under the need for a report to be fair and to present all sides to an issue. This referred, for example, to instances when a newspaper article accused someone of certain wrongdoings without contacting them to get their side of the story. In many instances, we hear from the Press Council, reporters did not give the person enough time to reply and often wrote in the story that there was no response at the time of deadline.

1. a Press Council Rulings

Between January and August 2012 (see Appendix 3 for a full list), Clause One of the Press Code was the most

commonly breached: that the press shall be obliged to report news truthfully, accurately and fairly, and mostly the issue related to the right to reply.

Second, Clause 1.2 that “news shall be presented in context and in a balanced manner, without any intentional or negligent departure from the facts whether by distortion, exaggeration or misrepresentation, material omissions, or summarisation” was also breached. In these cases, the publication had mainly fallen short on giving the subject the right to reply.

The complaints process can have several outcomes: they can be settled informally; they can be withdrawn; they can be partially dismissed/or partially upheld, which happens when there are a number of legs to the complaint; some can be dismissed and some can be upheld. Some get taken to appeal.

In the sample under analysis, January to August 2012, the Ombudsman published a total of 48 rulings. Of those rulings, the Ombudsman sanctioned the media in 58% of the cases, just over a majority of the time.

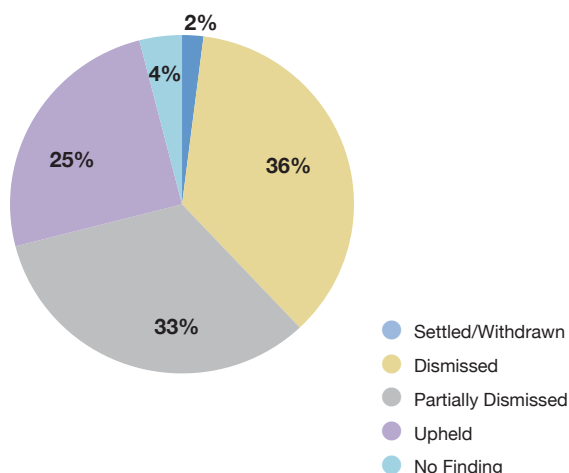
A total of 17 complaints were dismissed, with 16 complaints partially dismissed. In these 16 cases, the Ombudsman dismissed some aspects of the complaint but upheld others. A total of 12 complaints were upheld in toto, with the Ombudsman ruling against the publication and imposing a sanction. In two cases the Ombudsman made no ruling, stating he was not, for reasons stipulated in the published ruling, in a position to make a ruling on the particular complaint. One case was settled. One case was taken to appeal, but the Ombudsman’s decision was upheld.

From the complaints submitted during the period under review, 41.65% received no sanction because they were either informally settled/withdrawn, dismissed or no finding was made. In 58.33% of the cases during this period, the Ombudsman sanctioned the publication. The most widely used sanction was for an apology to be published.

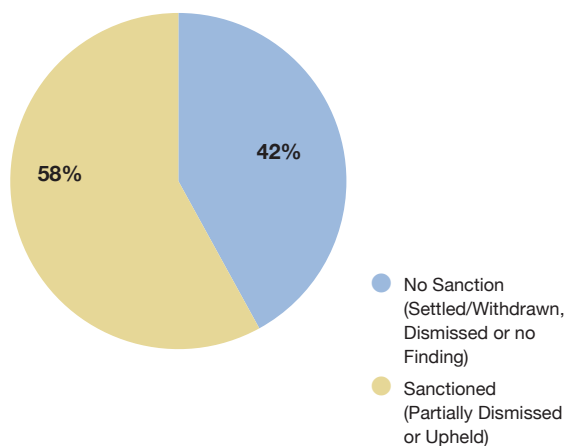
1. b Sanctions

There are several forms of sanctions available to the Press Council: a reprimand; a strong reprimand; an order to retract; an order to publish an apology; an order to publish a summary/abbreviated judgment; an order to publish full judgment; an explanation/right of reply; an order to publish a correction or a caution.

Rulings: Jan 2102-August 2012



Sanctions: Jan 2102-August 2012



Relating to the data under investigation, the following sanctions were issued:

- In 24 cases the media houses were ordered to publish an apology;
- In eight cases the media houses received a reprimand;
- Cautions were issued in five cases;
- In four cases there were orders to publish an abbreviated judgment; and
- In three cases publications were ordered to publish right to replies.

Sanctions

Key	Sanction	Number of Sanctions ordered by the Ombudsman or Deputy Ombudsman
A	Reprimand	8
B	Strong reprimand	2
C	Ordered to retract	1
D	Ordered to publish an apology	24
E	Ordered to publish summary / abbreviated judgment	4
F	Ordered to publish full judgment	0
G	Explanation / right of reply	3
H	Ordered to publish a correction	2
I	Cautioned	5

MOST OF THE CASES WERE ONLY PARTIALLY UPHELD (AND ONLY PARTIALLY DISMISSED), MAINLY FOR NOT GIVING THE SUBJECT OF THE ARTICLE THE RIGHT OF REPLY.

In April 2012, the Press Council introduced an additional stipulation in connection with the publication of apologies: that the apology be published on the front page of the publication, with the word “apology” in the heading. The ombudsman ordered this on five separate occasions. See Appendix 5 for a list of publications and their breaches.

The Star was the publication that received the most complaints during the period under investigation – a total of four complaints. Not much can be made of this finding as it is just one more complaint than those received against the *Mail & Guardian*, *Sunday Times*, *The New Age*, *The Citizen* and *Cape Times*. In the cases against the *Mail & Guardian*, all complaints were dismissed and the publication received no sanction. Two of three cases against the *Sunday Times* were upheld and the newspaper was ordered to apologise and, in one case, ordered to publish text provided by the Ombudsman. In the cases against *The Star*, most of the cases were only partially upheld (and only partially dismissed), mainly for not giving the subject of the article the right of reply. See Appendix 6 for a full list.

1.c Who complained?

Complaints came from across the social spectrum, for instance, from a participant in a beauty pageant complaining that an article defamed her to a citizen complaining that a poster could incite violence against farmers to a professor of theology demanding the right of reply. See graph on opposite for the following data: sixteen complaints came from the government, public or state institutions. Two complaints came from national government and/or public and state institutions; five from provincial governments; three from municipalities; one from the presidency; one from a regulatory body, two from the military; one from the police, one from the SABC. There were two third-party complaints, where complaints were laid on behalf of a community. Three complaints came from the ANC, two from Congress of the People (Cope), and two from the United Democratic Movement (UDM). Public figures, celebrities, writers, poets and musicians and other individuals lodged seven complaints.

2. FINDINGS

One of the most striking findings was that there were only 158 complaints lodged during 1 January to 15 August 2012. Of these complaints, most were resolved informally (or dismissed for reasons cited already: frivolous, vexatious, etc.) with only 48 resulting in a ruling. In more than half of the 48 cases – 58% – the press was found to be at fault and was sanctioned.

It was Clause One of the Press Code that drew the most complaints: the failure to report truthfully, accurately and fairly. This clause is a broad one that encapsulates many issues. Of the 28 publications that received sanctions, 19 (67.85%) were found to have breached this particular clause. In almost half of these cases, political parties (15%) or government departments or state and public institutions (33%) laid the complaints. Together this comprised 48%.

It is interesting to note that business and other organisations complained more often to the Press Council than political parties: 34% compared with 15%. But together Business, Other, and Public/celebrity figures comprised the same as above, (political parties and government institutions): also 48%. This suggests that while political parties seem to be the most vociferous against the press, they do not use the complaint mechanisms as often as business.⁷ Or at the very least, we could infer that political parties, especially the ANC and the SACP, were no more prominent than any other sector.

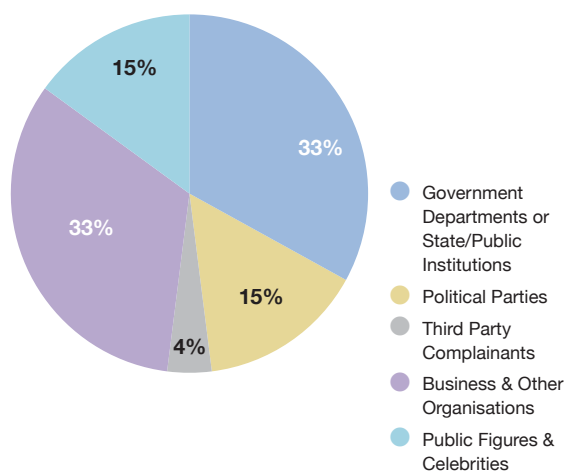
Comparing complaints lodged by public institutions and political parties versus businesses and people in the private sector, it appears that both were equal – if one adds up Business and Other (organisations and individuals) and Public Figures (such as church leaders and celebrities such as singers), and then compares this with Political Parties added to Government and State Institutions they are both 48%.

The most ordered sanction was for an apology to be published – 24 apologies were ordered.

2. a Complaints increase, but ...

Former press ombudsman, (in 2013 the director of the Press Council), Joe Thloloe, said of the increasing number of complaints against the media in 2012⁸ that it was a case of people using the system more. “Yes, the complaints have increased, but to be fair, it’s difficult to make inferences about the quality of South African journalism from our statistics only.”⁹ He noted that the

Complainants: Jan-Aug 2012



Press Council only ever saw complaints; it never got letters praising journalists for their work. The number of complaints, 255 in 2011 and about 300 in 2012, “are a minute drop when one considers the millions of words churned out by publications daily”. The then chair of Sanef, Mondli Makhanya, concurred with Thloloe.¹⁰ “More complaints do not mean journalism is getting worse. It does mean that people are getting more used to the system.” From a Sanef analysis of the complaints, Makhanya noted that “journalists were not ticking the boxes [such as right to replies], crossing their T’s and dotting their I’s”. It was vital, he said, for every journalist to know the Code of Conduct. “We need every single journalist in every newsroom to know every sentence and verb and comma of the Press Code. We can’t keep criticising the powers that be for criticising us. We can be our own worst enemy. Journalists have not learnt the Press Code.”

ARE COMPLAINTS IN BROADCASTING DIFFERENT?

In contrast to the print sector, complaints regarding the broadcasting industry are made to the Broadcasting Complaints Commission of South Africa (BCCSA). The BCCSA can impose harsher sanctions than those of the Press Council. It can go as far as to impose monetary sanctions or fines on an erring television or radio station.¹¹

As a comparison, and to put the above print analysis of complaints into context, it is worth noting that the

broadcasting industry receives many more complaints than the print-media sector. Over the past 18 years the BCCSA has imposed fines in about 30 cases. It received 20 000 complaints and held about 2 000 hearings. This works out at about 1 000 complaints and 100 hearings a year, compared with the nearly 300 complaints and less than 48 rulings a year by the Press Council.¹² The BCCSA has the power to impose fines of up to R60 000 on broadcasters.¹³ The reason for fines, according to the head of the BCCSA, Kobus van Rooyen,¹⁴ is to embarrass the broadcasters rather than hurt their pockets.

The ANC has on several occasions voiced satisfaction with how the BCCSA and fines work in the broadcasting industry, indicating that it regards this as a model for more accountability and the proposed Media Appeals Tribunal.¹⁵ One must note, however, that the BCCSA is not run by parliamentarians but a variety of representatives from different sectors of society: academic, religious and cultural with a good gender balance and are from different regions in the country.

2.b Apologies must be visible

The 2012 reports made by the Press Council to Sanef's AGM give an insider perspective – especially of some of the frustrations the council has with editors, in general, and with some more than others.

Thloloe told the Sanef AGM in July 2012 that one of the big issues raised frequently in complaint submissions – and this applied to all editors and publications – was the size and positioning of apologies. “This office can argue until we are blue (in the face) that the apologies that are ordered by our office match the offence but what readers see are the ones that emanate from the publications themselves – often a line or two hidden on Page 2 under the general heading ‘Matter of Fact’ or ‘Verduidelikings’.”¹⁶ Readers saw these as an attempt to deceive. If a complaint was laid, the newspaper could claim to have apologised but the feeling was there was no genuine intention to apologise, he cautioned the editors. Thloloe urged editors “to review their response to errors in their newspapers: please match the apology to the offence, for the credibility of journalism. This year we repeat this plea to editors”. The point is that apologies organised by the papers themselves (as distinct from those ordered by the ombudsman) are often tucked away and draw criticism on that basis.

Because the issue of position and size of apologies was of public concern, according to the Press Council,

in April 2012, it introduced an additional stipulation in the publication of apologies. In certain cases the Press Council could insist that an apology be published on the front page of the publication, with the word “apology” or “apologise” in the heading. This sanction was ordered five times in the period under analysis.

The Press Council found that, by and large, newspapers were co-operative with its call to hearings. However, the Press Council identified one newspaper which was of particular concern: *The Times*, under the then editorship of Phylcia Oppelt (now editor of the *Sunday Times*). In his quarterly report to the Sanef Council in February 2012, Thloloe said the Press Council “remained concerned” at the way *The Times* ignored correspondence from its office. “We have attempted to get the newspaper’s response to one complaint since September 12 and another since January 19.”¹⁷ According to the report, *The Times* (in 2012) had come to the attention of the Press Council for creating a pattern of ignoring calls to attend hearings. From 2013, recalcitrant papers will be subjected to more serious sanctions – space fines and monetary fines – under the new regulatory regime.¹⁸ A space fine would see apologies and retractions placed in space otherwise earmarked for editorial or advertising. Monetary fines would be imposed according to a formula determined by the Press Council. Sanctions for a respondent’s failure to appear for adjudication hearings and repeated non-compliance with the rulings of the adjudicatory system could result in suspension for a set period or even expulsion.¹⁹

2013: NEW SYSTEM

By 2013 changes to the structure of the Press Council and the complaints procedure, additions to the Press Code and extra sanctions for erring newspapers were in operation.

After undertaking a series of public hearings as well as conducting research internationally, the Press Freedom Commission (PFC) in 2012, came up with a number of recommendations. The key suggestion was to move away from self-regulation to a system of independent co-regulation. This did not constitute independent co-regulation in the traditional sense of co-government regulation. Instead, it meant the setting up of a council made up of members of the media and an increased number of members of the public, chaired by a retired judge. This new structure took effect in 2013, after an appointments panel took decisions on who to appoint

from several nominations.²⁰ The appointments will last for five years, starting in February 2013.

Composition: Judge Phillip Levisohn, formerly of the South Gauteng High Court, assumed the chair of the Press Council. Former Judge President of the North and South Gauteng High Court, Bernard Ngoepe, chairs the Panel of Adjudicators. Representing members of the public on the new council are: Dr Peter Coetzee, Mike Lenaghan, Judge Ralph Zulman, formerly of the Supreme Court of Appeal, Prince Mkhonza, Joe Seremane and Huida Shenker. The press representatives are: Raymond Louw, Amina Frense, Louise Vale, Graeme Campbell, Mondli Makhanya and Zeldia Jongbloed. The public representatives on the Panel of Adjudicators are: Lindsay Clowes, Simphiwe Sesanti, Neville Woudberg, Philip van der Merwe, Peter Mann, Brian Gibson, Carol Mohlala, Ntsikelelo Sandi. Representing the press are: Susan Smuts, Henry Jeffreys, Sanglay Mahmood, Fanie Groenewald, Franz Krüger and Nic Dawes.²¹

THIRD-PARTY COMPLAINTS ARE NOW ACCOMMODATED. THIS MEANS ONE CAN COMPLAIN ON SOMEONE ELSE'S BEHALF, OR COMPLAIN IN THE PUBLIC INTEREST. IN THE PAST, YOU COULD ONLY COMPLAIN ABOUT SOMETHING THAT AFFECTED YOU.

Office: The structure, functioning and location of the office also changed radically on February 1, 2013. The old job of Press Ombudsman was split into three: the director in the Press Council, the Ombudsman, and the public advocate. Latiefa Mobarra, former Sanef executive director, is the public advocate; Johan Retief, the former deputy ombudsman, is now the new Press Ombudsman, and Joe Thloloe, the former ombudsman, is now director.²² The director is to be the public face of the council.

New system: From 2013 there is now a three-phase system in place for complaints to the Press Council: 1) The public advocate now receives all complaints. He or she, with the complainant, tries to find a speedy resolution to the complaint with the newspaper concerned. If this is unsuccessful, the complaint is handed over to the Ombudsman for arbitration. 2) The Ombudsman may decide the matter on the papers, or bring in a public and a press representative to conduct

a hearing with him. 3) If they are not satisfied with this outcome, either party may appeal to the council's Chair of Appeals.

The idea behind the new three-phase system is to speed up the complaints process and find more effective ways of resolving disputes. The public advocate assists members of the public to formulate their complaints and attempts to resolve complaints amicably by liaising directly with the publication on behalf of the complainant. She may represent a complainant before the Ombudsman or the Appeals Panel. She may also file a complaint directly with the Ombudsman if she is of the view that a prima facie contravention of the Press Code has been committed and the complaint is in the public interest. There is now a three-phase system in place for complaints to the Press Council: 1). The public advocate now receives all complaints. He or she, with the complainant, tries to find a speedy resolution to the complaint with the newspaper concerned. If this is unsuccessful, the complaint is handed over to the Ombudsman for arbitration. 2). The Ombudsman then goes through all the papers presented and comes to a decision. 3). An arbitration committee (including a member of the public and a member of the press representatives) can be convened if the Ombudsman believes evidence needs to be heard.

The waiver: Of particular issue to critics of the old system was the waiver, a signed declaration waiving a person's right to go to court after submitting a complaint to the Ombudsman. It is important to note that while the waiver was dropped – it was dropped on a trial basis from the Press Council's complaints procedure in 2013.

Third-party complaints are now accommodated. This means one can complain on someone else's behalf, or complain in the public interest. In the past, you could only complain about something that affected you.

Sanctions: Another significant change is that fines can now be imposed on recalcitrant publications, or on those publications that ignore calls to attend hearings. There will be no financial fines imposed for editorial content such as mistakes. Instead there will be space fines for errors relating to content. This involves the placement of apologies and retractions in space otherwise earmarked for editorial or advertising. Depending on the seriousness of the transgression, these could range from a few column centimetres to statements taking a full page.²³

TRENDS

Scrutiny of the way the Press Council works and the number of complaints to the Ombudsman, who complained about what and what the rulings and sanctions were, revealed the following, in summary:

- Right of reply was the biggest issue of all. Journalists and editors were not giving people they accused of wrongdoing, among other things, enough opportunity to respond.
- In general, there were fewer complaints than expected, especially from the ruling party given its vociferous criticism, including policy resolutions related to "shabby shoddy and sensational journalism"²⁴ in the print environment. And, if the number of complaints is compared to broadcast, then the number is small.
- In summary, the research data showed that in one year, there were not thousands of complaints but rather a few hundred. However, the complaints are steadily increasing.
- The Press Council deals with a wide variety of complaints, and not only from political parties and government departments/state institutions but also from business, churches and celebrity figures such as singers and beauty queens. Complaints ranged from a woman fearing that a poster could lead to violence against farmers; a beauty contestant claiming defamation; a hospital wanting to put its side of the story out there; a church criticising a misleading headline; and Minister of Higher Education Blade Nzimande complaining that he was misquoted.²⁵
- It was clear that while the most vociferous critics of the print media were political parties (mainly the ANC and SACP), many others used the system, more quietly. Business and others topped the list (16 complaints), matching the complaints filed by public-service bodies. The ANC filed only three complaints during the period under review. However, if you add up political parties and state institutions and compare this with Business, Other and Public Figures such as celebrities – they were both equal – 48% each.
- In the majority of cases (58%), the Press Council sanctioned the press, with the most common sanction being to order an apology.
- The trend with newspapers was to bury apologies in the inside of their papers, and make them as small as possible. This began changing in 2012 with a stronger Press Council ordering front-page apologies, and indeed including front-page right to replies.
- By and large, newspapers respected and heeded the calls of the Press Council. There was only one newspaper that had proved difficult in this respect.
- One of the most notable points is that most complaints did not result in rulings – they were settled informally, sometimes in a friendly manner, or dismissed as vexatious or frivolous, with a small minority of complaints resulting in hearings – just 48 out of 158. In addition, in that period, there was just one appeal, but the result was that the Ombudsman's decision was upheld.

NOTES

1. Retief, Johan (2013), Email interview: 11 June 2013.
2. Report on Press Regulation in South Africa: Press Freedom Commission, April 2012; Review by the Press Council of South Africa (2011) and ANC Polokwane Resolution calling for a MAT at its 52nd national policy conference, in 2007.
3. Review (2011), a report by the Press Council of South Africa.
4. Constituents were Sanef, PDMSA, Press Council SA.
5. This figure is higher than the complaints investigated in the research as it includes statistics for the entire year.
6. Thloloe, J (2013), Email interview: 21 July 2013.
7. See Polokwane 2007 and Mangaung 2012 resolutions on the media.
8. Thloloe, J (2012), email interview: 5 October 2012.
9. ibid
10. Makhanya gave a speech at the Women's Jail at Constitution Hill on 3 October 2012 at the announcement of the new regulatory regime.
11. *Mail & Guardian* (2012): Press hearings raise questions, 24 February.
12. ibid
13. Because the Independent Communications Authority of South Africa (Icasa) has powers to fine members, it was deemed wise to confer the same powers on the BCCSA.
14. *Mail & Guardian* (2012): Press hearings raise questions, 24 February 2012.
15. ANC members, then head of communications, Jessie Duarte, and spokesperson Jackson Mthembu made presentations to the PFC in January 2012 where they mentioned their satisfaction with the way the BCCSA worked.
16. Thloloe, J (2012): Press Ombudsman's Report to Sanef AGM, held in Durban, July 28.
17. Thloloe, J (2012): Press Council report to Sanef, February, emailed to Wits Journalism.
18. See Appendix 3
19. Thloloe, J (2012): Press Council report to Sanef, February, emailed to Wits Journalism.
20. Press Council, 9 October 2012: South Africa's Press - a new start for old values (A revamped Press Council), <http://www.presscouncil.org.za/News/View/south-africas-press--a-new-start-for-old-values-72>
21. Information from the Press Council (2013), <http://www.presscouncil.org.za/Reports/View/press-council-directors-report-10>
22. ibid
23. *Mail & Guardian* (2012): Media Appeals Tribunal rejected, but major press reforms mooted, 26 April.
24. See the ANC conference resolutions at Polokwane and Mangaung, referred to earlier.
25. The Press Council found in favour of Nzimande.

06 TRAINING

TRAINING AND SKILLS DEVELOPMENT FOR JOURNALISTS HAVE RECEIVED ENORMOUS ATTENTION IN THE PUBLIC DOMAIN IN RECENT YEARS, ESPECIALLY IN THE LIGHT OF THE CONTINUING CRITICISM OF THE MEDIA.¹ In recent reports, it has been stated that there should be a more proactive approach to raising standards while investment in training – irrespective of the global recession and scaling down of staff numbers – must take place.² Speaking within a global context, Kovach and Rosenstiel (1999) noted that to have accurate, balanced and fair journalism it was necessary to have a well-trained core of reporters.³ This could be applied to South Africa too. They emphasised the importance of journalists knowing the basics: for example, “do not add, do not deceive”; check and verify information; the importance of transparency; having a responsibility to citizenry and being independent of any faction.⁴

This chapter focuses on what kind of training took place in the newsroom in 2012-2013, and on the kinds of skills development programmes and support media companies provided. The research involved finding out how much is being spent on training, what the media companies’ policies were, and the nature of the training implemented, as well as extensive interviews with trainers.

Three media houses provided comprehensive details for the research: Media24, Times Media Group (TMG) and Independent Newspapers. The SABC provided some information.⁵ Caxton did not respond to requests for information on their spending on training.⁶ Wide-ranging discussions were also held with trainers, both past and



The biggest demand in training today is for online and new media journalism.

Photograph by Liesl Frankson

present from the above-mentioned companies, but also the *Mail & Guardian* and Eyewitness News. Finally, a survey into journalists’ own training needs was undertaken.⁷ It must also be noted that other media and journalism training exists beyond what is outlined in this research. For instance, *The New Age* newspaper provides training, universities and other institutions such as the Institute for the Advancement of Journalism (IAJ) offer degrees and short courses, as do technical colleges. In summary, the research provides a snapshot of training for journalists in South Africa at a particular point in time, in 2012-2013, with, first, a quick gaze back to ten years ago.

1. TRAINING IN CONTEXT: THE 2002 AUDIT

If reporters were trainers, they would focus on news-gathering, writing and accuracy. This was one of the key findings of Sanef’s 2002 Skills Audit.⁸ The audit⁹ also

noted that limited resources prevented media institutions from taking junior reporters through a (traditional) process of mentoring, guidance and “osmosis” through which they could learn the “tricks of the trade” from their senior counterparts. It listed a variety of skills that were inadequate or lacking: conceptual skills; analytical skills; creativity; critical thinking skills; enquiry skills; general knowledge; narrative skills; knowledge of media systems; critical reading skills; social awareness; social responsibility; and language skills. In addition, the audit found that reporters themselves considered the training in writing skills, conceptual skills and practical skills to be inadequate. The audit also noted that strong leadership in newsrooms was needed, budgets for training were insufficient and there was a lack of general knowledge among reporters. Journalists needed skills to cultivate their own story ideas, and stories needed to be seen in a broader context. Lastly, there was not much interaction between juniors and seniors in newsrooms.

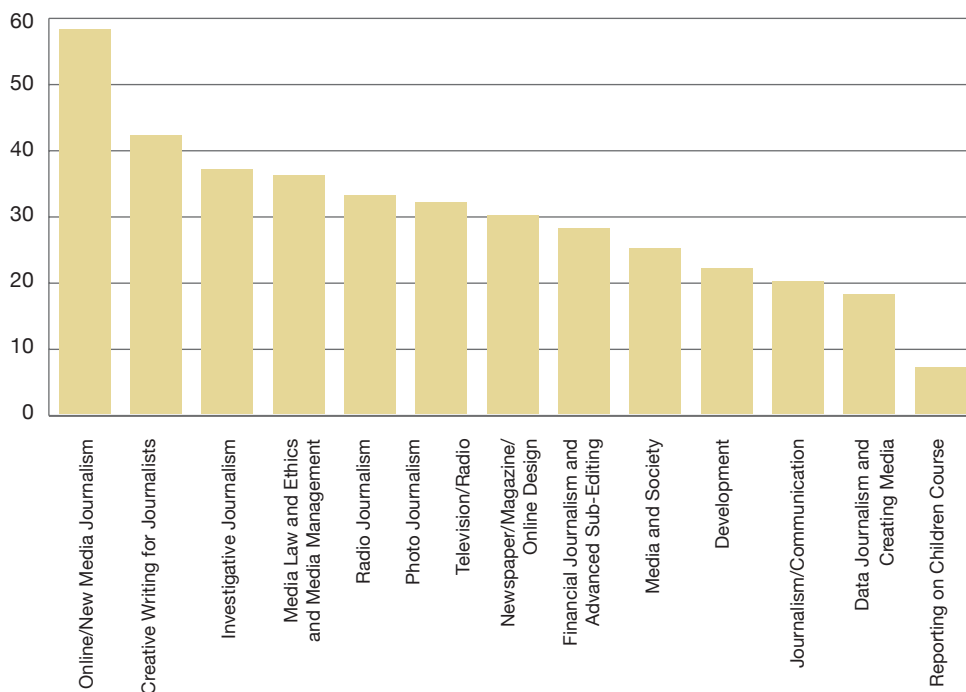
2. **WHAT OF TODAY?**

Wits Journalism conducted research about what kinds of training journalists wanted: the Survey of Working Journalists, 2012. This was a voluntary online survey from a self-selecting sample. From the responses there were some major differences from the 2002 audit but there were also some similarities. The survey, which

took place in August 2012, conducted by Eleanor Momberg, was “dipstick” research in that it was a test of temperature rather than an exhaustive study. It gave a broad indication of training demands from journalists in South African newsrooms. A total of 131 journalists from Gauteng and the Western Cape participated. The majority, over 70% of the respondents, had more than 10 years of experience; most had a tertiary qualification, and some with post-graduate qualifications. The journalists came from a wide range of South Africa’s media organisations: Media24, Sapa, Jacaranda FM, Independent Newspapers, *The Citizen*, *Sunday Times*, *The Times*, Eyewitness News/Primedia, *Business Day*, BDLive, YFM, eNews/eNCA and the Southern African Freelancers’ Association.

The biggest finding was that most journalists interviewed were interested in online/new-media journalism training. Other big interests were creative writing, investigative reporting and then media law and ethics. Following on from these big interests were radio journalism and photojournalism. After this, journalists were interested in television/video training, design, financial journalism, advanced sub-editing, media and society, development journalism/communication, while smaller numbers were keen on data journalism and creating media (entrepreneurism) and reporting on children. The graph below captures the training interests of journalists today.

What Journalists Want Today



What is clear from the above graph is the need to acquire new-media skills. This ties in with Chapter Four in this report, which deals with the changing newsroom environment to digital first, with the concomitant social-media strategy.

In other comments from the research, many of those interviewed offered suggestions to help with skills development in the industry: students should be encouraged to freelance while still studying, and something should be done to close the gap between university programmes and real newsrooms. Also vital, they noted, was that journalists needed to be taught more extensive writing skills. This echoed the findings of the 2002 skills audit. Some journalists felt courses should be offered on writing leaders and opinion pieces. Bearing these findings in mind, we see in the following section that the training on offer today does largely tally and encompass these needs. Certainly, large amounts of resources are poured into training.

3. TRAINING INVESTMENT, PROGRAMMES AND POLICIES

Four of the major media groups spent a total of R69.65-million on training in 2012 (to April 2013). Media24 spent R35.75-m, SABC R23-m, TMG R7.4-m and Independent between and R3-m and R4-m. If one takes into account amounts spent at Caxton, Primedia, Kagiso, eNCA, M&G and *The New Age* and other institutions such as universities, technikons and training institutions such as the IAJ, this figure would increase substantially.

3.a Media24

Media24 spent a total of R35.75-million on training (not just for journalists but for all staff) for the year ending March 2013,¹⁰ according to head of talent, Jasmine Adam, who oversees training for the media house. The company trains about 40 journalists a year. Twenty are bursary holders who attend university courses and then spend their holiday periods getting work experience under mentors in the company's different divisions, and the other 20 are graduates (interns) who attend the Media24 Academy. They spend three months' training and at the end of this period, a select few are offered a further opportunity to receive on-the-job experience in various publications.

In addition, Media24 also runs internships independently of the Media24 Academy. At 24.com, for example, the company may take on an extra 10 students. Training in 2012 had been "repositioned" to include training

across the business and not just to provide training for journalists. Some of the 2012-2013 training funds went towards bursary schemes for journalists and towards a graduate programme for a range of degrees, not just in journalism. In addition, the company conducted management skills training for the whole of Media24.

I. Programmes

The main Media24 training project for 2012 was called the "Army of 200". This was the company's drive to equip everyone from sub-editors and photographers to reporters and editors with multi-media skills. This was a Seta-approved programme, run by the IAJ in consultation with the Poynter Institute. The programme was rolled out from January 2012, and reached 270 people in editorial departments at Media24's Afrikaans-language newspapers in Pretoria, Johannesburg, Bloemfontein, and Cape Town, as well as *City Press* staff in Johannesburg. The training was specifically geared towards repurposing and managing newspaper content for online and mobile platforms. It involved developing a curriculum with the senior digital people and the IAJ, and was the main focus of the training in the company's newsrooms for 2012. It was in line with the strategic drive to create rich content that led to the raising of paywalls on Afrikaans newspapers by April 2013.

II. Policies

Responsibility of teaching and learning in Media24 was shared among three partners: management, the individual's manager and the learner concerned. It was up to the department head or manager to determine the skills necessary to reach Media24's strategic goals. That person then had to draw up an annual skills plan, together with a budget; and then act as a mentor, creating practical opportunities for each person to learn.

The HR manager determined the company's broader needs and drew up annual skills plans, arranged the presentation of appropriate courses (internal or external) and monitored and reported on progress.

However, training was not implemented through a top-down approach. The learner, too, drew up personal development plans and followed it through, ensuring that new knowledge and skills were acquired on a continuing basis. The learner was also expected to share knowledge and skills with colleagues.

All training took place within the framework of the NQF (National Qualifications Framework), with training courses and instructors formally accredited. After any training, the learner's competence had to be tested in

terms of the NQF requirements. A certificate was issued as soon as the learner demonstrated the required level of competence. Records were kept for the submission of claims to the Skills Fund, as well as for the preparation of annual reports for the Department of Labour on the Development of Skills and Service Equity.

III. *Teaching methods*

The Media24 Academy ran a month-by-month programme. Former trainer Liz Barrett explained how it worked. The first month was spent introducing the interns to the concept of “What is journalism”. In the second month basic reporting was covered, with interns going to a press conference and covering an event. Every day the interns had to write something that the trainers then checked. The interns were taken through all the newspapers every so often to gain an understanding of news values: why was that a Page One story and what was missing. Barrett observed with some disquiet that while the interns came in from university they were “not reading newspapers”.¹¹

She added: “We gave them life skills too: we had a psychologist come in and had talks such as ‘how to impress your boss’.”

The interns were then sent to the various departments within Media24: some went to a newspaper, some went to work online, and others went to work on a magazine. After three months in the field the interns returned to the academy for further training on websites and magazines. In the final three weeks, they were expected to produce their own paper. Senior journalists such as Esmaré Weideman, the CEO of Media24, and Debora Patta, then executive producer at e.tv, among others, were also brought in to do training.

Only those who recorded 70% in their assessments (after being judged ‘not competent’, ‘competent’ or ‘excellent’) were selected for further training. Included in the assessments, which were measured on selected “unit standards”, were how the intern worked within a team, whether they were professional in their dress and demeanour, whether they came up with story ideas, and, most importantly, whether they could write a story.

Applicants to the Media24 training programme had to submit a curriculum vitae and an essay. Between 20 and 25 people were shortlisted from these applications. This group was then brought to Media24 headquarters in Johannesburg for a day of further testing. The company paid for their transport so that people from distant places were not disadvantaged. In so doing,

“WE GAVE THEM LIFE SKILLS TOO: WE HAD A PSYCHOLOGIST COME IN AND HAD TALKS SUCH AS ‘HOW TO IMPRESS YOUR BOSS’.”

— Liz Barrett, Media24 former trainer

the company had managed to attract talent from such provinces as the Eastern Cape and Limpopo. The group was then given a range of tests: multiple choice, general knowledge, news sense, logic and grammar tests.

Head of training for 2012, Latoya Mokotto, said the company recruited interns in two areas: journalists who were offered a post-graduate bursary for fulltime study at university, and graduates who got the opportunity to study at the Media24 Academy.¹² Mokotto noted that journalism interns were, on the successful completion of their course, awarded a one-year internship on a Media24 publication. They did six weeks of intensive training and, from 20 interns, the best 10 were chosen to stay on for a year.

Before any internship commenced, candidates were exposed to the print-media and publishing environment through a series of presentations on journalism, ethics, social media, multi-media, marketing and branding, circulation, distribution and publishing. Candidates were then assessed through a series of tests based on these presentations. They were also given a group assignment on a relevant business topic. The purpose of the group assignment was to allow students to integrate the knowledge they obtained and apply this to the assignment topic.

Waldimar Pelser, then editor of the defunct NewsNow and media trainer during 2012 (he became editor of Rapport in June 2013),¹³ highlighted some constraints to training. “A fair bit of on-the-job training takes place but newsrooms often face capacity constraints in this regard: the senior people who have the skills to train are either on the job themselves and snowed under, or absorbed in news management and put on the desk. Throwing journos in the deep end still has merit though. With proper briefing and debriefing, even a junior reporter can swim – and will learn fast,”¹⁴ he said.



Most people in the editorial chain value training.

Photograph by TJ Lemon

3. b Times Media Group

While the company spent about R4.6-million on training under its training programme during 2012-2013, the company's HR department also made available an extra R2.8-million for staff editorial development, said head of training Paddi Clay.¹⁵ And future training spend, from July 2013 to June 2014, will more than double for editorial – up to R10.2-million.

I. Programmes

Over the years Clay trained groups of between eight and 15 interns a year, with an average of between 10 to 12 interns. For 2013, Clay had a group of 10 interns, including one from the Discovery Health journalism programme.

The training budget covered the funding of specialist-beat mentors and reporting/writing coaches, as well as “reputational” training for all staff. Courses on media law, the press code and so on were usually run in-house, with individual training needs supplemented by short courses. The development of senior staff leadership skills could include foreign secondments.

II. Policies

Within Times Media Group (TMG) there were generic HR education-assistance policies and there was

the editorial training programme, Clay pointed out. The group was in the process of reregistering as a workplace-training provider under the Media Information and Communications Technologies Sector and Training Authority, or MICT Seta. The operational policies were in the process of being formalised, including an agreement by all the newspaper titles that junior editorial staff members were recruited via the internship and development programmes.

III. Teaching methods

Clay brought in different experts to address the interns on a variety of themes: court reporting; getting organised as a reporter; generating story ideas; how to make stories work; writing intros; news; news values; and reporting on elections, for instance. A different theme was selected each year. The focus in 2012 was on science reporting.

The internships lasted a year, from January to December. After that, the interns were told whether they would be kept on or not. Clay often contacted other newspapers to recommend some interns, if she believed they had potential. In a few cases, she noted, she had asked interns if they might not be suited to something other than journalism as the aptitude was not there.

To get into the TMG training programme, applicants were required to write a general knowledge test and an essay. They then went through an interview process and were further assessed in a one-on-one interview.

Clay felt TMG took skills training seriously and invested a lot in it. “A lot of money is put into it. We take it seriously. We don’t go out and recruit juniors; we have a responsibility to train.” The training programme was for all the titles in the group such as *The Herald*, *Daily Dispatch*, *Business Day*, *The Times*. She did, however, add that it would “be wonderful to have more writing coaches at hand. It is difficult for interns to learn without having people available to them all the time. They are quite demanding. They have difficulties with fact gathering and contacts.”

Clay regretted that one-on-one formal mentorships did not exist anymore. “We don’t have enough people in the newsroom to mentor. They mainly get taken care of through the news desk. In her day, she noted, the copy got flung backwards and forwards “until you learnt how to write an intro. Today, there isn’t time; the news desk just rewrites it.”

3.c Independent Newspapers

Independent Newspapers spent between R3-million and R4-million on training in the year 2012, on about 30 interns, according to CEO Tony Howard.¹⁶

For media trainer Jonathan Ancer, training was contingent on a variety of factors: “Generally speaking [training is taken seriously] although people in various positions and in different newsrooms have different attitudes to training at different times. I think it depends on what training is being offered and when and who is doing the training.”¹⁷ In Ancer’s experience most people in the editorial chain valued training. Editors and news editors were in favour of training because it helped reporters do their job better, which meant better newspapers, which meant increased circulation and so forth, he noted. “Reporters themselves are also keen on self-development. More skills equal better career prospects.” However, he qualified this. “What I have found, and I’m sure that this is true across the industry, is that newsrooms are stretched so there is reluctance by news editors for reporters to be taken out of production to attend workshops, conferences and seminars. This is very frustrating especially when the journalist is pulled from the training at the last minute.” News editors, Ancer added, “tend not to send their best reporters for training (because they want to keep them working) and training is then seen as a punishment rather than a reward”. A culture of learning in media houses would enhance training, he felt. This could be promoted through regular short, sharp sessions such as newsroom discussions on topical press issues, post-mortem sessions, writing, and media-law and ethics workshops, in Ancer’s view. Such sessions would not take reporters out of production and could be used to address skills gaps that have been identified and that were in line with the particular title’s editorial philosophy, he felt.

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— Media Trainer Jonathan Ancer

“I also believe that one-on-one feedback, coaching and mentoring are the most valuable training interventions.” Ancer felt it was unfortunate there were no formal mentorships in the company anymore. “We have tried to put

formal mentoring in place but this doesn’t take hold. However, informal mentoring between colleagues does take place.” At Independent Newspapers, although capacity was limited, news editors tended to mentor young reporters, interns and cadets in a sort of informal training, which was taken seriously.

While the economic climate was putting a strain on media companies, Ancer felt that, in general, media companies recognised that training was crucial to their survival. He pointed to the relaunch of the cadet school at Independent Newspapers and Media24’s Academy. “It’s a healthy sign that most of the big media houses have employed editorial people (as opposed to HR people) to oversee training in their newsrooms.”

1. Programmes

Independent Newspapers had re-launched its cadet school, based in Cape Town. Each year nine cadets, all graduates, were recruited from KwaZulu-Natal, Gauteng and the Western Cape to join the journalism-training programme. The cadets spend an initial three months in extensive fulltime training in Cape Town, after which they return to their regions and they work in the various newsrooms, receiving individual mentoring and monitoring. According to Ancer, there was buy-in from news editors and editors. The cadets’ “before and after publication” work was recorded in portfolios and at the end of their training, cadet graduates received an in-house certificate and every effort was made to place them within the company.

In addition to the cadet school, Independent Newspapers also trained more than 20 interns in Gauteng, KwaZulu-Natal and Cape Town. These were mainly third-year journalism students in Durban, second-year journalism students in Cape Town and graduates in Gauteng. The interns were monitored and their training institutions received feedback on their progress for purposes of their work-place experience requirements. Independent Newspapers used its own funding for this training, which was typically a year long. “We apply for discretionary funding from the Seta and train interns when this is available. In addition, we also apply for Seta funding for learnerships,” Ancer said.

Training, he felt, should be a combination of external and in-house programmes. External workshops were valuable for continuing training and it was “important for reporters to meet colleagues from other newsrooms and share ideas”. However, it was critical that “journalists who go on these courses are able to apply their new skills when they return to the newsroom”. Editors and

news editors needed to understand what skills the reporter would bring back from the course – and then make sure that their new skills were used. “I think this would enhance training. It’s frustrating for reporters who come back all fired up from a course and who then go back to the same-old style of reporting.”

II. Policies

Independent Newspapers conducted a skills audit each year in each region and then worked out a Workplace Skills Plan. On-the-job skills training was a priority, but the company also offered funding to staff for tertiary study.

III. Teaching methods

The training programmes run by Independent Newspapers were determined by a skills audit/needs analysis done at the beginning of each year. Depending on the outcomes, training programmes were identified. These consisted of a combination of in-house and external courses.

Most – if not all – newsroom managers attended the Essentials of Newspaper Management programme at Rhodes University. There were also weekly in-house training programmes based on the priorities specified by the news desks. In the years 2012-2013, in-house training included writing workshops, induction courses, ethics sessions and monthly sub-editor training workshops.

Regular weekly training takes place on the following subjects: objectivity; finding stories; diary planning; fact checking; building contacts; investigative journalism interview exercises; style; time and organisation skills; creativity; copy editing; writing intros; numeracy; pictures and caption writing; preparing copy to size; feature writing; legal and court reporting; asserting yourself; planning; sourcing stories; story structure; developing a news sense; phone skills; logic; grammar; authoritative writing; keeping abreast of the news; research; powerful writing; business writing; climate change; consumer writing; finding focus; preparing briefs; social media; data journalism and shorthand.

3.d SABC

The total for training expenditure during 2012-2013 was R23-million, according to the SABC’s Tami Mashau, manager of skills development: projects and planning.¹⁸

SABC’s news training manager Kieran Maree outlined how and what training happened at the biggest media employer in the country. Up to 60 interns were trained



The demand for multi media skills is growing.

each year. Internships were offered to graduates under the age of 25 in a variety of areas including: finance, procurement, human resources, legal services; IT, radio production, marketing intelligence, graphic design, TV operations, media libraries, radio programming, journalism; film and TV production; and film and media studies.¹⁹

Work-place skills plans were submitted annually along with an annual training report, Maree said. In addition, training was a “critical investment in the future of staff, the organisation and the country”. The SABC, he added, had “decentralised training wings” attached to its divisions and a substantial dedicated training budget.²⁰

The broadcaster had numerous training partnerships with institutions and organisations such as Rhodes University, Wits Journalism, the IAJ, and Media Monitoring Africa, as well as other external providers and foreign-based trainers. Because the SABC did not have enough internal trainers, it often enlisted the help of external service providers. South Africa, he said, had a shortage of broadcasting trainers. The SABC was, Maree said, the industry trainer, adding that its spill over of trainees were absorbed and “snapped up” elsewhere.

While the numbers for interns was around 60, other training programmes were implemented from time to time. In 2012 about “700 staff members [underwent training] in a newsroom production system, and each [had to] undergo two or three rounds of training just on that”.

SABC’s training was diverse. Topics covered included: news for radio, TV and new media; digital operations; on-air presentation; operator training; ethics; video journalism; contracting; studio play-out; and support service training in finance and human resources. “We train the full spectrum,” said Maree.

4. **ENHANCING TRAINING: OTHER TRAINERS’ VIEWS**

This section provides some views of what works and what does not work with regard to journalism training from those directly involved in training and mentoring. The experts interviewed were asked for their opinions on whether training was taken seriously in newsrooms, how training could be enhanced and whether there was sufficient investment in media training.

Benita Levin, the Johannesburg editor at Eyewitness News (EWN) and also head of training said her organisation “threw their students and interns in the deep end” but also guided them. Mentors were appointed to help interns learn the ropes. They also underwent training on the basics of radio news, writing and style training as well as training on the company’s ethos and values.²¹

Freelance training consultant Barbara Ludman, however, was emphatic that training was not a serious



business in newsrooms today. The four trainees she had worked with in 2012 (at the *Mail & Guardian*) had about six weeks in the classroom before being assigned to news departments. “When money is tight, the first to go, it seems, are training projects.”²²

Gwen Ansell, who trained at all the media houses except Caxton, felt that training in the country was taken seriously, generally: “I always find the climate towards training hospitable and receptive, so long as the training is demonstrably relevant and meets needs.”²³ She did, however, qualify this. Newsrooms were “under-resourced and understaffed” and funds for training that had been granted to staff members were sometimes withdrawn simply because they were too busy to attend training courses.

Ansell added that management views of training needs were often quite narrow, confined to basic writing or subbing skills. Areas of specialist reporting training such as arts or science that would help deepen the quality of reporting were viewed as “luxuries”. In addition, she said, “what has declined is interest in training of in-newsroom trainers”.

Most trainers found it unfortunate that formal mentorships no longer existed in newsrooms anymore. Informal mentorships, however, were commonplace. EWN was the only newsroom surveyed which had formal mentorships in place. Levin said that they were

OTHER SKILLS JOURNALISTS WERE LOOKING FOR INCLUDED EXPANDING THEIR KNOWLEDGE OF MULTI-MEDIA OR LEARNING NEW SKILLS, SUCH AS PHOTOGRAPHERS WANTING TO LEARN HOW TO WRITE CAPTION STORIES.

“working really well”.²⁴ Ten years ago new reporters had to learn the ropes simply by asking questions and there were not as many workshops as today, Levin said. “Now, young reporters are assigned a senior reporter. They get to shadow them and learn on the job. The more mentorship training, the better.” The process gave the new reporter a regular “go-to” person. They could approach any of the news managers at any time, she said. This open-door policy was beneficial.

Ludman said she did not know if mentorships existed but noted: “I’ve always done it.” She said of the M&G training system [where section heads mentor interns]: “It can be termed a kind of mentorship. It’s so much cheaper than hiring a proper trainer.”

Maree said that while “informal mentorships and coaching” existed, this was “an area where greater expansion may be possible”. Ansell wondered how effective informal mentorships were while Clay pointed out that senior people in the newsroom were often too busy to mentor younger journalists.

Ansell noted that mentoring could play a vital role in enhancing the quality of work produced in newsrooms. However, media houses would have to proactively embrace this. “Where I could run three or four Training the Trainer programmes a year, 10 years back, there is now no demand for these at all. It’s falsely assumed mentoring is a natural skill and anybody can do it.” Ansell added that she would like to see the new Seta arrangements up and running much faster than is happening. This would then enable more emphasis on mentorships. Improved staffing and resourcing of newsrooms would “free up personnel to both do and receive training”.

Senior staffers needed refresher courses and retraining as much as new entrants did, Ansell noted but “very often behind-the-times seniors block the implementation of fresh ideas their juniors develop via training”. She said this was particularly true in relation to the convergence of newsrooms and being equipped to deal with the new-media strategies. She said: “Newsroom dinosaurs simply did not understand how they could leverage value for their titles, through a better grasp and implementation



A better grasp and implementation of online journalism is needed.

of online journalism approaches.” Crucial to enhancing training was to ensure its continuity. “Very often effective training depends on a ‘champion’ and it isn’t sufficiently institutionalised throughout the organisation to sustain when the champion quits.”

The IAJ also had suggestions on what was needed to enhance the quality of journalism in South Africa. IAJ executive director Michael Schmidt drew on his experience of training and from his own research,²⁵ which included interviewing 30 editors in eight cities on training. He noted that newsroom staff often lacked the basic requisite skills. His findings included:²⁶ news editors were generally young and inexperienced; it was rare to find journalists who had a combination of management and news skills; and mentorships were needed. “There are fewer and fewer experienced people in the newsrooms today. This is generally across-the-board, and finally there is a general juniorisation.” Schmidt’s findings were somewhat different to Wits Journalism’s Survey of Working Journalists, where the majority of journalists were senior, or had 10 years or more experience.

However, his findings that journalists were looking to enhance their skills complemented the results of the Survey of Working Journalists. Other skills journalists were looking for included expanding their knowledge of multi-media or learning new skills, such as photographers wanting to learn how to write caption stories.

Schmidt's findings echoed the 2002 skills audit. He noted that "basic newspaper writing training was needed, so was story conceptualisation and being able to spot a story". He also found that many "incredible ideas emerge from community journalists, which you don't get from mainstream types who are often engaged in reactive journalism".

TRENDS

- While depressed economic conditions had, in some cases, affected investment in training in 2012²⁷, the spending, nonetheless, went into the tens of millions, approximately R69.65-million. Media24 spent R35.75-million, SABC spent R23-million, TMG spent R7.4-million and Independent, between R3-million and R4 million. Caxton did not wish to reveal its training budget figures. Primedia and M&G did not respond to requests for their training budgets.
- From some, figures for training in 2012-2013 seemed as though media companies were becoming more confident and were considering investing even more funds in training in the future. It was clear from the investments set aside, as well as the appointment of training staff, that training was something the South African media took seriously.
- While there was large investment in training, many of the interviewees also said that newsrooms were understaffed and under-resourced, and that overworked seniors could not mentor juniors.
- A consistent theme from trainers was the need for more formal mentorships but concomitant to this was that senior journalists were too overloaded to provide this.
- Most journalists interviewed – senior journalists with more than 10 years' experience – were asking for training to meet new-media requirements for the newsroom in transition, especially online journalism.

NOTES

1. The ANC first mooted the idea of Media Appeals Tribunal in 2007 and raised the issue again at its National Consultative Conference in Mangaung in 2012. Both conferences passed resolutions on a MAT.
2. See, for instance, the Press Freedom Commission's report, April 2012 (pp61-65), where it lists some of the problems in journalism today.
3. Kovach, B and Rosenstiel, T (2001): *The elements of Journalism*. London. Atlantic Books.
4. *ibid*.
5. At the time of ending research on this report, May 3, 2012, the SABC's manager of Skills Development and Planning, Tami Mashau, provided a figure the institution spent on training: R23-million. Further down in the chapter there is an interview with Kieran Maree, 2012's training manager on aspects of training at the SABC.
6. In addition, Primedia did not respond to requests for information about their training budget figures.
7. The survey of working journalists was conducted by Eleanor Momberg for Wits Journalism in August 2012. In this survey journalists articulated their training needs and desires.
8. Steyn, E and De Beer, A (2002): *Sanef's 2002 South African National Journalism Skills Audit: Ecquid Novi 2002 23(1)*. Unisa Press.
9. *ibid*
10. This was down on the previous year. For the year ending March 2012, Media24 spent R44-million on training.
11. Barrett, L (2012): personal Interview, 8 June 2012.
12. Mokotto, L (2012): Email Interview, 30 May 2012, Johannesburg.
13. In 2012 Media24 shut *News Now* magazine as it failed to gain sufficient traction in the market.
14. Pelsler, W (2012): Email Interview, 23 June 2012, Johannesburg.
15. Clay, P (2013): Email interview, 24 April 2013.
16. Chetty, S (2013), PA to Tony Howard: telephonic interview, 26 April.
17. Ancer, J (2012): Email Interview, 8 June 2012, Johannesburg.
18. Mashau, T (2013): Email interview, 3 May.
19. <http://www.sabc.co.za/wps/wcm/connect/4519c7804e241828a9b7bff251b4e4e2/Intern+Ad+2013.doc?MOD=AJPERES&CACHEID=4519c7804e241828a9b7bff251b4e4e2>
20. Maree, K (2012): Email Interview, 5 June 2012, Johannesburg.
21. Levin, B (2012): Email Interview, 27 August 2012, Johannesburg.
22. Ludman, B (2012): Personal Interview, 20 July 2012, Johannesburg.
23. Ansell, G (2012): Personal Interview, 30 May 2012, Johannesburg.
24. Levin, B (2012): Email Interview, 27 August 2012, Johannesburg.
25. He conducted research into training in 2011 and said the same issues were widespread and relevant in 2012.
26. Schmidt, M (2012): Personal Interview, 6 June 2012, Johannesburg.
27. For example, Media24 had a larger training budget for the year ending March 2012 – R44-million – compared with R35.75-million for the year ending March 2013.
28. If that of other media organisations such as Sapa, Primedia, eNCA, Kagiso, as well as private and public institutions were included, the figure for training would be much higher.

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- Nosarka, Aarifah (2012) journalist at *The Citizen*: 3 October.
- Otter, Alastair (2013) editor of IOL: 27 May 2013.
- Parker, Faranaaz (2012) online reporter for the *Mail & Guardian*: 18 September and 28 September 2012.
- Paton, Carol (2012) journalist at *Business Day*: 8 October.
- Pelser, Waldimar (2012) then editor of *NewsNow/NuusNow*: 23 June.
- Pretorius, Liesl (2012) digital editor at *City Press*: 8 October.
- Quintal, Angela (2012) editor at *The Witness*: 25 September.
- Retief, Johan (2013) Ombudsman: 11 June.
- Robertson, Mike (2013) managing director of Times Media Group: 2 April.
- Robertson, Heather (2013) editor *Herald*: 6 June.
- Roper, Chris (2012) *Mail & Guardian* online editor: 25 September.
- Seaborne, Bronwyn (2012) producer CNBC: 21 September.
- Schmidt, Michael (2012) executive director of the Institute for the Advancement of Journalism: 6 June.
- Sithole, Bongiwe (2012) intern at Avusa, (now Times Media Group): 27 July.
- Skinner, Kate (2013) SOS co-ordinator: 31 January.
- Stent, Sebastian (2013) head of Digital operations Media24: 18 June.
- Strydom, Theunis (2012) journalist at *The Times*: 5 October.
- Tabane, Rapula (2012) deputy editor of *Mail & Guardian*: 18 September.
- Thlooe, Joe (2012; 2013) director Press Council: October 2012; July 2013.
- Vale, Louise (2012) head of Association for Independent Publishers: 20 November.
- Verwey, Herman (2012) journalist at *City Press*: 10 October.
- Wiener, Mandy (2012) journalist at Eyewitness News: 10 October:

APPENDIX 1



Daily Newspapers Summary April 2013 - June 2013



Publication Name	Frequency	Cover Price	Sales at 50% and above							Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE			
			Individual	Business	Travel & Commercial							
Beeld, Daily	MD, Mo-Fr	R 7.50	30,564	1,599		30,626	227	173	860	24	64,073	73,595
Bukedde	MD, Mo-Sat	UGShs 1000.00	206			31,964					32,170	28,905
Burger, Die Daily	Oos Kaap										10,374	10,548
Burger, Die Daily	Wes Kaap										49,330	49,806
Burger, Die Daily	MD, Mo-Fr	R 6.50/4.80	23,197	767		33,610	122	2,001	5	2	59,704	60,354
Business Day	MD, Mo-Fr	R 11.50	3,619	16,142	6,182	5,939	600	4			32,486	35,070
Cape Argus	MD, Mo-Fr	R 5.80	9,762	1,354	1,000	18,787	407		1,987		33,297	35,332
Cape Times	MD, Mo-Fr	R 7.00	11,132	3,425	1,000	17,364	507		1,968		35,396	37,948
Citizen, The (Daily)	MD, Mo-Fr	R 3.00	1,275	3,019	4,121	45,437		1,972	421	5,378	61,623	67,794
Daily Dispatch	MD, Mo-Fr	R 4.50	2,862	1,595	71	20,836	455		137		25,956	26,751
Daily Monitor	MD, Mo-Sat	UGShs 1500.00	1,055			17,667					18,722	20,817
Daily Nation	MD, Mo-Sat	KShs 50.00	560			182,769					183,329	169,963
Daily News	MD, Mo-Fr	R 5.30	18,257	413	685	10,670	45	3		1,310	31,383	33,093
Daily Sun	Mo-Fr	R 2.90	226	288		286,708					287,222	348,265
Diamond Fields Advertiser	MD, Mo-Fr	R 4.30	666	350	500	6,934	116			812	9,378	9,403
Herald, The	MD, Mo-Fr	R 5.00	5,799			14,825	338	27	1,266		22,255	22,113
Isolezwe	MD, Mo-Fr	R 3.00	835	312	5	109,562	44	6			110,764	113,786
Mercury, The	MD, Mo-Fr	R 6.30	12,904	2,277	789	13,099	116	29		907	30,121	31,740
Namibian, The	MD, Mo-Fr	Nam\$ 3.00		1,322		33,982			10		35,314	35,948
New Vision	MD, Mo-Fr	UGShs 1500.00	2,260			32,216					34,476	32,843
Pretoria News	MD, Mo-Fr	R 5.30	2,960	1,131		10,230	72			3,357	17,750	20,316
Son (Daily)	MD, Mo-Fr	R 3.00 & 3.30				91,735					91,735	100,331
Sowetan	Mo-Fr	R 4.00	1,759	6,615	4,449	86,606	88				99,517	98,156

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Publication Name	Frequency	Cover Price	Sales at 50% and above							Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE			
			Individual	Business	Travel & Commercial							
Star, The	MD, Mo-Fr	R 6.70	19,023	10,161	10,960	50,816	303			11,235	102,498	117,874
Taifa Leo	MD, Mo-Sat	KShs 25.00	17			15,919					15,936	14,386
Times of Swaziland	MD, Mo-Fr	E 3.70	798			20,153					20,951	23,060
Volksblad - Daily	Mo-Fr	R 5.80	8,860	248		10,755	86	102		8	20,059	22,181
Witness, The	MD, Mo-Fr	R 5.70	9,042	982	124	7,058	69	633			17,908	19,275
			167,638	52,000	29,886	1,206,267	3,595	4,950	6,654	23,033	1,494,023	1,599,299

Report Date: 8/13/2013

Revision: 72.0 Q2 2013



**Free Magazine
Summary
April 2013 to June 2013**



Publication Name	Period	Frequency	Copies Printed	Residential Individual	Residential Bulk	NON Residential Individual	NON Residential Bulk	Handouts	Institutions	Mailed	NET DISTRIBUTION	Corresponding Previous Period
Get It (Ballito to Umhlanga)	Apr 13 to Jun 13	Mtly	20,000				14,858	45	550	4,300	19,753	23,052
Get It (Bloemfontein)	Apr 13 to Jun 13	Mtly	14,999		12,878				1,337		14,215	14,134
Get It (Cape Town)	Apr 13 to Jun 13	Mtly	29,736				28,667				28,667	28,707
Get It (eMalaheni - Middelburg)	Apr 13 to Jun 13	Mtly	15,000				14,703				14,703	14,748
Get It (Highway)	Apr 13 to Jun 13	Mtly	20,000		915	200	15,968		670	2,100	19,851	19,937
Get It (Joburg East)	Apr 13 to Jun 13	Mtly	25,083			22,403			1,000		23,403	24,548
Get It (Jo'burg South)	Apr 13 to Jun 13	Mtly	25,084		500		23,897		300		24,697	25,096
Get It (Jo'burg West)	Apr 13 to Jun 13	Mtly	24,892				21,129	655	1,825	27	23,636	24,546
Get It (Lowveld)	Apr 13 to Jun 13	Mtly	15,000				13,940	420	160		14,520	14,400
Get It (Northern KZN)	Apr 13 to Jun 13	Mtly	12,000				10,540		590		11,100	11,083
Get It (Northern Suburbs Joburg)	Apr 13 to Jun 13	Mtly	30,000				29,805				29,805	30,285
Get It (Potch Klerksdorp)	Apr 13 to Jun 13	Mtly	10,081		9,708						9,708	9,902
Get It (Pretoria)	Apr 13 to Jun 13	Mtly	25,000				24,650				24,650	24,397
Just There - Midrand's Free Monthly Magazine	Apr 13 to Jun 13	Mtly	12,436			1,779	10,172				11,951	New member
Just There - Your Free Monthly Magazine	Apr 13 to Jun 13	Mtly	12,200			612	10,693				11,305	New member
Pro2Call Home Improvement Guide JHB West/North	Apr 13 to Jun 13	Mtly	93,933	93,102					533		93,635	New member
Stokvel Voice	Jan 13 to Jun 13	AltM	21,667				7,400	12,333		67	19,800	18,793
TaxiNdaba Magazine	Jan 13 to Jun 13	AltM	60,000			57,954		1,078	599		59,601	New member
Tee to Green	Apr 13 to Jun 13	Mtly	21,667				21,533				21,533	Changed publisher
The Bay Magazine	Apr 13 to Jun 13	Mtly	15,000	12,000			2,700				14,700	14,700
			503,778	105,102	24,001	82,948	250,653	14,531	7,504	6,494	491,233	298,328

Report Date: 8/13/2013

Revision: 72.0 Q2 2013



**Hybrid Newspapers
Summary
April 2013 - June 2013**



Publication Name	Frequency	Cover Price	Sales at 50% and above							Sales below 50%	TOTAL PAID	Free Distribution	TOTAL CIRCULATION	Corresponding Previous Period	
			Subscriptions				Copy Sales	Digital Editions	Third Party Bulk						PMIE
			Individual	Business	Travel & Commercial										
Die Pos.	Wkly, Fr	R 5.00 / Free	3			4,809					4,812	142	4,954	Changed sector	
Excelsior News / Nuus	Wkly, Fr	R 1.35	1			2,737					2,738	577	3,315	3,503	
Free State Times	Wkly, Fr	R 5.00	35			5,166					5,201	1,500	6,701	13,621	
Mogol Pos/Post	Wkly, Fr	R 2.00				4,132					4,132	300	4,432	4,688	
The Times	MD, Mo-Fr	R 1.00 / Free	82,886	4,362	4,569	50,236	315				142,368	1,229	143,597	142,383	
Zoutpansberger.	Wkly, Th	R 4.00	4			1,996			100		2,100	542	2,642	2,756	
			82,929	4,362	4,569	69,076	315		100		161,351	4,290	165,641	166,951	

Report Date: 8/13/2013

Revision: 72.0 Q2 2013



**Local Newspaper
Summary
April 2013 - June 2013**



Publication Name	Frequency	Cover Price	Sales at 50% and above							Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period	
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE				Back Issues
			Individual	Business	Travel & Commercial								
African Reporter	Wkly, Fr	R 1.50				19,216					0	19,216	20,539
Bosveldier	Wkly, Fr	R 1.00				2,477					0	2,477	2,909
Brits Pos	Wkly, Th	R 3.00	22			5,928					0	5,950	7,313
Capricorn Voice	Wkly, Wed	R 1.00				5,198					0	5,198	5,707
Carletonville Herald	Wkly, Fr	R 4.10	4			5,418		92			0	5,514	5,738
Daller, Die	Wkly, Fr	R 1.50		10		1,831					0	1,841	2,056
Die Noordwester	Wkly, Fr	R 2.00	5			4,039					0	4,044	4,384
Die Pos	Wkly, Fr	R 5.00										Changed Sector	4,887
District Mail	Wkly, Th	R 6.00	65			10,057		286	64		0	10,472	11,725
Eikestadnuus	Wkly, Fr	R 5.20	241			5,274	21	250	74		0	5,860	5,998
Estcourt and Midlands News	Wkly, Fr	R 3.70	44			2,421					0	2,465	2,379
Gemsbok	Wkly, Wed	R 4.00	140			11,509					0	11,649	13,049
George Herald (Thursday)	Wkly, Th	R 4.00	38			15,410					0	15,448	16,164
Graaff Reinet Advertiser	Wkly, Th	R 3.00	26			1,974					0	2,000	2,249
Grocotts Mail	Wkly, Fr	R 7.00	155	70	56	1,457					0	1,738	2,314
Hermanus Times	Wkly, Th	R 4.90	66			6,048			166		0	6,209	6,028
Klerksdorp Rekord	Wkly, Fr	R 3.00	3			16,806					0	16,806	15,683
Krystna Plett Herald	Wkly, Th	R 3.00	28			2,903					0	2,931	3,324
Ladysmith Gazette	Wkly, Fr	R 4.20	30			4,520					0	4,550	4,469
Letaba Herald	Wkly, Fr	R 3.00	2			3,345		100			0	3,447	3,981
Limpopo Informant	Wkly, Wed	R 3.00				2,138					0	2,138	2,739
Limpopo Mirror	Wkly, Fr	R 3.00	3			8,826		100			0	8,926	8,718
Lowvelder, The / Laevelder, Die (Tuesday)	Wkly, Tue	R 3.50	15			13,343					0	13,358	13,900
Lowvelder, The / Laevelder, Die (Friday)	Wkly, Fr	R 3.50	15			15,681					0	15,696	15,826
Mid South Coast Mail	Wkly, Fr	R 1.00	2	48		2,360					0	2,410	2,441
Middelburg Observer, Fri	Wkly, Fr	R 3.00	2	11		18,361					0	18,374	18,737
Middelburg Observer, Tues	Wkly, Tue	R 1.50		8		5,397					0	5,405	6,057

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Publication Name	Frequency	Cover Price	Sales at 50% and above								Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE	Back Issues			
			Individual	Business	Travel & Commercial								
Mosselbay Advertiser	Wkly, Fr	R 4.00	40			7,835					0	7,875	8,060
Mpumalanga News	Wkly, Th	R 1.50	7			8,868					0	8,875	10,235
Newcastle and District Advertiser	Wkly, Fr	R 5.40	10			9,667					0	9,677	11,169
Northern Natal Courier	Wkly, Fr	R 3.70	10			3,285					0	3,295	3,424
Northern Review Weekend	Wkly, Fr	R 3.00				6,558					0	6,558	6,914
Oudtshoorn Courant	Wkly, Fr	R 3.00	19			2,220					0	2,239	2,170
Our Times	Wkly, Th	R 2.50	17			1,640					0	1,657	2,142
Paarl Post	Wkly, Th	R 5.70	178			12,789				537	0	13,504	13,927
Palaborwa Herald	Wkly, Fr	R 2.00	2			2,059					0	2,061	2,844
Polokwane Observer	Wkly, Th	R 4.00		42		6,367					20	6,429	6,020
Potchefstroom Herald	Wkly, Fr	R 4.40	145	44		7,929		138			0	8,256	8,222
Representative	Wkly, Fr	R 3.90	37	46		5,902					0	5,985	5,853
Rustenburg Herald	Wkly, Th	R 5.00	39			24,949					0	24,988	25,334
South Cape Forum/Suid Kaap Forum	Wkly, Th	R 3.00	21			3,749					0	3,770	3,813
South Coast Herald	Wkly, Fr	R 3.00	42		2,899	11,762		322			0	15,025	15,289
Standerton Advertiser	Wkly, Fr	R 2.00	4	10		3,385					0	3,399	3,579
Stellalander	Wkly, Wed	R 2.00	7			4,252					0	4,259	3,910
Streeknuus	Wkly, Fr	R 2.00		1		2,978					0	2,977	3,025
Talk of the Town	Wkly, Fr	R 5.00	19			2,165					0	2,184	2,308
Temblisan	Wkly, Th	R 0.50				9,514					0	9,514	9,394
The Courier	Wkly, Fr	R 4.00	70	30							1,229	1,329	1,321
The Mail	Wkly, Th	R 4.00	1			13,522					0	13,523	16,842
Umlozi	Wkly, Th	R 2.00	5			2,207					0	2,212	2,619
Vaalweekblad	Wkly, Th	R 4.40	404	358		9,570					0	10,332	11,037
Vryheid Herald	Wkly, Fr	R 3.70	11			2,874					0	2,885	3,106
Vrystaat	Wkly, Th	R 3.00	361	109		3,056					0	3,526	3,639
Weslander, The	Wkly, Th	R 5.50	18			10,829	10	100			0	10,957	11,108
Witbank News, Fri	Wkly, Fr	R 3.00	1	9		25,707					0	25,717	26,978
Worcester Standard	Wkly, Th	R 4.90	44			8,761		89			0	8,894	9,121
Zululand Observer Monday	Wkly, Mon	R 3.50	8			8,247					0	8,255	8,528
Zululand Observer Weekend (Formerly Friday)	Wkly, Fr	R 3.50	12			13,387		60			0	13,459	14,113
			2,438	796	2,955	427,968	31	1,537	841	0	1,249	437,815	465,158

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**Weekend Newspapers
Summary
April 2013 - June 2013**



Publication Name	Frequency	Cover Price	Sales at 50% and above								Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE	Back Issues			
			Individual	Business	Travel & Commercial								
Beeld, Saturday	Wkly, Sat	R 7.50	27,490	563		31,033	231	571		48	8	59,944	72,124
Burger, Die Saturday	Oos Kaap											11,648	12,189
Burger, Die Saturday	Wes Kaap											62,608	65,479
Burger, Die Saturday	Wkly, Sat	R 9.60/4.80	26,213	389		46,065	121	1,425			43	74,256	77,668
Citizen, The (Saturday)	Wkly, Sat	R 5.00	1,520	300	4,083	26,325		916			4,803	37,947	38,068
City Press	Wknd	R 13.00	4,063	153		115,733	10	682			25	120,666	146,054
Ilanga Langesonto	Wknd	R 3.00	14			59,138					0	59,152	77,345
Independent on Saturday	Wkly, Sat	R 6.50	20,360	1,072	990	20,188	25				0	42,635	45,543
Isolezwe ngeSonto	Wkly, Sun	R 3.00	522	105		90,715	17	9			0	91,368	90,092
Isolezwe ngoMgqibelo	Wkly, Sat	R 3.00	322	65		79,487					0	79,874	76,127
Pretoria News Saturday	Wkly, Sat	R 5.30	1,253	358		7,155	48				1,455	10,269	11,892
Rapport	Wknd	R 15.00	18,995	562		172,171	565				35	192,328	220,485
Saturday Dispatch	Wkly, Sat	R 4.50	2,857	1,597	69	15,208	455				0	20,186	20,594
Saturday Star, The	Wkly, Sat	R 8.50	9,939	2,451	5,160	51,278	176				6,124	75,128	82,839
Son op Sondag (formerly Sondag Son)	Wkly, Sun	R 5.50				54,367					0	54,367	59,379
Sondag	Wknd	R 11.00	914			31,843	110	262			0	33,129	39,882
Sunday Independent, The	Wkly, Sun	R 16.50	2,282	814	4,160	27,632	114				0	35,002	35,874
Sunday Monitor	Wknd	UGShs 1500.00	191			14,764					0	14,955	15,765
Sunday Nation	Wkly, Sun	KShs 50.00	138			237,567					0	237,705	220,314
Sunday Sun	Wknd	R 6.50	985	29		169,829					0	170,843	207,294
Sunday Times	Wknd	R 16.00	95,120	24,174	30,259	248,859	821	23,636			0	422,869	452,765
Sunday Tribune	Wkly, Sun	R 15.00	38,041	384	427	31,773	114	9			2,773	73,521	78,944
Sunday Vision	Wkly, Sun	UGShs 1500.00	1,345			27,191					0	28,536	26,248
Sunday World	Wknd	R 6.00	16,993	347	4,144	105,904	271				0	127,659	151,291
Taifa Jumapili	Wkly, Sun	KShs 25.00	12			14,479					0	14,491	13,177
The Southern Cross	Wkly, Sun	R 6.00	923	138		8,690	98				0	9,849	10,396

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Publication Name	Frequency	Cover Price	Sales at 50% and above							Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period	
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE				Back Issues
			Individual	Business	Travel & Commercial								
Volksblad - Saturday	Wkly, Sat	R 5.80	8,657	211		9,032	88	80			8	18,076	21,605
Weekend Argus	Saturday											40,239	43,690
Weekend Argus	Sunday											19,837	18,015
Weekend Argus	Wknd	R 15.00	10,927	956	2,000	43,526	322		2,345		0	60,076	61,705
Weekend Post	Wknd	R 7.00	3,589			16,849	340			96	0	20,874	22,058
Weekend Witness	Wkly, Sat	R 6.00	8,793	606		9,572	64	722			0	19,757	20,787
			302,458	35,274	51,292	1,766,373	3,990	28,312	2,393	96	15,274	2,205,462	2,396,355

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**Weekly Newspapers
Summary
April 2013 - June 2013**



Publication Name	Frequency	Cover Price	Sales at 50% and above								Sales below 50%	TOTAL CIRCULATION	Corresponding Previous Period
			Subscriptions			Copy Sales	Digital Editions	Third Party Bulk	PMIE	Back Issues			
			Individual	Business	Travel & Commercial								
Auto Week	Wkly, Th	R 9.50				7,412					1,833	9,245	8,877
Botswana Gazette, The	Wkly, Wed	Pula 6.00	4	985		15,697					0	16,686	19,814
Botswana Guardian	Wkly, Fr	Pula 8.00		1,686		15,653					0	17,339	19,004
Confidante	Wkly, Th	Nam\$ 5.00	250			7,259					0	7,509	New member
Ilanga	2xW, Mo&Th	R 3.00	318			106,784					0	107,102	128,877
Lesotho Times	Wkly, Th	R 6.00	40			8,565					0	8,605	New member
Mail & Guardian	Wkly, Fr	R 27.50	9,441	22	1,380	30,303	1,350				0	42,496	46,518
Midweek Sun, The	Wkly, Wed	Pula 5.50		1,288		11,888					0	13,176	16,808
Mmegi Reporter, The	4xW, Tu-Fr	Pula 5.50/ 9.00	5	646		7,573					0	8,224	10,349
Motorsport World	F	R 12.50				7,502					0	7,502	3,319
Post, The	Wkly, Wed	R 6.30	17,550	76		26,356	86	4			0	44,072	43,994
Soccer Laduma	Wkly, Wed	R 3.50				292,228	100				0	292,328	306,939
The Monitor (Formerly Mmegi Monitor)	Wkly, Mon	Pula 6.50	6	640		11,518				1	0	12,165	14,332
The Zimbabwean	Wkly, Th	R 6.00	68	1		7,766					0	7,835	8,931
UmAfrika	Wkly, Fr	R 3.00										Discontinued	12,097
Voice, The	Wkly, Fr	Pula 5.50	389	543		24,184					0	25,116	29,095
			28,071	5,887	1,380	580,688	1,536	4		1	1,833	619,400	668,954

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APPENDIX 2

PUBLIC BROADCAST STATIONS

- Channel Africa
- Ikwekwezi FM
- Lesedi FM
- Ligwalagwala FM
- Lotus FM
- Motsweding FM
- Munghana Lonene FM
- Phalaphala FM
- Radio 2000
- Radio Sonder Grense
- SAsm
- Thobela FM
- Tru FM
- Ukhozi FM
- Umhlobo Wenene FM
- X-K FM

COMMERCIAL RADIO STATIONS

- 5FM
- 567 Cape Talk
- 94.5 Kfm
- 94.7 Highveld Stereo
- Algoa FM
- Capricorn FM
- Classic FM
- East Coast Radio
- Gagasi FM
- Good Hope FM
- Heart FM
- Jacaranda FM
- Kaya FM
- M Power FM
- Metro FM
- North West FM
- OFM
- Power FM
- Radio Pulpit
- Smile FM
- Talk Radio 702
- Vuma FM
- Y FM

COMMUNITY RADIO STATIONS

- Eastern Cape
- Alfred Nzo Community Radio
- Bay FM
- Forte FM Community Radio
- Inkonjane FM
- Khanya Community Radio
- Kingfisher FM
- Kowie FM
- Link FM 97.1
- Lukhanji FM
- Nkqubela Community Radio Station
- Radio Graaff-Reinet
- Radio Grahamstown
- Rhodes Music Radio
- Radio Unique FM
- Takalani Community Radio
- Unitra Community Radio
- Vukani Community Radio

Free State

- Karabo FM
- Koepel Stereo
- Kovies FM
- Lentswe Stereo
- Mosupatsela FM Stereo
- Motheo FM
- Naledi Community Radio
- Overvaal Stereo
- Qwa-Qwa Radio
- Radio Panorama
- Radio Rosestad
- Setsoto Stereo

Gauteng

- 90.6 GM Stereo
- ALEX FM
- Chai FM
- East Rand Stereo
- Eastwave 92.2 FM
- EK FM
- Hellenic Radio
- IFM 102.2
- Impact Radio

- Jozi FM
- Kasie FM
- Koffi FM
- Mams FM
- Mix 93.8 FM
- Moretele Radio
- Radio Islam
- Radio Pretoria
- Rainbow FM 90.7
- Rippel 90.5 FM
- Student Radio Network
- Shoshanguve Community Radio
- Thetha FM
- TSHWANE FM
- TUKS FM
- TUT FM 96.2
- UJFM
- Voice of Wits (VOW FM) 90.5FM
- VUT FM 96.9

KwaZulu-Natal

- GNCR 93.6fm
- Highway Radio
- Hindvani 91.5 FM
- ICORA FM
- Imbokodo Community Radio
- Inanda FM
- Izwi Lomzansi FM
- Maputaland Community Radio
- Newcastle Community Radio
- Radio Khwezi
- Radio Sunny South
- Shine FM
- Umgungundlovo
- Vibe FM
- Zululand FM

Limpopo

- Botlokwa Community Radio
- Greater Lebowakgomo Community Radio
- GT FM
- Makhado FM
- Mohodi Community Radio FM Stereo
- Mokopane Community Radio
- Moletsi FM
- Musina Community Radio
- Phalaborwa Community Radio
- Radio Turf
- Sekgosese Community Radio
- SK FM
- Univen Community Radio

Mpumalanga

- BCR 104.1 FM
- eMalahleni Community Radio
- Greater Middelburg FM
- K FM (Kanyamazane FM)
- Kangala Community Radio
- Kosmos Stereo
- Mash FM
- Moutse Community Radio
- MPower
- Radio Alpha
- Radio Bushbuckridge
- Radio Kragbron
- Radio Laeveld
- Secunda FM
- Standerton Info Radio
- Tubatse Radio

Northern Cape

- Kurara FM
- NFM
- Radio Kaboesna
- Radio Orania
- Radio Riverside
- Radio Teemaneng
- Ulwazi FM

North West

- Aganang FM
- Letlhabile Community Radio
- Lichvaal Stereo
- Mafikeng FM
- Moeretele Community Radio
- Modiri FM
- PUKfm
- Radio Mafisa
- Star FM
- Vaaltar Community Radio

Western Cape

- 2oceansvibe Radio
- Bok Radio
- Bush Radio 89.5 FM
- Eden FM
- Fine Music Radio
- MFM 92.6
- Radio 786
- Radio Atlantis
- Radio CCFm 107.5

- Radio GamkaLand
- Radio Helderberg
- Radio KC
- Radio Namakwaland
- Radio Overberg
- Radio Tygerberg
- Radio West Coast
- UCT Radio
- Vallei FM
- Voice of the Cape
- Whale Coast FM
- Zibonele Community Radio

Main source: The Frequency: The Annual Guide to Radio in South Africa (published by AdVantage), 2013.

Read more: <http://www.southafrica.info/about/media/community-radio.htm#.UQI93EI6ard#ixzz2JRD3yshJ>

APPENDIX 3: The New Regulatory Regime for 2013

Reforms to press regulations were announced on 3 October 2012, at a Press Council event at the Constitutional Court precinct. The new regime began in January 2013. Below is a summary of the changes to the new press regulations, courtesy of the Press Council.

Current System	2013 System	Press Council comments
Constitution	Constitution	Constitution
<p><i>System</i></p> <p>“Press self-regulation”</p>	<p>System</p> <p>“A voluntary independent co-regulatory system involving exclusively representatives of the press and representatives of the public...”</p>	<p>The reforms move the press from self-regulation to voluntary independent co-regulation. [The Press Council has not accepted state intervention; the reform is done to improve the quality of journalism, not to appease the ANC.]</p>
<p><i>Composition of Council</i></p> <p>The Council shall consist of six members representative of the press and six members, one of them nominated alternate, representative of the public.</p>	<p><i>Composition of Council</i></p> <p>The Council shall consist of a retired judge and 12 individuals representing members of the public and members of the media.</p> <p>The outgoing PCSA shall request the Chief Justice of South Africa to recommend a judge who is no longer in active service to chair the Press Council.</p> <p>The judge shall hold no other position in the Press Council or its appeals mechanism.</p> <p>Six of the representatives shall be appointed by the Appointments Panel...from nominations received from members of the public.</p> <p>Six of the representatives shall be from the press...</p> <p>The Council shall elect from among the members of Council a Deputy Chairperson, provided that in the event the deputy in one term is a public representative, the deputy in the following term will be a press representative, and vice versa.</p>	<p>Now an independent chairperson, in the form of a retired judge, adds another public voice.</p> <p>Six members will be appointed by an Appointments Panel from nominations received from members of the public. A retired judge, who will not be the same as the chairperson of the Press Council, will chair the Panel. Both of these appointments will be based on recommendations made by the Chief Justice.</p> <p>The other six will be representatives of the press and will be nominated by the constituent bodies of the Press Council: one member each by the Newspaper Association of South Africa, the Magazine Publishers Association of South Africa (MPASA), the Association of Independent Publishers, by the Forum of Community Journalists and two from the South African National Editors' Forum (SANEF).</p> <p>The Press Council will elect a deputy chairperson from its members, alternating the position between public and press representatives.</p>

<p><i>Office personnel</i></p> <p>The Ombudsman and the Deputy Ombudsman.</p>	<p><i>Office personnel</i></p> <p>The Director shall lead the PCSA on a full-time, professional basis and will concentrate on public engagement regarding issues of ethical journalism and media freedom.</p> <p>The Ombudsman shall adjudicate matters that cannot be resolved at the earlier level of mediation.</p> <p>The Public Advocate shall assist members of the public to formulate their complaints, attempt to resolve complaints amicably by liaising directly with the publication on behalf of the complainant.</p> <p>The Public Advocate may represent the complainant before the Ombudsman and/or the Appeals Panel.</p>	<p>An ombudsman and his deputy plus office staff run the present council.</p> <p>The new Press Council will have important additions to take the load off the ombudsman's shoulders but also to make complaining by the public easier. One is a Director, the other a Public Advocate. [If necessary, each will have a Deputy].</p> <p>The Director will lead the Press Council on a full-time, permanent basis and will concentrate on public engagement on issues of ethical journalism and media freedom. It will mean that the promotion of the Press Code and an understanding of what press freedom is about, receive more attention.</p> <p>The office of the Ombudsman remains and will continue to adjudicate matters that cannot be resolved at the earlier level of the Public Advocate.</p> <p>The Public Advocate will have a particularly key role in the new Council's operations.</p>
<p>Complaints Procedures</p>	<p>Complaints Procedures</p>	<p>Complaints Procedures</p>
<p><i>Complaints</i></p> <p>"Complainant" shall mean and include any person who or body of persons, which lodges a complaint, provided that such person, or body of persons has a direct, personal interest in the matter complained of.</p> <p>The complaint shall be made to the Ombudsman...</p> <p>A complaint shall be made as soon as possible, but not later than fourteen days after the date of the publication-giving rise to the complaint.</p>	<p><i>Complaints</i></p> <p>"Complainant" shall mean and include any person who or body of persons which lodges a complaint and has standing to complain in terms of the following rule: Anyone acting in their own interest; Anyone acting on behalf of another person who cannot act in his or her own name; Anyone acting as a member of, or in the interest of, a group or class of persons; and Association acting in the interest of its members.</p> <p>The complaint shall be made to the Public Advocate...</p> <p>A complaint shall be made as soon as possible, but not later than 20 working days after the date of publication giving rise to the complaint.</p> <p>Where, within 30 working days after the date of publication there has been no complaint, but the Public Advocate is of the view that a prima facie contravention of the Press Code has been committed and it is in the public interest, he may file a complaint with the Ombudsman for adjudication...</p>	<p>The Public Advocate will assist members of the public to formulate their complaints and attempt to resolve complaints amicably by liaising directly with the publication on behalf of the complainant.</p> <p>The Public Advocate before the Ombudsman or the Appeals Panel may also represent a complainant. He/she may also file a complaint directly with the Ombudsman if of the view that a prima facie contravention of the Press Code has been committed and it is in the public interest.</p>

<p><i>Conciliation and Adjudication Procedure by the Ombudsman</i></p> <p>The Ombudsman shall forthwith endeavour to achieve a settlement.</p> <p>The Ombudsman shall hold discussions with the parties on an informal basis with the object of achieving a speedy settlement...</p> <p>If the complaint is not settled within 14 days of its notification to the respondent, the Ombudsman may, if it is reasonable not to hear the parties, decide the matter on the papers.</p>	<p><i>Settlement procedure by the Public Advocate</i></p> <p>The Public Advocate shall forthwith endeavour with the complainant to achieve a speedy settlement with the publication.</p> <p>If the complaint is not settled within 15 working days of the publication receiving notice of the complaint, the Public Advocate shall refer the complaint to the Ombudsman for adjudication, unless she or he feels the process needs to be lengthened because of the circumstances.</p>	<p>The Ombudsman will hear a complaint with the assistance of adjudicators drawn from the Panel of Adjudicators, which will consist of representatives of the press and the public.</p> <p>This Panel will consist of eight public representatives and six from the press. The Appointments Panel and the latter by the constituent bodies of the Press Council will appoint the first - again, the public representation is stronger than that of the press.</p>
<p><i>Adjudication by the Appeals Committee</i></p> <p>The Chairperson of SAPAP shall appoint one press member and one public member from the persons appointed in terms of clause 10 of the Constitution to hear the appeal with him.</p>	<p><i>Adjudication by the Appeals Committee</i></p> <p>The Chair of Appeals shall appoint one press member and up to three public members from the Panel of Adjudicators appointed in terms of clause 5.6 of the Constitution, to hear the appeal with him or her. The Chair of Appeals will have discretion on the number of public members he or she invites to hear an appeal with him.</p>	<p>The Chair of Appeals, who will be a senior legal practitioner, will handle appeals from a decision by the Press Ombudsman preferably a retired judge. He will be appointed on the recommendation of the Chief Justice and may be the same judge who chairs the Appointments Panel.</p> <p>The Chair of Appeals may also convene an Appeals Panel consisting of one press and, at his or her discretion, up to three public members of the Adjudication Panel - again, providing strong public representation.</p>
	<p><i>Hearings</i></p> <p>Discussions between the Public Advocate and the complainant, on the one hand, and the publication, on the other, are private and confidential and are conducted on a without prejudice basis. No person may refer to anything said at these discussions during any subsequent proceedings, unless the parties agree in writing. No person may be called as a witness during any subsequent proceedings in the Press Council or in any court to give evidence about what transpired during the discussions.</p>	
	<p>The hearings of the Adjudicating Panel and of the Appeals Panel shall be open to the public unless the identity of a rape victim or victim of a sexual offence, a child under eighteen, or a victim of extortion is at issue.</p>	
<p><i>Legal representation</i></p> <p>Legal representation shall be permitted at hearings.</p>	<p><i>Legal representation</i></p> <p>Legal representation shall not be permitted at hearings unless:</p> <p>The Ombudsman or the Chair of Appeals and all the other parties consent;</p> <p>The Ombudsman or the Chair of Appeals concludes that it is unreasonable to expect a party to deal with the dispute without legal representation...</p>	<p>Other than before, legal representation at hearings will be allowed only in exceptional cases [in order to prevent a self-defeating "arms race" of junior vs senior counsels etc which is not cost-effective].</p>

	<p><i>Space fines</i></p> <p>“Space fines” shall be applied by way of the amount of space imposed to be correspondent with the seriousness of the infraction.</p>	<p>Space fines will be applied through imposing an amount of space which is commensurate with the seriousness of the infraction. At present a frequent complaint is that apologies in newspapers are hidden while the original copy was used more prominently.</p>
	<p><i>Monetary fines</i></p> <p>Monetary fines will not be imposed as a penalty for the content of the press. However, monetary fines according to a formula determined by the Press Council and included in this sub-clause and/or suspension for a period or expulsion from the jurisdiction of the Ombudsman may be imposed as sanctions for a respondent’s failure to appear for adjudication hearings and repeated non-compliance with the rulings of the adjudicatory system.</p>	<p>There will not be monetary fines as a penalty for the content of a report, but there may be in case of failure to appear at an adjudication and repeated non-compliance with a ruling. In addition, suspension or expulsion from the jurisdiction of the Ombudsman could follow.</p>
<p><i>Time frames</i></p> <p>That complaints be considered and adjudicated upon within the shortest possible time after the publication of the matter giving rise to the complain</p>	<p><i>Time frames</i></p> <p>...Finding must be handed down within 21 days of the hearing of the complaint.</p>	<p>Complaints must be made to the Public Advocate who will attempt to achieve a speedy settlement. He will attempt to do so within 15 working days of the publication receiving the complaint notice. He may then refer the case to the Ombudsman.</p>
<p><i>Waiver</i></p> <p>I, (name of complainant), the undersigned, hereby agree to submit my complaint and any dispute arising from my complaint for adjudication to the SA Press Ombudsman (“the Ombudsman”) subject to the SA Press Code and Complaints and Procedures of the SA Press Council. I accept the decision of the Ombudsman, or in the event of an appeal, the decision of the Press Appeals Panel as final and binding.</p> <p>Furthermore, by submitting my complaint for adjudication to the Ombudsman I waive my right to approach a court of law or any other tribunal to adjudicate upon my complaint or any dispute arising from my complaint submitted to the Ombudsman.</p>	<p><i>Waiver</i></p> <p>Excluded, but Press Council will recommend to the new council to review this decision after a year of working without one.</p>	<p>Previously complainants had to sign a waiver that they would give up this right. There was some unhappiness over this prescription. The new rule will apply for a year and will then be reviewed [to see if there has been any abuse of the new system].</p>
	<p>The SA Press Code</p>	
	<p>Some sections rewritten and tightened, but no major changes</p>	

APPENDIX 4

Publication	Total Complaints	Complaints dismissed	Complaints sanctioned	Articles breached	Number of individual breaches of the press code
<i>Noseweek</i>	1	Complaint settled			
<i>The Citizen</i>	3	2	1	1.4 1.5	2
<i>Mail & Guardian</i>	3	3	0		0
<i>Sondag</i>	3	0	3	1.1 (x2) 1.2 1.4 (x2) 5 (x3)	8
<i>Sunday Independent</i>	2	0	2	1.1 (x2) 1.2	3
<i>The Star</i>	4	0	4	1.1 (x2) 1.2 1.4 1.5 (x2)	6
<i>Daily Dispatch</i>	2	0	2	1.1 (x2) 1.2 1.5 12.2	5
<i>You Magazine</i>	1	1	0		0
<i>Die Son</i>	2	2	0		0
<i>Sunday Times</i>	3	0	2	1.1 1.2 1.4 5 8.1 8.3 12.2	7
<i>Cape Argus</i>	1	1	0		0
<i>Cape Times</i>	3	2	1	1.1 1.2 1.4 1.5	4
<i>Die Kerkbode</i>	1	0	1	1.5	1
<i>The New Age</i>	3	1	2	1.1(x2) 1.2 (x2) 1.5	5
<i>The Weekly</i>	1	0	1	1.3 1.5 11.1	3
<i>Sunday World</i>	2	0	2	1.1 (x2) 1.2	3

The Lowvelder	1	0	1	1.1 1.2 1.4 3.1	4
Sowetan	1	0	1	1.1 5 8.3	5
Beeld	1	1	0		0
Business Day	1	1	0		0
Daily Voice	2	1	1	1.1 1.2 1.5	3
The Herald	1	1	0		
Mafikeng Mail	1	0	1	8.3	1
The Times	1	0	1	1.1	1
Newcastle Advertiser	1	0	1	1.1 1.4	2
Sunday Sun	3	0	2	1.4 1.5 (x2) 12.2	4

APPENDIX 5

	1) Date of complaint 2) Date of resolution 3) Time elapsed between date of complaint and date of resolution in number of days	Complainant	Print Publication	Ruling & sanction	Nature of the complaint If upheld, relevant clause(s) of Press Code breached by the publication
2012					
1	1) 16/01/2012 2) 27/04/2012 3)	Allen Jones (Former senior executive of Bond Exchange South Africa – Besa)	Noseweek	Settled. No formal finding – revert to an agreement with both parties. Noseweek to craft an Editor’s Note, incorporating ‘ruling’ written by Dept Press Ombud, and comments of panellists and Jones. When Editor’s note is agreed on by all, it will be prominently published.	1) A number of statements in the article were untruthful, unverified, unfair, distorted, exaggerated and malicious, including: <ul style="list-style-type: none"> Reference to the number of local and foreign properties owned by the complainant Reference to him as a ‘sociopath’ Repeated references to him ‘defrauding the state’ Amount refunded to him by the UIF was wrong Questioning his professional ethics Incorrect spelling of Garth Greubel’s name That he dressed as a hobo to collect UIF payments Complainant ‘playing the system’ Attempting to bribe journalist 2) N/A
2	1) 23/01/2012 2) 21/05/2012 3)	Ndivhuwo Mabaya – the Ministry of Defence and Military Veterans	The Citizen	Partially dismissed [A] Both complaints (misleading headline & inaccuracy) were dismissed. But the newspaper was reprimanded for not seeking comment from Zuma and Yengeni.	1) <ul style="list-style-type: none"> Headline is misleading Statements that Pres Jacob Zuma wanted to buy a warship and that MP Tony Yengeni was used to justify the decision were inaccurate and unjustified 2) Art. 1.4, 1.5
3	1) 20/01/2012 2) 3/04/2012 3)	Phillip Dexter (Congress of the People)	Mail & Guardian	Dismissed Newspaper offered Dexter a right of reply, which he may use to set record straight if he so wishes.	1) <ul style="list-style-type: none"> Story implies Dexter had a falling out with COPE President Story implied a link between Dexter’s financial problems and his resignation from COPE 2) N/A

4	1) 30/01/2012 2) 14/03/2012 3)	Daniel Hugo (Friend of Shané Kleyn)	Sondag	Partially dismissed [D & E] Ordered to apologise and publish an abbreviated judgement	1) • Inaccurate description of the relationship between complainant and Shané Kleyn • Story based on one source only • Defamatory statement against complainant 2) Art. 1.4, & 5
5	1) 01/02/2012 2) 14/03/2012 3)	Shané Kleyn (Writer/poet)	Sondag	Partially dismissed [D, I & E] Cautioned. Ordered to apologise and publish an abbreviated judgement.	1) • The story is defamatory and derogatory • Story based on one source only • Contains subtle stigmatisation of gays • Contains incorrect quotation • Inaccurate description of complainants relationship to Mr. Daniel Hugo 2) Art. 1.1, 1.4, & 5
6	1) 03/02/2012 2) 31/05/2012 3)	Phuti Mosomane – Limpopo office of the premier	Sunday Independent	Upheld [D] Newspaper to publish a full apology – text of apology provided by the Deputy Press Ombudsman	Complaint against front page headline/story and also stories inside the newspaper (4 articles in total). 1) Stories inaccurately report on conduct and practices of Limpopo provincial officials described as corrupt. 2) Art. 1.1
7	1) 07/02/2012 2) 25/04/2012 3)	Charles Phahlane – the Gauteng Department of Education	The Star	Partially dismissed [D] Quoting from old, unreleased report – dismissed Still had to act – upheld Declined to comment – dismissed No quality learning – upheld Lecturers – dismissed Newspaper to publish apology.	1) First story: • Journalist quoted old, unreleased report • Statement that Gauteng officials still had to act against Tshwane South College inaccurate • Not true that principal and deputy declined to comment Second story: • Statement that there has been no quality learning since February 2010 • Misleading portrayal of lecturers 2) Art. 1.1

8	1) 15/02/2012 2) 3)	Luthando Vili – Zingisa Rehabilitation Centre (ZRC)	Daily Dispatch	Partially dismissed Inaccurate reporting – dismissed No comment sought – Upheld [D] Newspaper to apologise for not seeking comment, obtain comment and include in text of apology if respondent wishes – main text of apology provided by Deputy Press Ombud.	1) • Inaccurate reporting of conditions at ZRC • Newspaper did not seek comment from ZRC management 2) Art. 1.1, 12.2, 1.5.
9	1) 09/02/2012 2) 17/04/2012 3)	Hlaudi Motsoeneng (Acting SABC COO)	Sunday Independent	Partially dismissed [D & A] The following complaints were all dismissed: <ul style="list-style-type: none"> • Lying about matric certificate • Promoted thrice a year • Sacked over matric certificate • Putting words in Mokhobo's mouth The following complaints were upheld: <ul style="list-style-type: none"> • Position resulted from political connections • Workers in panic • Incorrect picture used • Attending board meetings without authorisation Newspaper to publish an apology on its front page [D] – full text of apology provided by Dept Press Ombud. Newspaper also received a reprimand [A]	1) First story: <ul style="list-style-type: none"> • Complainant lied about having a matric certificate • Reached position at SABC because of political connections • SABC workers are in panic because of his appointment • Incorrect picture was used Second story: claims following statements untrue <ul style="list-style-type: none"> • Was promoted 3 times in a year • Attended board meetings without authorisation • Was sacked for forging matric certificate • Story put words into CEO Lulama Mokhobo's mouth 2) Art. 1.1, 1.2
10	The complaint above was taken to an appeal hearing and heard by the appeals panel Date of appeal hearing: 21/06/2012		Taken to appeal and partially upheld. The appeals panel accepted all of the rulings of Dept Ombudsman except: The appeals panel overturned the ruling of the Dept Ombud, that the newspaper was justified in stating that the complainant was fired for having lied about his matric certificate. Newspaper ordered to publish a full apology on its front page and inside page [D]		

11	1) 20/02/2012 2) 06/03/2012 3)	Phillip Dexter (Congress of the People)	You Magazine	Dismissed	1) Dexter complains that You Magazine published a letter written by his ex-wife, Dr Neeta Misra, which contained a number of outrageous allegations. 2) N/A
12	1) 22/02/2012 2) 10/06/2012 3)	Dr. Pedro Beverly – Life Mercantile Hospital (LMH)	Die Son	Dismissed Wrong hospital – newspaper had already published an apology Revealing name of hospital – dismissed No sanction.	1) Story incorrectly mentions LHM as the hospital where gang leader was admitted after a shooting It was unnecessary to reveal the name of a hospital when gangs cause havoc there. 2) N/A
13	1) 03/02/2012 2) 10/05/2012 3)	Robert Gumede & Four Rivers Trading	Sunday Times	Upheld [D] Newspaper ordered to publish apology. Text of apology provided by Deputy Press Ombud.	1) Column is misleading and incorrectly implicates complaints in election fraud in the Congo. 2) Art. 8.1, & 8.3.
14	1) 28/02/2012 2) 20/05/2012 3)	Mario Wanza (United Democratic Front)	The Cape Argus	Dismissed	1) Inaccurate description of events – mistakenly implies UDF group heckled Pres Zuma as a meeting. 2) N/A
15	1) 28/02/2012 2) 18/05/2012 3)	Mario Wanza (United Democratic Front)	The Cape Times	Dismissed	1) Story states that a UDF group heckled President Jacob Zuma at a meeting. 2) N/A
16	1) 19/03/2012 2) 20/04/2012 3)	Dan Roodt (Writer and director of Praag)	Sondag	Upheld [D] Ordered to publish an apology on front page, with the word 'apology' or 'apologise' in the headline.	1) Story inaccurately states that complainant is personally involved in a pornographic website. 2) Art. 1.1, 1.2, & 5
17	1) 28/03/2012 2) 18/05/2012 3)	Sifiso Moshoei – the office of the Presidency	Cape Times	Dismissed	1) <ul style="list-style-type: none"> • Gossip produced as fact • Column uses sweeping statements that are untrue, unfair and have no verification 2) N/A

18	1) 18/04/2012 2) 14/05/2012 3)	Prof Johan Janse van Rensburg (Professor of Theology)	Die Kerkbode	Partially dismissed [D] Ordered to publish apology	1) • Complainant falsely accused of lying • Publication did not seek comment from complainant 2) Art. 1.5
19	1) 2) 04/06/2012 3)	Sekunjalo Investment Ltd.	The New Age	Dismissed	1) • Inaccurately stated that chairman of Sekunjalo, Dr Iqbal Survè made empty promises to disgruntled shareholders • Omitted to mention that the five investors quoted were all related to former director • Purposefully omitted Sekunjalo's published results 2) N/A
20	1) 2) 13/06/2012 3)	B. Hansjee (Magistrate)	Daily Dispatch	Partially dismissed [D] Ordered to apologise	1) • Inaccurate statements • No comment, verification sought • Material omissions (out of context) • Reporter not present at hearings • Source of information suspect • Reporter ignored sub judice nature of the matter • Mentioning of Hansjee's first name without his permission 2) Art. 1.1, 1.2
21	1) 2) 14/06/2012 3)	Alan Mukoki (Former CEO of the Land Bank)	Mail & Guardian	Dismissed	1) • Neglects to mention forensic report incomplete • Use of the word 'fraud' is out of context • Falsely links closure of Land for Development Unit to forensic report • False statement about the three legal opinions • Newspaper did not seek Mukoki's side of the story 2) N/A
22	1) 2) 02/07/2012 3)	Mzwandile Phupha (ANC regional leader in Motheo)	The Weekly	Partially dismissed [A & D] Reprimanded and ordered to publish an apology	1) • Story calls Phupha a warlord • Incorrectly states that Phupha close to arrest • Inaccurate regarding his relationship to Mr Mojanaga and that they had both evicted people from their sites • Phupha has sold houses • Phupha was suspended from ANC 2) Art. 11.1, 1.3, 1.5

23	1) 2) 03/07/2012 3)	Siyabonga Slikour Metane (Hip hop artist)	Sunday World	Upheld [A, D, H & I] Newspaper reprimanded, ordered to publish a correction and an apology, and cautioned to be wary of making assumptions	1) Hip-hop artist (Matane) states that story falsely said SABC banned his song called 'Blacks are fools'. 2) Art. 1.1, 1.2
24	1) 2) 19/07/2012 3)	Neil Diamond (ANC Councillor in Alberton)	The New Age	Partially dismissed [A, D & I] Newspaper received a reprimand and a caution, and ordered to publish an apology	1) Diamond complains that: <ul style="list-style-type: none"> • Allegations in story were false • Headline & caption were inflammatory, vexatious, false and one-sided • He did not get a chance to comment 2) Art 1.1, 1.2
25	1) 2) 19/07/2012 3)	Nathi Mthethwa (Minister of Police)	The Citizen	Dismissed No Sanction. But newspaper is urged to publish Mthethwa's denial.	1) Mthethwa complains that: <ul style="list-style-type: none"> • Story published about two of his children without asking for his comment • Story is untrue and without foundation 2) N/A
26	1) 2) 22/07/2012 3)	Mr Jacob Rabodila, Director General in the Office of the Premier of Mpumalanga Provincial Government	The Lowvelder	Partially dismissed [D] Newspaper to apologise unreservedly. Use the word 'Apology' or 'Apologises' in headline. Publish a kicker on frontpage – headline of kicker: Apology to Mpumalanga Provincial Government.	1) Story deliberately created false impression that Premier was directly involved in corrupt activities together with most members of Executive Council 2) Art. 1.1, 1.2, 1.4, 3.1
27	1) 2) 24/07/2012 3)	Blade Nzimande (Minister)	Sowetan	Upheld [D & B] Newspaper severely reprimanded and ordered to publish full apology on front page	1) Nzimande complains that the: <ul style="list-style-type: none"> • Statement that he called political analysts 'dogs' is untrue • Story vexatiously links the word 'dogs' to a call for violence • Incorrect reference to a number of political analysts Nzimande supposedly referred to • Statement that he used the word 'dogs' to defend President J Zuma had not been verified and was false • Headline and sub-heading are false 2) Art 1.1, Art. 5 & Art. 8.3

28	1) 2) 24/07/2012 3)	MEC Robin Carlisle, Ministry of Transport and Public Works, Western Cape	Cape Times	Partially dismissed [A & D] The newspaper is reprimanded and ordered to publish an apology, with a kicker on front page. Heading of kicker: Toll plaza – apology to MEC Carlisle	1) Carlisle complains about three stories in the Cape Times, saying that they are inaccurate, and in one of the stories, his comment was not sought by the newspaper. 2) Art. 1.1, 1.2, 1.4, & 1.5
29	1) 2) 01/08/2012 3)	Renette du Plessis (Hervormde Kerk)	Beeld	Dismissed	1) Caption of story is misleading, and story is misleading. 2) N/A
30	1) 2) 04/08/2012 3)	African National Congress	Mail & Guardian	Dismissed	1) Statements are untrue, namely: <ul style="list-style-type: none"> • Jacob Zuma was attacked • General Siphwe Nyanda said that ANC is under dictatorship and that Zuma must prove his credentials if he was not a dictator • Tokyo Sexwale said Zuma was suppressing debate in ANC • Tony Yengeni said Dr Blade Nzimande was a new-comer to the ANC • Zuma said he always thought current ANCYL leadership won't last • Gauteng provincial council proposed an alternative to Zuma for ANC president 2) N/A
31	1) 2) 06/08/2012 3)	National Consumer Commission	Business Day	Dismissed	1) Business Day complains about two stories saying that in both cases the journalist did not consult the commission before publication 2) N/A
32	1) 2) 11/08/2012 3)	Melomed Hospital	Daily Voice	Upheld [D] Ordered to publish an apology	1) Melomed complains that the newspaper: <ul style="list-style-type: none"> • Did not give it an opportunity to respond • Misrepresented its correspondence with the publication • Headline casts the hospital in a negative light 2) Art. 1.1, 1.2, & 1.5
33	1) 2) 11/08/2012 3)	Nelson Mandela Bay Municipality	The Herald	Dismissed	1) Complainant states that a published comment by a farmer is racist and that the cartoon was meant to cause maximum harm to the NMBM. 2) N/A

34	1) 2) 09/08/2012 3)	Benzi Tenza (School principal at Ezibeleni School)	The Star	Partially dismissed [D] Ordered to publish an apology	1) Tenza complains that the newspaper published inaccurate allegations about him, and that the journalist did ask for his response and failed to verify his information. Tenza also rejects the follow-up story which he says did not address his concerns. 2) Art. 1.4, & 1.5
35	1) 2) 09/08/2012 3)	Craig Mentor & four others (Third party complaint)	Daily Voice	Dismissed	1) headline and composite picture mocked Jesus Christ and Christianity and amounted to blasphemy. Newspaper infringed on complainant's right to practice their religion. 2) N/A
36	1) 2) 08/08/2012 3)	Dr Ol Adejayan (Mafikeng Provincial Hospital)	Mafikeng Mail	Upheld [C & D] The word 'apology' or 'apologise' to be used in the headline.	1) Editorial wrongly accused medical practitioners working at the hospital of being 'fakes'. 2) Art. 8.3
37	1) 2) 15/08/2012 3)	Major-General Deena Moodley	Sunday Times	No finding Newspaper agreed to publish Moodley's denial	1) Inaccurate statement that Moodley was invited as a VIP guest at businessman Panganathan Marimuthu's lavish 50th birthday party, and journalist did not seek comment prior to publication. 2) N/A
	1) 2) 15/08/2012 3)	Umgungundlovu District Municipality	The Times	Partially dismissed [I & E] Cautioned and ordered to publish an abbreviated judgement	1) <ul style="list-style-type: none"> • Inaccurately and unfairly stating in headline an opinion as fact • Information reported out of context • Failed to indicate quotations from a speech • Failed to verify information with the municipality • Disregarded dignity and reputation of municipality, mayor and municipal manager • Suppressed and distorted relevant facts 2) Art. 1.1
38	1) 2) 15/08/2012 3)	Joy Kriel (Third party complaint)	The Citizen	Dismissed	1) Kriel complains about a poster by The Citizen: MORE BOERE GUILTY – says this leads to violence against farmers. 2) N/A
39	1) 2) 27/08/2012 3)	Ann Parboo (Beauty pageant organiser)	Newcastle Advertiser	Upheld [D] Ordered to publish an apology.	1) Parboo claims the story defamed her. 2) Art. 1.1, 1.4.

40	1) 2) 30/08/2012 3)	Platinum Stars (Soccer club)	Sunday Sun	Dismissed	1) Story contains false allegations and Platinum Stars not given right of reply. 2) N/A
41	1) 2) 30/08/2012 3)	Platinum Stars (Soccer club)	Sunday Sun	No finding	1) Caption falsely states that club chairman banned Sunday Sun from all Platinum Stars events. 2) N/A
42	1) 2) 30/08/2012 3)	Platinum Stars (Soccer club)	Sunday Sun	Upheld [A & G] Reprimanded and ordered to publish the right of reply.	1) Club chairman complains that he was not given the right of reply. 2) Art. 1.4, 1.5, 12.2
43	1) 2) 05/09/2012 3)	Hans Ramogale (Gauteng health department official)	The Star	Partially dismissed [A, D & G] Reprimanded Newspaper to seek comment Publish an apology and include comment from complainant	1) Story defamed the complainant, his comment was not sought by the newspaper and the story did not take fair account of all available facts. 2) Art. 1.5
44	1) 2) 05/09/2012 3)	Gauteng Department of Local Government & Housing	The Star	Upheld [D & I] Cautioned and ordered to publish an apology	1) Complainant, Diedré Londt, says story creates the false impression that the journalist had interviewed her. 2) Art. 1.1, 1.2.
45	1) 2) 08/09/2012 3)	Pamela Rubushe (Hospital representative)	Die Son	Dismissed	1) Journalist only obtained information from one source, and story contained factual inaccuracies 2) N/A
46	1) 2) 12/09/2012 3)	Odwa Makiwane (Lawyer for Royal Marang Hotel)	Sunday World	Upheld [H] Ordered to publish a correction	1) Complainant states the story creates that false impression that the journalist had interviewed him, which resulted in misrepresentations, including the impression that he had disclosed confidential information about his client. 2) Art 1.1
47	1) 2) 13/09/2012 3)	Izak Berg (Councillor in Ekurhuleni)	The New Age	Partially dismissed [D & E] Ordered to apologise and publish the contents of the Ombudsman's decision	1) Complainant state that the story: <ul style="list-style-type: none"> • Wrongly created the impression that councillors were guilty • Omitted key information • Had not obtained response from persons implicated in the story 2) Art 1.1, 1.2, & 1.5

48	<p>1)</p> <p>2) 15/08/2012</p> <p>3)</p>	<p>Julie-May Ellingson</p> <p>(CEO of ICC in Durban)</p>	<p>Sunday Times (Zulu Edition)</p>	<p>Upheld</p> <p>[B, D, & G]</p> <p>Severe reprimand. Ordered to publish an unreserved apology. Newspaper to interview complainant and publish her side of the story. Also, the newspaper must publish a full apology on the front page: the heading must include the words 'apology' or 'apologises' and 'Ellingson'.</p>	<p>1) Complainant states that:</p> <ul style="list-style-type: none"> • Allegations of corruption and racial discrimination against her were biased and untruthful • Stories contained misrepresentations of facts and they omitted important information <p>2) Art. 1.1, 1.2, 1.4, 5, 12.2.</p>
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APPENDIX 6: Mail & Guardian Social Media Policy Guidelines

AUTHENTICITY

Yours

- Be authentic and consider your audience. When sourcing material on social media, include your name and, when appropriate, your company name and your title. Readers consume content from people they know and trust, and pass that content on. Be aware that you are part of a community, and subject to the dynamics of that community.
- Do not misrepresent yourself on social media. Be upfront about being from the Mail & Guardian. Do not use subterfuge to obtain information, and do not use underhand technical methods (such as subverting security protocols on websites) to obtain information. Although social media are public platforms, and in general in the public domain, be mindful that some people might not fully understand this. If in any doubt, check with people that they are aware that they are, de facto, commenting in the public domain. In cases where public interest is the overriding factor, the expectation of privacy is not as relevant.

Theirs

- The internet is home to much disinformation and false data. Be very aware of this, and make sure you are thoroughly conversant with your subject and source before accepting the validity of information received online. As with traditional reporting, take notes. Take a screenshot of any page you are using in your research – pages can be removed from sites, and then you have no proof. This is especially important when using information sourced via social media. Take a screenshot of Twitter conversations or social network pages. As these are private accounts, they can be deleted by their owners.

Attribution

- Information on social media is still owned, despite the illusion of a liminal free-for-all. Always attribute your source, be it a person or a platform. Readers ascribe different values to different sources, so

they need to know, for example, when something comes from a user on Twitter as opposed to physical investigation.

- From time to time, your tweets will be aggregated on to mg.co.za. This means the M&G might, in certain circumstances, be legally responsible for what you write. Exercise the same caution, with regards to libel and fairness, as you would on any other of our platforms. This is not just about the law. If you make a comment that is aggressive or nasty, this can taint our reputation, as well as your personal name in the industry.
- Online, the distinction between the public and the private is blurred. Inevitably, your private persona will be conflated with your business persona. If the M&G feels that your private online persona adversely affects your ability to work in your professional area, we may change the area in which you work, or discipline you if this is deemed necessary.
- Also, remember that data can be mined in various ways. You might inadvertently betray a source, or leak an upcoming scoop, by a seemingly unrelated series of tweets or posts that tell a revealing story when parsed together. Be vigilant at all times. You are responsible for what you say on social media. Social media are not lesser media: you are judged by the same standards as what is commonly termed “traditional media”. You are responsible for what you write.
- Respect copyrights and fair use. Always give people proper credit for their work, and make sure you have the right to use something with attribution before you publish. This is particularly tricky with retweeting, and editing those retweets for space. If you edit someone’s tweet, mark it as a partial retweet (PRT).
- Remember to protect confidential & proprietary info. You are obliged, contractually, to protect the M&G’s confidential or proprietary information. Employees who share confidential or proprietary information do so at the risk of losing their job and possibly even ending up a defendant in a

civil lawsuit. At the very least, companies will seriously question the judgment of an employee who shares confidential or proprietary information via social media.

AUTHORITY

- The bedrock of our authority as a publication is our impartiality. Your profiles, retweets, likes and postings can reveal your political and ideological affiliations. Be very sure that your audience either understands that you are professional enough to put those aside in the workspace, or that those affiliations will not be construed as having an effect on your ability to do objective journalism. A simple example: If you join a particular Facebook group for research purposes, it would be politic (as well as good research policy) to also join whatever group holds a contrary viewpoint on the same subject.
- Exercise good judgment. Your comments will be open to misinterpretation and malicious repostings. Always think before you hit enter. Your comments will be monitored - that's the nature of social media - and will be passed on to your employer. As our reputation is predicated on dealing with controversial subjects, this will always be a contested area. We have to take a standpoint, but be aware that your standpoint has to be defensible according to the Code of Ethics of the Mail & Guardian. As with our other publications, our social media are judged on the value we provide to the user. Do not imagine that social media consumers have a less rigid idea of what they want from our publication. The product might be different (shorter, looser tone, etc), but they are still judging by our usual standards.
- The separation of the private and the professional.

- If you have a private social media account (Facebook, Twitter and the like), you are advised to declare your professional affiliation, and include the following disclaimer: "The views expressed here are strictly personal, and do not represent the views of my employer, the Mail & Guardian." Be aware that people will still elide the two, so make sure you say nothing that will damage the Mail & Guardian's name.

PUBLISHING

- Should you break stories on social media? The general rule is, if you don't do it, someone else will. You don't want to scoop our other relevant platforms, but social media platforms are as important in terms of building a news reputation. Where possible, we would prefer to break news with a link to a solid piece of content on our other platforms, but there will be many occasions where you'll have to preempt our newsdesks. If possible, check with a senior editor on the wisdom of your decision. Generally, the ideal would be that someone checks your social media update before you post it. This will seldom be possible, but make it happen if you are in any doubt.
- There's a delicate balance between whetting our audience's appetite with teasers about work in progress, and handing a competitive advantage to other news organisations. Here, there are no guidelines possible except those of your professional acumen and common sense. In principle, the Mail & Guardian is committed to as transparent a news agenda as is possible within the constraints of business sense.

(Note: Many of these points are a variation of those found on the excellent Reuters social media guidelines).

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