

# “Manyi after control of who gets state advertising money”

The headline of Mdletshe's article is both misleading and creating false perceptions. Contrary to article 5.1 of the SA Press Code, the headline does not give reasonable reflection of the contents of the article in question. The article talks about centralisation of Government media buying, lack of Government advertising in community media and funding challenges faced by the community media.

The headline suggests Manyi wants to control who gets state advertising money. The use of the words “Manyi after control” is distortion. This is in breach of Art. 1.2 of the SA Press Code that reads: “News shall be presented in context and in a balanced manner, without any intentional or negligent departure from the facts whether by...distortion...”.

As a matter of fact, on the 14th April 2012, the GCIS convened Kwazulu-Natal Community Media Indaba held at the Durban City Hall and MDDA was in attendance and an active participant. It was

attended by more than 70 people and around 35 community and small commercial media projects from the length and breadth of KZN.

This forum provided community and small commercial media sector an opportunity to meet with GCIS and MDDA, share experiences, challenges and ideas on how best to support them and create an enabling environment for their sustainability. These sessions have also been held in the Free State (January 2012) and Western Cape (March 2012). At these sessions, both the GCIS and the MDDA engage with the community and small commercial media sector on the challenges they face, listen to their views on how to improve the sector and also to report on Government efforts and programmes aimed at ensuring that communities get access to information on service delivery and planned government programmes. These sessions enable all parties to map out a framework that would strengthen the role and the capacity

of the community and small commercial media sector in reporting and informing communities about the developments as they unfold in their own areas.

At the KZN Indaba, the community and small commercial media strongly highlighted the challenge of operating with very limited resources which impact negatively on their daily operations and sustainability.

The Indaba provided the practitioners an opportunity to raise challenges on access to both local, provincial and national government advertising including delays in processing payment of invoices. Practitioners from the community radio sector urged GCIS to develop a system that will enable them to download audio feeds from government press briefings as they have limited resources to send journalists to press conferences.

The Indaba also afforded the GCIS CEO, Jimmy Manyi an opportunity

to update the community and small commercial media practitioners on the government communication programme and content sharing with the community media. Manyi noted that the GCIS is interested in community and small commercial media reflecting and reporting on bread and butter issues that face the communities on the ground. The GCIS committed that it will provide government information to the sector directly and for free.

The MDDA CEO, Lumko Mtimde supported the centralised media buying model, stating that it will assist in accounting for Government ad spend into the three categories of the media (community, commercial and public) and thereby ensure media diversity. Mtimde updated the practitioners on the MDDA interventions to secure advertising revenue for the sector through the planned online advertising booking system. He provided advice on how the sector can improve professionalism using technology and the

importance of accountability. He also reported on the challenges facing community TV with respect to uncertainty in terms of regulation as a result of the digital migration.

Mtimde urged the sector to differentiate itself from the mainstream media both in content and by definition, reflect diversity of views and opinions, diversity of languages, report on developments in the areas, source news & information from diverse sources rather relying on one source and promote local content. At the end of the Indaba it was agreed that the GCIS and the sector in the KZN will convene bi monthly networking session in order to improve working relations and sharing information. Issued by:

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# ABSA BANK ON FIRE PLAN

Milton Malatse on the scene and he compiled the story and pictures



Khanyisa Newspaper has an authority to dismiss all the rumours that ABSA bank in Joubert & Kerk Street in Ermelo was caught on fire or robbery as people were assuming during the evacuation in the building on the 03 April 2012.

The real story is ABSA has arranged with their employees, tenants and all the stakeholders that are in the fire disaster management for fire evacuation training in the building in Ermelo. And the following stakeholders were invited to the respond on the scene immediately when they get a call from the bank in connection of fire.

They were Msukaligwa fire department, ambulances, Ermelo police Station and Emergency Medical Service (EMS),

Msukaligwa disaster management. Trocia Tladi the head of ABSA bank South Africa fire training and evacuation awareness said that “there was no fire or an accident in the building”. Tladi emphasised that “We used to have this kind of event twice a year in various branches across the country”. She also added that “it was a training for fire evacuation in the building for in case if the fire strikes in the building” how will they evacuate the staff and the clients in the building and also to know how long the fire department, emergency medical service and other management will respond into the scene”.

Tladi congratulated the fire evacuation team for having

responded in time because the latest team to arrive in the scene was 2 minutes and 30 seconds of the action. She said that it was a right time to respond into the scene because if it was the real fire it would not have damaged the property or the building.

People that come to witness the event did not wait to find the real information of the incident. They concluded that it is fire and others speculated that it was bank robbery and bombs plotted in ABSA Bank.

And Khanyisa Newspaper news researcher, we remained in the scene until we met with the ABSA branch manager Gletties Mnguni and Trocia Tladi to give us the really information about the incident.



## WHO ARE IN THE PHOTOS

1. ABSA bank building , 2. Trocia Tladi the head of ABSA South Africa fire training and evacuation , 3. Trocia Tladi the head of ABSA South Africa fire training and evacuation addressing the Msukaligwa fire disaster management team at the press conference in the ABSA Bank after the fire evacuation training cause , Sindiswa Myide from Msukaligwa disaster management, Sabatha Malinga Emergency Medical Service,