

# Legends

MEDIA24 NEWS EXCELLENCE AWARDS 2017

## **PERSVERKLARING – Media24 Nuus 2017 Legends-toekennings**

**EMBARGO: TOT 22:00 VRYDAG 28 JULIE 2017**

Media24 Nuus se Legends-toekennings is gisteraand [Vrydagaand 28 Julie] in die Kaapse middestad oorhandig en vir die eerste keer in dié geleentheid se nege bestaansjare was die aansoekproses vir die redaksionele kategorie net digitaal. Die resultaat het die organiseerders verras. Dit het die inskrywings in dié kategorie laat verdriedubbel – van 218 in 2016 tot 645 vanjaar. El mari Rautenbach, sameroeper van vanjaar se redaksionele beoordelaarspaneel, het gesê die verandering maak sin vir 'n nuusmaatskappy vir wie digitale ontwikkeling sy erns is. "Die makliker proses was beslis ook 'n trekpleister."

Toekennings is aangewys in drie kategorieë: redaksioneel, advertensies, dienste. Elkeen van die drie kategorieë is deur 'n paneel kundiges beoordeel en werknemers van Media24 Nuus het tot Meimaand gehad om in te skryf.

Volgens Ishmet Davidson, algemene bestuurder van Media24 Drukmedia, is dié luisterryke geleentheid die maatskappy se manier om diegene wat bydra tot die skep van die beste nuusprodukte in die land vir hul toegewydheid te bedank en vir hul volgehoue puik werk te vereer en te beloon. Die aand het twee hoogtepunte opgelewer: die aanwysing van die Legende in haar Leeftyd [All Time Legend]-toekenning, en Joernalis van die Jaar.

Louise Vale van die Vereniging van Onafhanklike Uitgewers (VOU) is met eersgenoemde gesogte prys vereer, terwyl Abram Mashego, leier van die City Press-verslagspan oor die teistering van die destydse minister van finansies, Pravin Gordhan, die toekenning as Joernalis van die Jaar ingepalm het.

Vanjaar se redaksionele beoordelaarspaneel is aangevoer deur Rautenbach, wat jarelange redakteurservaring het in sowel tydskrifte as binne 'n koerantopset, medeskrywer was van die kopersoonlikheid Peter Veldsman se biografie, en deesdae werk as inhoudsredakteur vir kykNET, boekjoernalis en organiseerder van die US Woordfees se boekeprogram. Saam op die paneel was Mathatha Tsedu, wat sy loopbaan in die mediabedryf as joernalis begin het en al voorsitter was van die Suid-Afrikaanse Nasionale Redakteursforum; Tim du Plessis, hoof van nuus en aktualiteit by kykNET en voorheen hoof van Afrikaanse Nuus by Media24 Koerante; Maryna Lamprecht, 'n vorige ontvanger van die Mandy Rossouw-trofee en vandag 'niefiksie-uitgewer by NB-Uitgewers; internasionaal gerekende fotograaf Roger Sedres; en Lou-Ann Stone, wat ná agt jaar as digitale redakteur deesdae by 'n digitale agentskap werk.

Die redaksionele kompetisie se kategorieë is voorts met twee nuwes uitgebrei sodat nuus- en leefstyljoernaliste ewe veel geleentheid het om in te skryf.

Die beoordelaarspaneel in die advertensies-kategorie is gelei deur Clement Singh, finansiële hoofbestuurder [CFO] van Media24 Nuus, en sluit in algemene bestuurders van verskeie afdelings in die groep. Die dienste-toekennings is beoordeel deur 'n paneel afdelingshoofde, gelei deur Beulah van Rensburg, hoof van mensebestuur, terwyl Davidson en Esmaré Weideman, uitvoerende hoof van Media24, die Legende in haar Leeftyd aangewys het.

Die name van die wenner en Finalis | Finalistste (redaksioneel) in elke kategorie, tesame met kommentaar van die beoordelaars, word hieronder gelys.

**PRESS RELEASE – Media24 News 2017 Legends Awards**  
**EMBARGOED: FRIDAY 28 JULY 2017 UNTIL 22:00**

Media24 News' Legends awards was adjudicated yesterday evening [Friday 28 July] in the CapeTown CBD. For the first time in this event's nine years of existence the application process for the editorial category was 100% digital. The result surprised the organisers. The entries in this category tripled – from 218 in 2016 to 645 this year. Elmarie Rautenbach, convenor of this year's editorial judging panel, said the increase in entries is in line with a news company that is devoted to digital development. "The simplified process was a drawing card."

Awards were adjudicated in three categories: editorial, advertisements, services. Each one of the three categories was adjudicated by a panel of experts and Media24 News had till May to enter.

According to Ishmet Davidson, general manager of Media24 Printed Media, this prestigious event is the company's opportunity to thank those contributing to the best news products in the country for their dedication and to reward and honour them for ongoing excellence. The evening produced two highlights: the announcement of the Legend in her Time [All Time Legend] Award, and the Journalist of the Year.

Louise Vale of the Vereniging van Onafhanklike Uitgewers (VOU) was honoured with the former prestigious award, while Abram Mashego, leader of the City Press report team on the harassment of former minister of finance, Pravin Gordhan, received the award for Journalist of the Year.

This year's editorial judging panel was led by Rautenbach, who has editorial experience in both magazines and the newspaper medium, was co-author of the biography of Peter Veldsman, the culinary personality and who works nowadays as contents editor for kykNET. She was also book journalist and convenor of the book programme of the US Woordfees. Also on the panel was Mathatha Tsedu, who started his career in the media industry as a journalist and was also chairman of the Suid-Afrikaanse Nasionale Redakteursforum. Then Tim du Plessis, head of news and actuality at kykNET and former head of Afrikaans News at Media24 newspapers; Maryna Lamprecht, a former recipient of the Mandy Rossouw trophy and today a non-fiction publisher at NB-Uitgewers; internationally renowned photographer, Roger Sedres; and

Lou-Ann Stone, who works nowadays, after eight years of being digital editor, at a digital agency.

The editorial competition has been extended with two new categories in order to provide news and lifestyle journalists with the same opportunities to enter.

The judging panel in the category for advertisements was led by Clement Singh, chief financial officer [CFO] of Media24 News and included general managers of many departments in the group. The service awards were adjudicated by a panel of department heads, led by Beulah van Rensburg, head of human resources, while Davidson and Esmaré Weideman, executive officer of Media24, announced the Legend in her Lifetime award.

The names of the winners and Finalist / Finalists (editorial) in each category, together with commentary from the judges, are listed below.

## EDITORIAL WINNERS 2017 | REDAKSIONELE WENNERS 2017

### LOCAL NEWSPAPERS JOURNALIST OF THE YEAR | STREEKSJOERNALIS VAN DIE JAAR

#### Finalist | Finalis

Selloane Khalane (Express)

#### Wenner

Desiree Rorke

**Reeks artikels:** Dodelike kraanwater, ens. (TygerBurger)

Van al die kandidate kom dié joernalis die naaste aan die vereiste “om in die openbare belang op te tree”. Sy het onder meer verslag gedoen oor die probleme by die Brackenfell-polisiekantoor, die onwettige oprigting van selfoontorings in die omgewing, ’n vulstasie met lekkende brandstoftenks, en besmette drinkwater in Brackenfell weens ’n foutiewe munisipale kraan en pyp. Haar meedoënlose opvolgwerk nadat sy die stories gebreek het, verdien lof – veral omdat sommige van haar bewerings aanvanklik ontken is. Sy het daarin geslaag om druk op owerhede te hou. Dit het tot aksie gelei, wat op sy beurt tot voordeel van die gemeenskap was – ’n streeksjoernalis se belangrikste taak.

Of all the candidates this journalist comes closest to the requirement of “acting in the public’s interest”. She reported concerning the problems at the Brackenfell police station, the illegal erecting of cellphone towers in the region, a petrol station with leaking fuel tanks and polluted drinking water in Brackenfell due to a faulty municipal tap and pipe. Her relentless follow-up work after the events were exposed, deserves praise, especially since some of her statements were initially denied. She succeeded in exercising pressure on the authorities. This led to action, which in return benefitted the community – a local journalist’s main task.

## COLUMNIST OF THE YEAR | RUBRIEKSKRYWER VAN DIE JAAR

### Finalist | Finalis

Willemien Brümmer (Die Burger By, Beeld)

Alicestine October (Die Burger, Volksblad, Beeld)

### Wenner

Jo Prins

**Rubriek:** *'n Oomblik se afskeid in tyd* (Beeld)

Min rubriekskrywers kan 'n oomblik in tyd só treffend in woorde vasvang soos dié joernalis en digter. Sy dikwels diep persoonlike rubrieke lê telkens groter lewenswaarhede bloot en bly 'n mens by lank nadat die laaste woord gelees is.

A good columnist has a critical mind, is eloquent, and can present a forceful argument or paint life's pictures with succinctness and style. Few columnists can capture a moment in time in words like Jo Prins.

## FEATURE JOURNALIST OF THE YEAR | ARTIKELSKRYWER VAN DIE JAAR

### Finalist | Finalis

Linda Longhurst (The Witness Insight) Profile Journalist of the Year

Charné Kemp (Volksblad)

Anika Marais (Die Burger By)

### Wenner

Willemien Brümmer

**Artikel:** *Op soek na Welgevonden* (Die Burger By)

'n Artikel wat soos 'n eerste-klas-speurverhaal pleks van 'n koerantartikel lees. Etienne Leroux het sy fiktiewe Welgevonden in sy kultusroman *Sewe dae by die Silbersteins* gegrond op die weelderige Bellingham-landgoed, waar hy in die laat 50's by 'n "fabelagtige" ryk neef van 'n vriend gekuier het. Willemien volg nie net die relatief onbekende spoor van hoe Leroux van dié feite fiksie gemaak het nie, maar gaan kuier ook op die nou verwaarloosde landgoed met sy museum van 'n huis. Die eindproduk – oor drie bladsye gebruik – is 'n ryk en vernuftige kombinasie van navorsing, letterkunde, leefstyl en vertelling, wat getuig van die rypheid van 'n joernalis waarby enige publikasie kan baat. Jaco Marais se uitstekende foto's verdien spesiale vermelding.

An article that resembles a first-rate mystery novel, not a newspaper article. Etienne Leroux based his fictional Welgevonden in his cult novel *Sewe dae by die Silbersteins* on the affluent Bellingham estate, where he paid a visit to a friend's "fabulous" wealthy cousin. Willemien do not only follow the relatively unknown path of how Leroux transformed these facts to fiction, but also pays a visit to the now neglected

estate where the homestead is now a museum. The result – printed on three pages – is a rich and ingenious combination of research, literature, lifestyle and narrative, that attests to the maturity of a journalist that every publication can benefit from. The excellent photos by Jaco Marais deserve a special mention.

## **PROFILE JOURNALIST OF THE YEAR | PROFIELSKRYWER VAN DIE JAAR**

### **Finalist | Finalis**

David Engelbrecht (Die Burger By)

Murray la Vita (Die Burger)

### **Wenner**

Willemien Brümmer

**Artikels:** *'n Legende wat nie die staatskas melk nie; Die vyfde mev. Brink: 'Dis nie skryf nie, dis bloei'* (Die Burger By)

Dié joernalis en woordsmit het die kuns bemeester om in haar onderwerp se kop in te klim. Sy lê telkens – en skynbaar moeiteloos – hul denke, wese en diepste menswees aan die leser bloot. Ver­al in haar onderhoude met André P. Brink se weduwee, Karina Brink, en struggle-aktivis Denis Goldberg het sy gewys waarom sy beskou word as een van die land se voorste profielskrywers.

This journalist and wordsmith mastered the art of getting into the headspace of her subjects. With apparent effortless­ness, she always manages to show readers their thoughts, true essence and deepest humanity. Her winning work tonight once again illustrates why she is considered on the country's leading profile writers.

## **PHOTOGRAPHER OF THE YEAR | FOTOGRAAF VAN DIE JAAR**

### **Finalist | Finalis**

Mlungisi Louw (Volksblad)

### **Wenner**

Felix Dlangamandla

**Foto:** #FeesMustFall (Beeld)

Felix Dlangamandla se uitmuntende foto van die #FeesMustFall-leier met 'n klip in die een hand en 'n onlusteskild in die ander, som die gebeure op wat die hele tersiêre onderwysstelsel in Suid-Afrika verswelg het. Hy het 'n veelsydige portefeulje foto's voorgelê wat sy vermoë toon om die storie wat hy deur sy beelde vertel, te verstaan. Baie geluk, Felix.

Felix Dlangamandla's exceptional image of the #FeesMustFall leader holding a rock in one hand and a riot shield in the other, summarises the events that engulfed the entire tertiary education system in South

Africa. He presented a versatile portfolio of images that showcases an incredible talent for visual storytelling.

## **SPORTS JOURNALIST OF THE YEAR | SPORTJOERNALIS VAN DIE JAAR**

### **Finalist | Finalis**

Stephen Nell (Die Burger)

### **Wenner**

Marizanne Kok

**Artikel:** *Alle objektiwiteit oorboord in 43.03 sek* (Beeld)

Marizanne se unieke uitkykpunt in hierdie rubriek dra by tot 'n uitstekende stuk joernalistiek wat jaarlik hierdie toekening waardig is. Sy neem die leser op 'n reis danksy haar ervaring by die 2016 Olimpiese Spele en haar voorreg om as 'n Suid-Afrikaanse sportskrywer te deel in 'n geskiedkundige oomblik in ons land se geskiedenis. Terwyl objektiwiteit een van die belangrikste aspekte in joernalistiek is, is haar eerlike vertelling van Wayde van Niekerk se wêreldrekord-400m-wedren boeiend en so uitmuntend, want dit neem die leser saam met haar deur die epiese 43,03 sekondes wat die verbeelding van die Suid-Afrikaanse nasie en die hele wêreld aangegryp het.

The judges called the winning entry a great piece of journalism, offering readers a riveting and personal birds-eye view of her witnessing Wayde van Niekerk's historical world record 400m run in an epic 43.03 nail-biting seconds at the 2016 Olympic Games; an event that had captured the imagination of the South African nation and the entire world.

## **LAYOUT SUB-EDITOR OF THE YEAR | UITLEG-SUBREDAKTEUR VAN DIE JAAR**

### **Finalists | Finaliste**

Vernon Janse van Rensburg (Beeld)

Albert Weideman (Beeld)

### **Wenner**

John-Grant Munro

**Artikels:** *WOW Wayde; Totsiens nr. 9* (Die Burger)

Vanjaar se wenner het daarin geslaag om die intensiteit en emosie van twee ikoniese Suid-Afrikaanse sportgebeurtenisse vas te lê: Wade van Niekerk se rekordwen by die Rio Olimpiese Spele in 2016 en die heengaan van die rugbylegende Joost van der Westhuizen. Nie net was Munro se keuse van fotografie vir albei inskrywings in die kol nie – en in Wade van Niekerk se geval heerlik onverwags – maar die impak van albei opskrifte het daarin geslaag om die kern van die stories vas te lê. Sy gebruik van spasie, teks,

fotografie en uitleg het in albei gevalle bymekaargekom om 'n onvergeetlike beeld te skep van 'n oomblik in tyd in Suid-Afrikaanse sport.

This year's winner succeeded in capturing the intensity and emotion of two major events in the South African sporting world: Wade van Niekerk's heroic world record at the Rio Olympic Games in 2016 and the passing of rugby legend Joost van der Westhuizen. In both instances, his use of space, copy, photography and layout came together in memorable visuals that brilliantly marked two iconic moments in time

## **SCOOP OF THE YEAR | SCOOP VAN DIE JAAR**

### **Wenner**

Abram Mashego

**Reeks artikels:** *Spooks get Gordhan docket; Is Pravin off the hook? Pravin to be charged again* (City Press)

Abram Mashego het die verslaggewing oor die Valke en die Nasionale Vervolgingsgesag (NVG) se teistering van die voormalige minister van finansies, Pravin Gordhan, gelei. Dit was duidelik dat die sogenaamde elite-polisie-eenheid hul mag op versoek van hul politieke base misbruik het. In Mei verlede jaar het Abram se uitstekende kontakte by die Valke en die NVG gehelp verseker dat hy die storie kon breek oor hoe die saak teen Gordhan na die polisie se misdaadintelligensie-eenheid oorgedra is. Die saak het ontwikkel en in Oktober 2016 kon Abram en die *City Press*-span onthul dat die NVG-hoof, Shaun Abrahams, beplan om die klagtes teen Gordhan te laat vaar. Die volgende dag het die drama ontvou presies soos daarvoor berig is. Dis die soort vasberadenheid en uitstekende verslaggewing waarop enige koerant trots kan wees.

Tonight's winner led the reporting on the harassment of then finance minister Pravin Gordhan by the Hawks and the National Prosecuting Authority. That the so-called elite police unit was abusing their power at the behest of their political masters was clear. In May last year Abram Mashego's excellent contacts at the Hawks and NPA helped ensure that he broke the story about how the case against Gordhan had been transferred to the police's crime intelligence unit. The case developed, and in October Abram and the *City Press* team once again broke the news that NPA head Shaun Abrahams planned to drop charges against Gordhan. The next day the drama unfolded exactly the way it had been reported. This is the type of tenacity and excellent reporting any newspaper can be proud of.

## **ARTS JOURNALIST OF THE YEAR | KUNSTEJOERNALIS VAN DIE JAAR**

### **Finalists | Finaliste**

Murray la Vita (Die Burger)

Jaco Nel (Rapport)

### **Wenner**

Charl Blignaut

**Artikels:** *Black lives, white lessons; The struggle to show the struggle; Hlaudi's R11.4m bonus* (City Press)

Trending, City Press)

Die kunstenaar as joernalis... Charl se jare ervaring blyk uit die selfvertroue waarmee hy skryf, die gemak waarmee hy sy mening lug – of dit nou ’n filmresensie, musikale verskynsel of harde nuus oor die vermaaklikheidsbedryf is, en sy perfekte aanslag vir wat gepas is vir sy teikenmark. Sy artikels wys hoe navorsing skryfwerk kan ondersteun en verryk, sonder om enige ligtheid of leesbaarheid te verloor.

The artist as a journalist... The winner’s years of experience shine through in the confidence with which he writes, the ease with which he voices his opinion, the depth of research and his perfect pitch for his target market. From film reviews, to music and hard news reporting on the entertainment industry, his work is rich, light and always highly readable.

## **DEON DU PLESSIS TABLOID JOURNALIST OF THE YEAR | DEON DU PLESSIS TABLOID-JOERNALIS VAN DIE JAAR**

### **Finalists | Finaliste**

Sibonelo Zwane (Daily Sun)

Candice Bezuidenhout (Son)

Stephens Molobi (Daily Sun)

### **Winner | Wenner**

Norman Masungwini

### **Article | Artikel: *Nomvula Thirsty for Ben 10!* (Sunday Sun)**

The late Deon du Plessis laid down some golden rules for tabloid journalism: show respect for religion, tradition and forefathers; engage in humor and sensation; yet never put the narrative style before the facts. As a “voice of the people”, many tabloids have in the past exposed a story right under the noses of the national newspapers. One such a story was that of the winner, about a minister’s toy boy who carried out official assignments on her behalf. Despite the cheeky heading it was a scoop, which led to a series of follow-up articles within a few hours and an eventual news conference by the minister concerned.

Wyle Deon du Plessis het ’n paar goue reëls vir tabloid-joernalistiek neergelê: Toon respek vir godsdiens, tradisie en die voorvaders; betrek humor en sensasie – mense wat swaarkry, het ’n behoefte aan vermaak; maar moet nooit die feite ondergeskik aan die vertelstyl stel nie. As “stem van die mense” het menige tabloid al ’n storie op dié manier reg onder die neuse van die nasionale koerante onthul. Een so ’n storie was dié van die wenner, oor ’n minister se katelknaap wat amptelike opdragte namens haar uitgevoer het. Die stuitige opskrif ten spyt was dit ’n scoop, wat binne ure tot ’n rits opvolgstories gelei het en ’n uiteindelijke nuuskonferensie deur die betrokke minister.

## **GRAPHIC ARTIST OF THE YEAR | GRAFIESE KUNSTENAAR VAN DIE JAAR**

### **Finalist | Finaliste**

Jaco Grobbelaar (City Press)  
Theuns Kruger (Beeld)  
Rudi Louw (The Witness, Beeld, Volksblad)

### **Winner | Wenner**

Rudi Louw

### **Article | Artikel: *Attack on Pearl Harbour: 75th Anniversary* (The Witness, Beeld & Volksblad)**

Die hoofkriteria is om 'n komplekse onderwerp eenvoudig en visueel te kommunikeer. In albei sy inskrywings kry Rudi dit reg. Sy gebruik van kleur, hoe eenvoudig en visueel hy die inligting verpak en hoe hy met data 'n storie vertel, is merkwaardig. Hy kombineer foto's, simbole en teks op 'n slim wyse deur nie die leser te oorweldig nie, maar eerder 'n hiërargie binne die grafika te skep.

The main criterium for a great graphic artist is to communicate a complex subject with visual simplicity – something that tonight's winner achieved brilliantly. Applying great use of colour, and a clever combination of pictures, symbols, text and data created a hierarchy of graphics that pulled the reader into an easy to follow visual story.

### **BUSINESS JOURNALIST OF THE YEAR | SAKEJOERNALIS VAN DIE JAAR**

#### **Finalist | Finaliste**

Herman Scholtz (Rapport)  
Aldi Schoeman (Rapport)  
Edward West (The Witness)

#### **Winning Team | Wenspan**

Justin Brown en Dewald van Rensburg

### **Article | Artikel: *Gupta Ship Abandoned* (City Press)**

Dit was die eerste span wat die omvang van die Gupta-familie se status as korporatiewe muishonde bekend gemaak het. Hulle het die sensasionale storie gebreek dat Absa Bank alle bande met Oakbay, die Gupta-familie se vlagskipmaatskappy, verbreek het. Gevolg deur die Gupta's se JSE-borg, makelaarsfirma SASFIN. Alle media het die storie opgetel en die gebeure wat in die storie beskryf word, is steeds sterk in die nuus, meer as 'n jaar nadat hulle dit die eerste keer bekend gemaak het. 'n Super-sensasionale ondersoekende storie.

This team was the first to disclose that the Gupta family had become radioactive with contamination. They broke the sensational story that Absa Bank had severed all ties with Oakbay; followed by the Guptas' JSE sponsor, broking firm SASFIN. All media picked up on the story and the events described in the story are still dominating the headlines, more than a year after they were first disclosed.

### **LIFESTYLE JOURNALIST OF THE YEAR | LEEFSTYLJOERNALIS VAN DIE JAAR**

#### **Finalist | Finaliste**

Mohau Mokoena (City Press Trending)  
Elsabé Brits (Die Burger By)

**Winner | Wenner:** Carla Lewis

**Article | Artikels:** *Dekadente XXX-kos wat verlei; Trump se les vir milleniërs* (Beeld, Die Burger)

Kennis van die jongste tendense is jou belangrikste vaardigheid as Leefstyl jou afdeling is. Jy moet ook jou lesers vermaak en praktiese inligting verskaf – hoe, wat, waar hulle iets kan kry. Hierdie wenner is duidelik op die hoogte van tendense. Sy skryf ewe maklik oor 'n kos-*hashtag* as 'n pittige artikel oor voëlname. Maar wat die meeste beïndruk het, was haar fassinerende artikel oor waarom Trump se verkiesing milleniërs wêreldwyd só verras het, en wat dit sê oor die eggo-kamer waarin jong volwassenes hulself 30 jaar ná die begin van die wêreldwye web bevind.

If your beat is Lifestyle, you not only need to be on top of your game where trends are concerned, but your readers expect to be entertained and get practical information. Hulle wil weet hoe, wat en waar hulle dit waaroor jy skryf in die hande kan kry. Hierdie wenner is duidelik op hoogte van die jongste neigings, giere en tendense. Sy skryf ewe maklik oor 'n kos-hutsmerk as 'n pittige artikel oor voëlname. But what impressed most was her compelling feature on why Trump's election came as such a surprise to millennials worldwide, and what it says about the echo chamber young adults find themselves in 30 years after the start of the World Wide Web.

### **INVESTIGATIVE JOURNALIST OF THE YEAR | ONDERSOEKENDE JOERNALIS VAN DIE JAAR**

**Team winners | Gesamentlike wenners:**

Sipho Masondo (City Press) and Suzanne Venter (Rapport)

**Series of articles | Reeks artikels:** Watergate en Life Isedimeni-tragedie

Die Onderzoekende Joernalistiek-kategorie het 14 inskrywings gehad, maar in werklikheid was daar twee ernstige aanspraakmakers. Een was 'n reeks wat gewentel het om 'n skandaal wat die land laat praat en huil het, maar nooit die voorblad gehaal het nie. Die ander was 'n reeks wat gewys het hoe 'n skaars hulpbron in die staat as 'n plunderingsinstrument gebruik is. Die beoordelaars is tevrede dat dié stories toegewydheid aan geloofwaardige en gestaafde joernalistiek toon – albei kenmerke van goeie joernalistiek. In die era van alternatiewe feite en vals nuus is dit vir die beoordelaars 'n plesier om die twee joernaliste as gesamentlike wenners van hierdie kategorie aan te wys.

This category received 14 really strong entries, but from the start it was clear that there were two very distinct and serious contenders. One was a series putting the spotlight on a scandal that got the country talking and crying, but never made it to the front page. The other was a series that showed how a scarce resource was being used as a looting tool within the state. The judges are satisfied that these stories show persistence and commitment to credible and verified journalism, which are both hallmarks of good journalism. In the face – and age – of alternate facts and fake news, it is heartening for the judges to name the two journalists as joint winners of the Investigative category.

### **MANDY ROSSOUW POLITICAL JOURNALIST OF THE YEAR | MANDY ROSSOUW POLITIEKE JOERNALIS VAN DIE JAAR**

**Winner | Wenner**

**Article | Artikel: *How Zuma plans to pay back the money* (City Press)**

'n Sterk storie wat die Nkandla-skandaal en die opdrag om die geld terug te betaal opgevolg het, te midde van oproepe deur verskeie politici dat die hoed omgestuur moet word om president Jacob Zuma te help om die R8,7 miljoen terug te betaal soos deur die Openbare Beskermer, Grondwetlike Hof en Tesourie beslis is. In stede daarvan het die president hom gewend na 'n onbekende bankinstelling in Limpopo om 'n lening teen sy eiendom te bekom. Die storie het al die besonderhede van wat destyds plaasgevind het, en oor hoe die VBS in 'n finansiële verknorsing beland het nadat die lening aan Zuma toegeken is – 'n aanduiding dat agteroorgebuig is om aan Zuma se versoek te voldoen. Dit was die eerste artikel wat getoon het hoe Zuma beplan het om uit die penarie te kom, en 'n waardige wenner.

Rich in details, the winner is a solid story that followed on the Nkandla scandal and the instruction to President Jacob Zuma to repay the money. From covering calls by various political actors for the hat to be passed around to collect the required R8,7 million, to the gory details and fall-out of President Zuma securing a loan on his estate from an obscure banking institution in Limpopo, this feature was the first to identify how Zuma was planning to get out of this spot of bother.

**OPSKRIF- EN PLAKKAATSKRYWER VAN DIE JAAR**

**Wenner:** Madré Marais

**Opskrif en Plakkaat:** *Haaie gestrand op Kalahari-sand* (Kalahari Bulletin)

Die wenner se opskrif “Haaie gestrand op Kalahari-sand” het vir lekker afwisseling op die sportblaaie gesorg. Haar ander inskrywings, “Juffer het gewade vir elke paar grade” en “Dis njam, my lam!” het die beoordelaars ook laat glimlag en getuig van 'n oor vir ritme en musikaliteit – altyd kenmerke van 'n doeltreffende opskrif.

The winner's headline, “Haaie gestrand op Kalahari-sand”, has provided some variety on the sports pages. Her other entries, “Juffer het gewade vir elke paar grade” and “Dis njam, my lam!” have also put a smile on the judges' faces. Her work testifies of an ear for rhythm and musicality – always features of an effective headline.

**HEADLINE AND POSTER WRITER OF THE YEAR**

**Winners:** Nahima Ahmed and Adriana Myburgh

**Headline and poster:** *Cockroach rescues python* (Daily Sun)

Die wenners het hierdie toekenning losgeslaan met 'n vermaaklike portefeulje plakkate vir die Daily Sun. Die beoordelaars het regtig baie gehou van “COCKROACH RESCUES PYTHON”, maar “POKE ME BEFORE I DIE” en “FROM PULPIT TO POTHOLE” was ook treffend en effektief.

The winners received this award with an entertaining portfolio of placards for the Daily Sun. The judges liked “COCKROACH RESCUES PYTHON”, but “POKE ME BEFORE I DIE” and “FROM PULPIT TO POTHOLE” was also effective.

**JOURNALIST OF THE YEAR | JOERNALIS VAN DIE JAAR**

## **Winner | Wenner**

Abram Mashego

**Series of Articles | Reeks artikels:** *Spooks get Gordhan docket; Is Pravin off the hook? Pravin to be charged again* (City Press)

As leier van die City Press-verslagspan oor die teistering van die destydse minister van finansies, Pravin Gordhan, moet Abram Mashego vereer word met die Joernalis van die Jaar-toekenning. Hy het 'n gebeurtenis in Suid-Afrikaanse politiek blootgelê wat moontlik die verloop van die geskiedenis kan verander. Dit het nie net 'n impak gehad op plaaslike politieke gebeure nie, maar ook internasionaal vanweë die belangrikheid daarvan vir Suid-Afrika as 'n beleggingsbestemming. Daarbenewens het dit diepgaande implikasies vir die proses van gesonde staatsbestuur in Suid-Afrika gehad deur te demonstreer dat die demokratiese proses steeds die potensiaal het om sigself te korrigeer. Wat hierdie beriggewing merkwaardig maak, is die akkuraatheid van die bronne en die tydige aard van die storie.

As leader of the City Press reporting team on the harassment of then finance minister Pravin Gordhan, Abram Mashego deserves to be honoured with the Journalist of the Year award. He exposed a potentially history-changing event in South African politics. This had an impact not only on political events internally, but also internationally by reason of its importance for South Africa as an investment destination. Moreover it had profound implications for the process of sound governance in South Africa by demonstrating that the democratic process still had the potential to self-correct. The accuracy of the sources and the timely nature of the story make this reporting remarkable.

## **ADVERTISING WINNERS 2017 | ADVERTENSIE-WENNERS 2017**

### **DIRECT ADVERTISING/SALES MANAGER OF THE YEAR | DIREKTE ADVERTENSIE- /VERKOOPSBESTUURDER VAN DIE JAAR**

#### **WINNER | WENNER: Llewayne van Niekerk – Son**

Amongst some really tough competition and even tougher trading conditions, tonight's winner is clearly a very gifted and versatile sales manager. Known as a positive leader who has the best interests of his team at heart, but at the same time relentlessly chasing the targets, he has led his team to great heights this past fiscal. Sticking to the game plan and presenting innovative solutions, they beat their advertising budget by 16%; while retaining direct revenue at the previous fiscal's levels in an environment that saw direct revenues decline by an average of 8% per year.

### **REPRESENTATIVE OF THE YEAR: CLASSIFIEDS SALES | VERTEENWOORDIGER VAN DIE JAAR: GEKLASSIFISEERDE ADVERTENSIES**

#### **WINNER | WENNER: Abegail Doman – Son**

Being responsible for classified advertising means you really have to pull your weight to get and keep clients on board. This year's winner did not stop at that: Despite a 100% rate increase, she exceeded her target by 15% and grew revenue by 12% year-on-year, including recruiting 101 new clients.

## **REP OF THE YEAR: DIRECT SALES | VERKOOPSVERTENWOORDIGER VAN DIE JAAR: DIREKTE KLEINHANDEL**

### **WINNER | WENNER: Deon van Dyk – Beeld**

Nowadays the mantra in advertising is more clients – less money; particularly when faced also with a tough new business portfolio. Not for tonight's winner of this category, who outperformed his budget by 31% and grew revenues by 22% year-on-year.

## **REP OF THE YEAR: LOCAL NEWSPAPERS | VERKOOPSVERTENWOORDIGER VAN DIE JAAR: STREEKSKOERANTE**

### **WINNER | WENNER: Maro Swanepoel – PE Express**

Pushing harder and harder every year is second nature for the winner in this category; no matter how tough the market, or how small the budget. Proving that perseverance does pay off, she exceeded her target by an incredible 117%, growing her portfolio by 63% year-on-year.

## **NATIONAL MEDIA EXECUTIVE OF THE YEAR | NASIONALE ADVERTENSIEVERTENWOORDIGER VAN DIE JAAR**

### **WINNER | WENNER: Dianna Pottek – Ads24**

Making target in the current economic climate is achievement in itself, but this year's winner went much further: outperforming her target on a difficult portfolio by a whopping 111% and growing revenues by an equally impressive 129% year-on-year, with 38% of the revenue from new business.

## **NATIONAL SALES MANAGER OF THE YEAR | NASIONALE VERKOOPSBESTUURDER VAN DIE JAAR**

### **WINNER | WENNER: Justin van Alphen – Ads24**

Bucking the trend that gave rise to the not so funny joke that in advertising sales nowadays 10% down is the new up, the winner both outperformed his target and grew his portfolio by 9%; maintaining impeccable credit management to under R500 000 and maintaining the average discount at levels which still protected yields.

## **SALES INNOVATOR OF THE YEAR | VERKOPE-INNOVEERDERS VAN DIE JAAR**

### **WINNERS | WENNERS: Martin Green & Justin van Alphen – Ads24**

This award went to Martin Green and Justin van Alphen of Ads24 for their innovative cross-platform 360° campaign for betting operator Phumelela's in-press betting vertical Soccer 6. Spanning print and online editorial content, social media, video and display ads, this was a close partnership between Ads24, Soccer Laduma and Phumelela. It outperformed all metrics and projected results by a considerable margin – including generating so much click-through traffic that Match Centre, a bespoke online betting button for Soccer Laduma, had to be paused after eight weeks.

## **CIRCULATION AWARD | SIRKULASE-TOEKENNING VAN DIE JAAR**

### **WINNER | WENNER: Renier van Wyk – Beeld/Rapport**

Managing the Beeld and Rapport portfolio in a tough environment, the winner outperformed his circulation volume target by 5% for the two publications combined, while containing the overall volume decline for all the titles in his portfolio to 2%.

### **PEOPLE MANAGEMENT AWARD | TOEKENNING VIR MENSEBESTUUR**

#### **WINNER | WENNER: Ilse McCarthy**

Her meticulous attention to detail, steadfast dedication to her customers and her sense of humor make her a wonderful colleague to work with. She sets a positive example, is always willing to assist and share her knowledge with the rest of us. She is not afraid to challenge when needed but always shows respect and understanding. She makes innovative changes in terms of HR related procedures. The recent audit report for News also clearly shows an achievement especially due to this winner who's been involved in numerous strategic decisions that's brought about great change. She is a true Media 24 legend!!

### **FINANCIAL INNOVATOR OF THE YEAR | FINANSIËLE INNOVEERDER VAN DIE JAAR**

#### **WINNER | WENNER: Danie Nel – Beeld/Rapport**

Given the challenges our industry face, innovation has become a shared responsibility and a vitally important part of our future strategy. Like tonight's winner, who identified a plan to optimise the printing of the national titles – offering the potential to deliver News a benefit of close to R15m. Unfortunately, due to certain legal limitations we were not able to realise the full saving. Nevertheless, those aspects we could implement – led by the winner and his team in the North – resulted in a print saving of R5m a year; currently being realised on a monthly basis.

### **ALL TIME LEGEND | LEGENDE IN HAAR LEEFTYD**

#### **Louise Vale van die Vereniging van Onafhanklike Uitgewers (VOU) / Association of Independent Publishers (AIP)**

it is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost. And this is exactly what we are honouring tonight with the recipient of this year's All Time Legend Award.

Ever since she started her first job in 1976, arguably one of the most volatile and tragic years in our history, and for the next close on 40 years, there is an unmentioned but beautiful golden thread running throughout her impressive career: of a selfless dedication to establishing knowledge as a currency for empowerment – for the greater good of a democratic and just civil society.

At times this came at a great personal cost; like getting her fired from teaching on political grounds in the 80s, being detained in prison for four months and being declared a restricted person under the State of Emergency laws – banned from 39 organisations; some of which she had never even heard of...

But she persevered, in her own words “taking no notice”, and remained involved with and often leading vital aspects of education and enabling access to education through, among others, curriculum reform and development, bursary and educational funds management, adult education, accreditation standards and criteria and distance learning programmes – on local, provincial and national level. At the same time dedicating personal time to charity work related to child welfare and the homeless.

And 2003 marked a very special milestone for the media industry, when Guy Berger – then head of the journalism department at Rhodes – appointed her as general manager of the David Rabkin Project for Experiential Journalism Project; turning the oldest newspaper in the country – Grocott's Mail – into a site of workplace experience for senior journalism students.

Over the next seven years she not only steered aspiring hacks through the transition from print to digital, but also initiated Upstart, a youth newspaper written by youth and which has developed into a full-blown education and development programme supported by the Rhodes Journalism Department.

Who better then to take the reigns at the Association of Independent Publishers in 2010, at the time still a fledging organisation?

Starting with a budget of R300 000 and one staff member, she embarked on an incredible journey of the relentless pursuit of excellence in community media – lending small, community-based grassroots publishers a voice and standing in the broader South African media landscape; and empowering them through training and by establishing standards to truthfully and at a worldclass level both be true to the communities they serve, and hold up the mirror of social justice.

Under her leadership the AIP has delivered a very important first ever map of the sector to establish the most authentic database of independent community publishers; entered the arena of advocacy; enskilling its members in the essential journalistic and publishing tools and for the digital transition of media through training, workshops, forums and recently their first national conference – with Thuli Madonsela as keynote speaker! Focusing also on gender equality, a personal highlight for her has been the establishment of the Women’s Forum, soon to be followed by a Men’s Forum.

As a result, the AIP has grown to now manage a budget of R3 million on behalf of its 230 members, widely diverse in terms of ownership, content and target audiences and publishing a total of 6 549 500 copies monthly (with 97 members publishing in indigenous languages)!

But her heartfelt dedication to an independent media stretches beyond the the role, sustainability and longevity of the community media sector alone.

As a board member of the Media Development and Diversity Agency, she’s an ardent lobbyist for and advocate of the vital need for a free press and true media diversity in a democratic society, and even more so in a developing country such as South Africa and its particular social context. Her numerous representations in this regard at the Parliamentary Portfolio Committee on media diversity has gained her the admiration and respect of not only the political powers that be, but also her peers in the media industry at large.

It has been said that the strongest people are not those who show strength in front of us, but those who win battles we know nothing about. For fighting the battles and remaining a steadfast flag bearer for quality journalism and impeccable media standards through education and empowerment, for diversity and a truly free press in a young democracy, we thank, honour and salute the Joan of Arc of independent media in South Africa: Louise Vale, executive director of the AIP.

**-THE END -**