

INSTITUTE FOR THE
ADVANCEMENT OF
JOURNALISM

ANNUAL REPORT 2018 / 2019



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The IAJ extends its training services in journalism, media and communications to more grassroots constituencies like rural communities, youth, women and marginalized groups like refugee communities who cannot afford to fund their own participation in the programmes offered by the *Institute for the Advancements of Journalism*



01 WHO ARE WE?

· THE MEDIA OWES THE RESPONSIBILITY TO CONSTANTLY TELL THE PUBLIC THE TRUTH

-WOLE SONYIKA

The Institute for the Advancement of Journalism (IAJ) is an established and premier communications and journalism training institute with a deep history in the media sector.

The IAJ is a strong and reputable brand, with a tried and tested approach, delivery model and professional staff and facilitation team.

We are called to provide core and specialised training across all platforms for communicators and journalists and in all spheres of the media.

We are known, both locally and regionally for our reputable training and our longstanding passion for the media's role in democracy.

The IAJ is committed to the advancement of journalism and the enhancement of communication skills.

Our credentials:





Leading edge mid career journalism and communication training across Africa

Institute for the Advancement of Journalism

Our Vision

Our vision is to PROMOTE and SUPPORT a FREE and INDEPENDENT MEDIA in South Africa and the rest of Africa through the TRAINING of communicators and journalists.

Our Mission

It is to offer interactive, blended learning facilitated by subject matter experts.

We translate our mission into action by:

- Promoting professional standards in journalism ;
- Supporting and initiating programmes which stimulate the development of sound news values and an appreciation of the key role of the media in democratic societies;
- Supporting the right to freedom of expression as enshrined in our Constitution;
- Upholding integrity and truth-telling in the media;
- Advocating non-racism, non-sexism or any other form of discrimination; and
- Prioritizing community journalism in previously under-resourced communities.

Our values

As the IAJ, we ascribe to the following values:

Excellence

We strive to achieve excellence in everything we do

Integrity

We strive to maintain social, ethical and organisational values and firmly adhere to codes of conduct and ethical principles.

Learning

We strive to commit to a culture of constant learning and sharing of knowledge in order to enhance the collective knowledge of the organisation.

Accountability

We strive to take personal responsibility for achieving our objectives.

Agility

We strive to accept change and new ideas and adapt to changing requirements and environment.

Tolerance

We strive for freedom of expression, non-biased reporting and a society free from sexism and racism.



02 OUR GRATITUDE

IAJ has enjoyed long and enduring relationships with its strategic partners and donors. Through our partners we are able to expand and deepen the work that the IAJ does. The partners below have been central to the work the Institute has undertaken in the 2018-2019 Financial Year.

Strategic Partners:

ABSA

Auditor General South Africa

Department of Communications, Telecommunications and Postal Services

Global Reporting Initiative

Government Communication and Information System (GCIS)

Media Development Diversity agency (MDDA)

Media Information and Communication Technologies (MICT SETA)

Media Monitoring Africa (MMA)

National Association of Broadcasters (NAB)

South African National Editors Forum (SANEF)

South African Press Council

Thomson Reuters Foundation

United Nations Educational, Scientific and Cultural Organisation (UNESCO)

Clients:

Airport Company South Africa	International Media Networks
Civil Aviation Authority	Mangosuthu University
Council for Scientific and Industrial Research	Media24
Department of Community Safety	National Energy Regulator of South Africa (NERSA)
Department of Environmental Affairs	National Home Builders Registration Council
Department of Labour	Nedbank
Department of Health	North West Provincial Legislature
Department of Social Development	Science Medical Research Foundation
Department of Tourism	Sedibeng TVET College
Department of Transport (Limpopo)	South African Broadcasting Corporation (SABC)
E-Government	South African National Defence Force (SANDF)
ETV	South African Parliament
Export Credit Insurance Corporation	South African Social Security Agency (SASSA)
Gibela Rail Consortium	Strategic Bigtime Media
	TISO BLACKSTAR
	Tshikovha Green & Climate Change Advocates
	Voice of America (VOA)

Thank You, Siyabonga, Ha khesa, Realebowa, Baie Dankie, Siyabulela, Re a leboga, Ha Khensa, Ro Livhuwa!



03 THE STAFF ARE THE ONES WHO MAKE IT ALL HAPPEN!

The Institute has a staff complement of six full time staff members. This team is led by its Executive Director, Faiza Abrahams-Smith. Between these six team members, they have a total of 44 years between them at the IAJ. The longest serving staff member has been with the Institute for 20 years. It is this dedicated and committed compact team that is the 'heart and soul' of the IAJ.

In addition to this team, the Institute has an extensive network of subject matter experts to deliver the range of training courses on offer.





Back Row: Precious Tsakana, Sonto Dlamini, Faiza Abrahams-Smith, Gugu Ndaba and Justin Tromp (intern)
Front Row: Dimakatso Mathe, Daniel Maolosi, Talitha Moemi, Siphokazi Pindani (intern) and Tichaane Mackou (intern)

** A special "Thank You" to Justin Tromp who designed the layout of this 2018/2019 Annual Report

STAFF VOICES

Below are some personal accounts from some of the IAJ staff on their own experiences at the organization.



Staff member: Dimakatso Mathe
Designation: Project Officer
Number of years at IAJ: 20 years

What is it like to work at the IAJ?

I love my job because everyone shares the same vision and is dedicated to the mission. The relationships built along the way, are awesome and I have met different people from all walks of life.

The knowledge and experience I have gained has made me the person I am today. The work I do is not limited to only my job description and it allows me to gain experience in other areas of the Institute.

There is communication amongst staff, everyone is supportive and it makes for a very productive working environment. Plus, I like the independence I have because my line Manager allows me to be.

How does the IAJ contribute to the media landscape?

The IAJ's contribution, impact and reputation in the media landscape has been seen in South Africa and across the region. When IAJ was founded, the idea was to help African journalists get ready for the new era.

Since its inception, tens of thousands of people have passed through the IAJ's doors, and many of them now occupy key posts in the media industry, government institutions and corporate sector. Today, the IAJ has an unmatched reach across the African continent and is internationally respected. It is independent of government, industry and academia – yet works closely with all these sectors in advancing the quality of journalism and communications.

What are some of the highlights of the 2018/2019 financial year?

The most memorable moment was when the IAJ hosted the Hostile Environment Awareness Seminar (HEAT seminar). The HEAT reporting seminar, brought together a range of experts from the following fields: Investigative Journalist, Perspectives on Insurance for Journalist, Police Powers & and Security, a Mental Health Specialist and a Combat Photography expert.

In her words...

The IAJ has an unmatched reach across the African continent, and is internationally respected. It is independent of government, industry and academia – yet works closely with all these sectors in advancing the quality of journalism and communications.



Staff member: Gugu Ndaba
Designation: Project Officer
Number of years at IAJ: 12 years

What is it like to work at the IAJ?

Being exposed to different courses and expert facilitators while overseeing training is quite an eye opener. I get excited to meet new people and get to know what they do in their workplace as well as when participants come in and leave happy because of the service and training they received at the IAJ, which I am part of. When people praise the IAJ, you feel proud too.

The job can be challenging as we are a small staff complement and you get to be an all-rounder, through exposure to different things.

How does the IAJ contribute to the media landscape?

Many journalists and communicators have passed through IAJ's doors and they speak highly of the Institute. The number of times that people return for different trainings and the referrals, speaks volumes.

What are some of the highlights of the 2018/2019 financial year?

One achievement was finalizing the training for parliament after it had dragged on for two years.

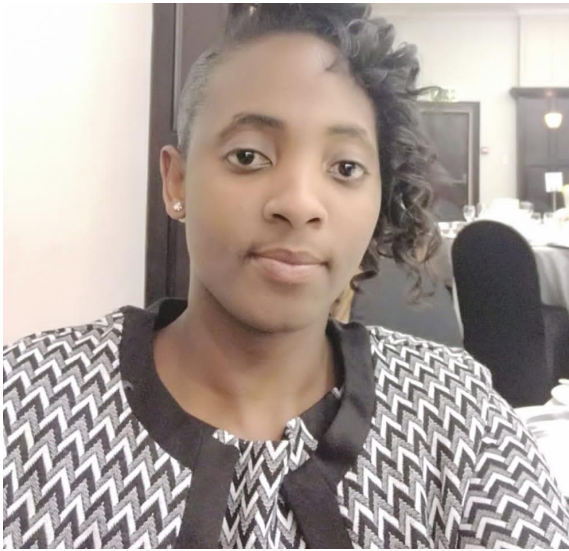
Our successful hosting of the HEAT seminar, especially the contribution regarding: mental health issues by Jenna Bayer was extremely impactful.

The IAJ is such a respectable Institution so much that it had many people (journalists & psychologists) knocking on its doors to be part of it and trying to find ways to work with the Institute. This is in itself an indication that the IAJ is still growing and relevant out there in the public eye.

The IAJ delegation attended the Job Summit that was hosted by the Presidency in Midrand Gallagher Estate (2018). We had a stall and got a chance to meet with the President. "It was such an amazing thing to find out that the President knows about the Institute as well".

In her words...

I get excited to meet new people and get to know what they do in their workplace as well as when participants come in and leave happy because of the service and training they received at the IAJ, which I am part of. When people praise the IAJ, you feel proud too.



Staff member: Precious Tshaka
Designation: Finance Administrator
Number of years at IAJ: 3 ½ years

What is it like to work at the IAJ?

I started off as a front office administrator whereby I would attend to the visitors, direct phone calls and emails to the respective individuals, as well as assist with the coordination of courses, for example printing name tags and certificates etc. I have been equipped with the administration and financial skills. I am also fortunate that the IAJ is paying for me to study National Certificate in Bookkeeping which I am doing through Damelin College.

How does the IAJ contribute to the media landscape?

My opinion, the increase of the following courses; Creative Writing and Editing for Corporate Publications and the Social Media as Source and Platform Courses which talks to corporate and government communicators and spokespeople .

What are some of the highlights in the 2018 / 2019 financial year?

There were a few achievements for the IAJ in 2018/2019. In my view, the biggest ones were in the finances. In the 2018/2019 Financial Year, IAJ changed its premises. We moved offices from Auckland Park to Parktown. The rental at Auckland Park was very expensive which made our operational costs very high and so as a cost-cutting measure, we moved offices to Parktown where the rent was more affordable.

One highlight was the contract with the MICT SETA. The Media Information and Communication Technologies SETA awarded the Institute three SLAs for delivery of journalism training in 2020. Financially, this was a big achievement because of its boost of the IAJ finances. Besides the financial boost, this training will upskill and equip delegates with the necessary and required skills for them to be fully productive within the Journalism/Media Industry.

IAJ's client work also showed signs of improvement. For example, the work that IAJ did for ABSA. The Report Writing Course was well conducted and the client was very impressed as a result they requested IAJ to offer the same course during 2020.

In her words...

There were a few achievements for the IAJ in 2018/2019. In my view, the biggest ones were in the finances.



04 GOVERNANCE

"YOU CAN'T PICK
AND CHOOSE
WHICH TYPES OF
FREEDOM YOU
WANT TO DEFEND
YOU MUST DEFEND
ALL OF IT OR BE
AGAINST ALL OF
IT."

— SCOTT HOWARD
PHILLIPS

The governance regime and protocols of the IAJ have been integral to its credibility since its establishment.

The Institute for the Advancement of Journalism is registered under the Companies Act (1973) as an NPC company. It has a Level 1 BBBEE accreditation as well as 100% BBBEE Procurement Recognition Level. The IAJ is accredited by the Media Information and Communication Technologies (MICT SETA).

IAJ has a legally constituted and fully functioning Board of Directors. It fulfils the statutory requirements and specifications. It performs an oversight role, amongst others in respect of the organisational strategy, its policies and sound financial management.

THE BOARD MEMBERS OF THE INSTITUTE FOR THE ADVANCEMENT OF JOURNALISM



Amina Frense
Chairperson of the Board



Adv. Dimakatso Qocha



Faiza J.D. Abrahams-Smith
Executive Director of IAJ



Jovial B. Rantao



Prof. Ylva M. Rodney-Gumede



Dr Mashilo G.S. Boloka



Note: Raymond Louw was also a director of the IAJ and he joined the IAJ Board in 1992. Mr Louw sadly passed away in June 2019.



05 CHAIRPERSON'S REPORT: OVER TWO DECADES OF RESILIENCE, RELEVANCE & RENEWAL!



Amina Frense

Chairperson, Institute for the Advancement of Journalism

The Board of Directors that is tasked with the fiduciary responsibility over the IAJ, is immensely aware and cognizant of the history and significance of the Institute. This is a responsibility that we, as the Board, do not take lightly, due to both the historical and current relevance of the work that the IAJ does. Its contribution to the development of a technically skilled media fraternity has been invaluable to the media sector and has empowered the sector to contribute meaningfully to deepening and entrenching democracy post 1994. The IAJ is a strong and established brand. For the first decade of its existence, the environment within which it was operating was not competitive at all. The IAJ was a ground-breaking initiative and the quality of its courses was unchallenged. There also existed major donor interest in its work.

Close to three decades later, we have a continuous increase of emerging alternative training providers that operate in our space and this has expanded the training choices on offer for media professionals. In this environment, the IAJ is no longer the only option. The fact that the IAJ is still in existence after 27 years in a much more crowded and competitive environment, is evidence of its ability to reposition itself for renewed relevance in an ever-changing operating environment.

The fact is that whatever changes take place in the environment, the need for skilled, competent and professional journalists and communicators remains in high demand. This shows that a change in landscape, does not only bring challenges but also creates opportunities and as the IAJ we have seized available opportunities and have created value in the form of growth in business, emergence of a new crop of young media professionals and a greater appetite for new forms of media.

In addition to relevance, the IAJ has also shown a commendable ability to renew itself, which is ultimately key for resilience. The organisation has spent a significant amount of time 'looking inward' to formulate responses to the tough and challenging media environment. These processes have given rise to a downsized team as well as tight and focused programme offering and an efficiently managed organisation overall. The scaling down to a smaller and tighter operational team, was balanced with an expanded pool of facilitators in order to ensure the quality of our offerings is not compromised. We have always maintained a high standard and it is an ongoing challenge to ensure that we not only maintain it, but that we consistently raise it.

The fact that after all this time of journalism training in a very competitive environment, the professional media and communication courses and programmes we offer remain in demand as they were at the start of this journey, is evidence of the relevance that I refer to above. For those seeking training, the Institute still believes it has a role to play in delivering qualitative, journalism and communication training programmes. The IAJ's approach to course delivery emphasises ethics, gender-awareness and sensitivity to all forms of diversity, all offered in a blended learning format, that includes the use of multimedia. The fact that the IAJ courses and programmes are accredited is another strength and the accreditation confirms that we are indeed guided by the National Qualifications Framework. We believe this is part of the reason we have been able to remain competitive in this ever-changing environment.



06 THOUGHT-LEADERSHIP: DECODING LEADERSHIP IN THE FOURTH ESTATE



Morio Sanyane

Communication & Media Consultant

The subject of leadership has become a matter of intense discourse in South Africa; and the same can be said about countries that embrace media freedom like the United States of America (USA) and the United Kingdom (UK). The recent developments in these respective countries, make this focus on leadership 'understandable'.

Members of the fourth estate have played a critical role in exposing leadership pitfalls while dealing with complex societal constructs like State Capture, the highly contested 2016 US elections and the divisive Brexit referendum in the UK.

The media, on behalf of its readers, viewers and listeners, continues to play a watchdog in holding elected officials accountable and this role has been broadened by the advent of social media which as a platform, enables citizens to engage and participate fully in matters of public interest. It is therefore a privilege to work as a journalist or media practitioner in countries where citizens, institutions and organisations can express their freedom of speech without fear of reprisals from those with political and economic power.

It must be pointed out that a great number of journalists work in less than conducive environments presided over by dictators and human rights abusers. In this context, editorial leadership is always under pressure and leadership traits are put to a sterner test.

Media freedom is a constitutional imperative in democratic societies; but the emergence of unethical leaders undermines principles of free speech, freedom of expression and association even in countries that are considered progressive. Put differently, media freedom and the safety of journalists is not only threatened in dictatorships, but also in advanced democracies, such as the US.

Take for instance comments by President Trump when he pronounced publicly that “the media is the enemy of the people”, and this sentiment has come to reflect his administration’s posture to the fourth estate since his rise to the highest office in a country sometimes referred to as the “leader of the free world”. It is his administration that coined the phrase “alternative facts” through his counsellor Kellyanne Conway; meaning politicians can lie and defend themselves by presenting alternative facts. I am singling out these examples because the US is considered one of the oldest and most advanced democracies in the world with media freedom and free speech enshrined in their Constitution through the first amendment.

The lesson is that in our leadership roles as heads of media institutions and newsrooms across different media platforms, on a daily basis, we are confronted with decision-making processes that relate mainly to policies and actions by political leaders and captains of industry and their effect on the people, particularly the voiceless and vulnerable in our society. As leaders in this sector, this is a reality that we must navigate.

There are different schools of thought relating to leadership, one that subscribes to the notion that leaders are born; the other are proponents of developing leaders through coaching and mentorship and the third way is a combination of the first two options. My journey into the media landscape, included an opportunity to complete a journalism internship with the Institute for the Advancement of Journalism (IAJ).

During this internship, I was fortunate to be coached and mentored in the technical and management aspects of the media. Subsequently, my leadership development process, which began at the IAJ, was deepened through a scholarship programme at the Poynter Institute for Media Studies in St Petersburg Florida in the USA. At the time of this scholarship, I was already an editor, and the scholarship included modules on Newsroom Leadership and Advanced Power Reporting for Television and Radio.

Early on in my leadership development journey, I made a conscious decision to embrace diversity and inclusion principles. This decision was borne out of my experience of working with fellow media practitioners from countries such as Germany, Canada, Australia and Zimbabwe among others. It was quite fascinating to observe the different leadership styles and the multicultural dynamics in a diverse society as the US. The diversity in media ownership and most importantly in editorial positioning was also quite interesting to observe.

I am encouraged to see the IAJ continuing with the organisational culture of being a global player and forging partnerships with like-minded institutes across the world. One such case is the IAJ's partnership with Thomson Reuters Foundation (TRF), in training journalists on Illicit Financial Flow in Africa. This partnership is a welcome and important intervention to newsrooms that often operate on tight budgets and lean staff compliment.

The late Strini Moodley, a journalist and political activist with the Black Consciousness Movement, delivered a powerful lecture at the SABC Media Colloquium about what he termed 'Capital Flight'. He warned South Africans about the phenomenon of money being illegally trafficked out of the country to offshore accounts. This area, as evidenced by the long-standing partnership with the TRF, is now one of IAJ's key contributions to the media sector. This content theme also serves as a reminder to the media to be vigilant when dealing with such stories and to use them to amplify the voice of the voiceless and the vulnerable in our society.

Let me end by saying, a leader without compassion and humility is prone to self-preservation at all cost and propensity to abuse power. Leaders in the newsroom must continue to be circumspect in making editorial decisions that advance democracy and continue to play a watchdog role as the fourth estate in a democratic architecture.



Journalism is what maintains democracy. It's the force for progressive social change.

Andrew Vachss



07 FAIZA ABRAHAMS-SMITH, EXECUTIVE DIRECTOR ON THE IMPACT OF IAJ'S WORK



Faiza Abrahams-Smith
Executive Director

What do you think has been IAJ's biggest impact?

IAJ's biggest impact in my mind is that it has contributed significantly towards the skilling and professionalization of the media sector. Since our establishment, we have had many journalists and other media professionals, who have come through our doors as facilitators and as course and training participants. We think we have contributed tangibly towards the strengthening of this important sector.

How do you decide on your training programme?

IAJ prides itself in offering training programmes that are not only relevant, but that are technically sound and facilitated by expert trainers.

Our approach, in terms of deciding on programmes, has always been driven by the needs of the media sector. Plus, our partnerships with continental and international partners like *African Centre for Media Excellence (Uganda)* and *Thomson Reuters Foundation*, have allowed us to tap into international media programmes, experts and curricula. These have enriched our programme offerings immensely.

What in your view sets you apart from other organisations in your space?

We have been really deliberate about being innovative, as a way to stay relevant.

Our consistency in terms of the quality of our offerings, has stood us in good stead.

What is next for the IAJ?

At IAJ we remain committed to continue to innovate when it comes to our work, our approach and our offerings.

The role of the media in advancing and deepening democracy cannot be under-estimated nor downplayed and ensuring that the sector is up to this task, is our reason for existence.

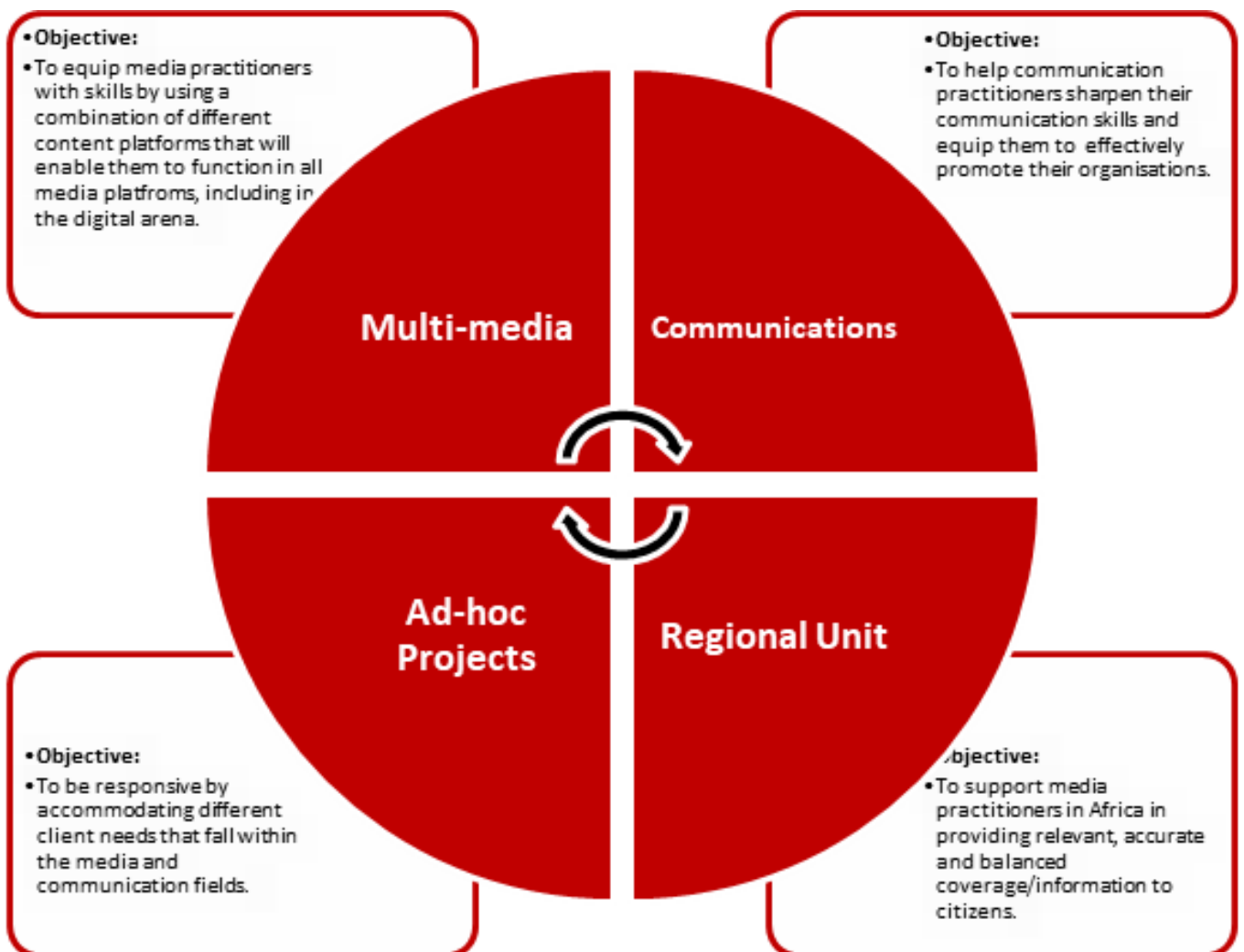


08 PROGRAMME OVERVIEW

The IAJ's approach to programmes is through providing technical training and skilling the sector, and thus contribute in a tangible and intentional way, to build the technical expertise of the media fraternity. By extension, through this approach, the IAJ enhances the credibility of the sector by working with journalists and media organizations. IAJ realized early on that skillful journalists and communicators would make for better journalism and this will benefit the democratic project of South Africa. The spectrum of the kind of courses the IAJ offers has over time, grown in range and breadth.

Our courses, on-site programmes and executive workshops all have one aim – to help journalists and communicators become sharper, whether they use keyboards, microphones or pens.

THE IAJ'S SERVICES AND COURSES CURRENTLY COMPRISE OF THE FOLLOWING:



Multi-media

The work under the multi-media stream is fundamentally about an IAJ that remains relevant by being responsive to the environmental changes. The one development that has had a profound effect and bearing on the media sector is that of technology and digital transformation. This has seen the IAJ deliver more courses that equip journalists, media practitioners and communicators to successfully navigate these developments.

For this reporting period, the following activities were delivered:

The IAJ, through a Service Level Agreement (SLA) with the MICT SETA, successfully **trained 50 employed learners on five modules** on interactive media.

The following modules were covered:

- Social Media as Source and Platform
- Video Editing for Online and Mobile
- Multi-media Reporting
- Interactive Media
- Digital Broadcasting in a multi-channel environment.



Photojournalism

(1 - 5 April 2019)



The media sets the agenda and is the mirror through which the country looks at itself. We therefore feel that the role of the media in nation building cannot be complete without the active participation of women.

Shollo Phethu

Communications

The work of the Communications Programme remains relevant and highly sought after, by an increasing communications' fraternity from different sectors intent on professionalising its services. Delegates for these courses are drawn from the public and private sectors and civil society organisations.

Activities that were delivered in this reporting period, are as follows:

- The IAJ successfully completed **three training programmes** for Parliament's Communications Department. This was pleasing, as this was the first time IAJ was training staff from Parliament.
- The Department of Co-operative Governance and Traditional Affairs (COGTA) contracted the IAJ to train different government departments on Social Media as Source and Platform. The delegates were representatives from municipalities, the police force and parastatals, amongst others.
- The IAJ also trained **20 officials** from Gauteng's Department of Social Development on Creative Writing and Editing for Corporate Publications.
- The North West Provincial Legislature returned a couple of times in this period for training on Photojournalism as well as Creative Writing and Editing for Corporate Publications. This was the **fourth time** that this entity was attending IAJ training, a clear sign of their satisfaction with the IAJ training programmes.



Photojournalism
(1 - 5 April 2019)



Report Writing for Risk Professionals
(21 - 22 October 2019)



Creative Writing and Editing for Corporate Publications
(10-14 June 2019)

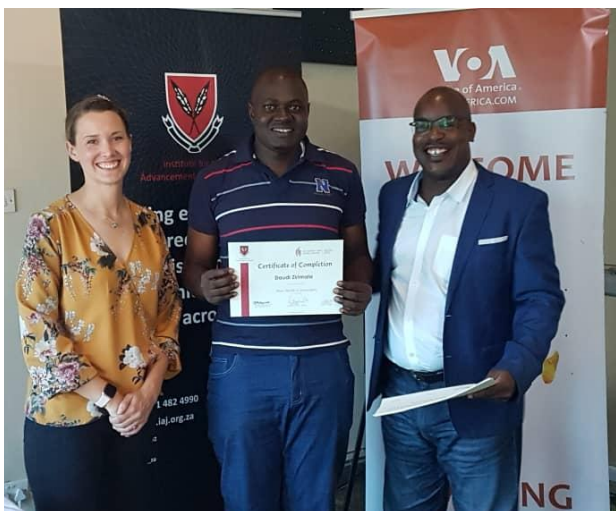
Office of the Executive Director: Regional Training Programme

The regional programme allows the IAJ to continuously expand its African footprint and this is made possible by existing strategic partners. The Institute works in partnership with identified and fully compliant institutions and subject matter experts to deliver trainings in Portuguese and French.

In this reporting period, the following activities were implemented:

- Three training programmes for the **Thomson Reuters Foundation (TRF)** on “Illicit Financial Flows (IFF) were delivered.
- The Institute in partnership with **Global Reporting Initiative (GRI)** delivered storytelling for sustainability reporting. This training was intended to focus attention on sustainable development and to increase awareness of sustainability reporting. Through this training, media professionals analyse Corporate Sustainability Reporting (CSR) and got practical guidance to improve their reporting on CSR, related topics such as the Sustainable Development Goals (SDG's).
- The IAJ designs and delivers journalism training for **Voice of America (VOA)**, mainly in radio and television.
- In this period, the IAJ brought journalists from different sectors (community, print, online and broadcasters) to train them on producing accurate, interesting and comprehensive journalistic content on the Auditor General’s annual findings, which is a technical subject matter. Through additional funding from ABSA, this course was replicated and presented to another cohort of journalists to enhance their understanding of the terminology of the audit process. Ultimately, this training empowered journalists on practical ways to package technical content in accessible ways for the public. In total, 20 people were trained.
- One of IAJ’s Flagship Programme, namely “Writing Masterclass’ remains a popular course choice. This training targets seasoned journalists and individuals whose aim is to get their work published.

VOA Training 2019



Ad-hoc Projects

In the 2018/2019 financial year, no ad-hoc projects were requested or undertaken by the IAJ.

Value-Add: Open House Forum

The Open House concept is a channel for the Institute to actively promote the exchange of views and media experiences so as to enhance learning and cultivate greater cooperation in the sector. These sessions are aimed at getting journalists to develop an in-depth understanding and appreciation of current issues and to avoid reporting in a manner that is negative and harmful to society.

The sessions also introduce journalists to a broader pool of technical experts who can be accessed as resources for news content. Through the Open House, the IAJ hosted conferences, seminars and workshops in pursuit of the abovementioned objective.

The Open House sessions provide an opportunity for journalists, media workers and the public to discuss current issues and share experiences with visiting media personalities. (IAJ Brochure)

In this reporting period, the following activities were implemented:

- The IAJ hosted a seminar titled **Hostile Environment Awareness Training (HEAT seminar)** for the first time. This seminar also included a focus on mental health awareness, which is increasingly a topical and current issue in society. Here, IAJ brought together panellists from different sectors who explored different aspects of this issue. Delegates evaluated this seminar as successful and requested for more of these to be held, **25 people** attended.
- The IAJ hosted a seminar on **Migration, Xenophobia and Elections**. The event also saw the launch of journalists “A JOURNALIST’S GUIDE” reporting on Migration in South Africa in partnership with the following organisations:
 - Scalabrini centre of Cape Town;
 - Sonke Gender Justice;
 - Lawyers for Human Rights;
 - Consortium for Refugees and Migrants in South Africa (CORMSA); and African Centre for Migration and Society (ACMS).

A total of **50 people** attended the seminar.

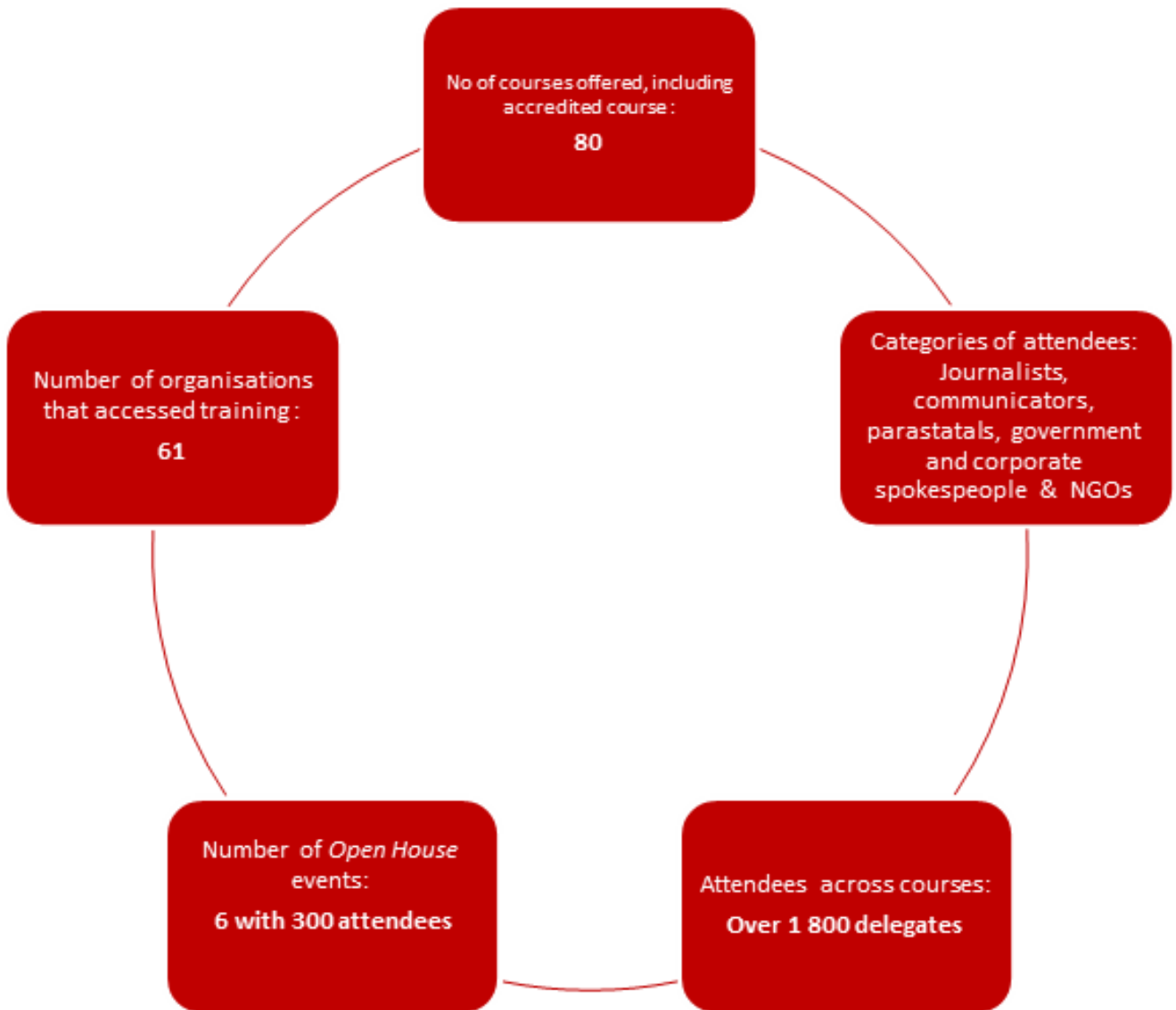
- A **workshop on “Media Credibility and Trust: Where to from Here?”** was held. IAJ hosted this event in partnership with Media Monitoring Africa (MMA) and SANEF. This workshop was attended by **26 delegates**.
- IAJ hosted a **“World Press Freedom Day Celebration Report”**. The theme was Keeping Power in Check: Media, Justice and the Rule of Law. **55 people** attended this event.

VETERAN JOURNALISTS RACE REPORTING SEMINAR 2018/2019





09 A STATISTICAL SNAPSHOT OF THE IAJ IN 2018/2019





10 ACHIEVEMENTS

Over the course of its existence, the IAJ has had many notable achievements which came to define and craft its special place in history and in the landscape of South African media and practice of journalism.

For 2018 / 2019, the IAJ had set itself a clear Programme of Action, with clear organizational targets that would continue to build on the work and achievements of previous years. This plan was intended to draw from historical successes and to chart the organisation's path of renewal.

Financial

- Even though the funding environment remains a challenge for many NGOs, IAJ's ability to generate its own income must be applauded.
- Diversification of programmes and broadening of our clientele has ensured IAJ's sustainability.
- We secured funding from MICT SETA for three programmes, namely Journalism Learnership, Skills programme (for employed people) and a graduate internships.
- The existing contract with TRF was renewed for another three years.

Programmatic

- IAJ is proud to report that it has been able to improve business development as evidenced by both the retention of clients and the addition of new ones.
- IAJ also introduced five training programmes to its offering.

Marketing

- IAJ invested in a new and vibrant website for the organisation.
- In 2018/2019, IAJ added 25 new clients.
- The Institute has forged 3 new strategic partnerships with the following organisations the Global Research Initiative, ABSA and The VAAL Leadership Academy



11 STORIES OF CHANGE

The work of the IAJ on advancing the training and skilling of journalists and communicators across all media platforms has touched and continues to touch and impact on individual journalists, newsrooms, and media houses and ultimately the broader media landscape. Constant positive evaluations show this training to be impactful in the professions of these journalists and communicators. Ultimately, the impact of such courses can only be confirmed by those who attend these courses.

Here are three personal accounts from delegates from some of these courses who unambiguously rate highly the quality and relevance of the IAJ course programmes.



Course attendees at the IAJ



Contributor: Lebogang Molote
Designation: Journalist (Loxion News)
Number of courses attended: 3

I started attending at IAJ from 2018. I managed to do three programmes with IAJ namely; Video Editing Training, Storytelling on Sustainable Development and Interactive Media.

The Institute for Advancement Journalism became my first choice due to its specialization on media courses and programmes and because of its use of people who have been long in the industry who are experienced trainers and facilitators. Their facilitation is not only theory based but practical, and they do not only follow the programme or course; they give more and one comes out of the programme or course skilled to practice even more.

The space where courses and programmes are held, is suitable and it makes it easy to learn and get information for example because of the WIFI and access to the computer lab.

"The information I have received has made me improve in my line of work, such as empowering me to take more responsibility in reporting and changing the way I have been working. Most importantly looking into trends and relevance in journalism."



Contributor: Dimakatso Sekwakwa
Designation Business Generation Coordinator
Number of courses attended: 2

It is a well-known fact that the communication and Public Relations (PR) landscape is always changing. Professionals looking for growth opportunities need to transform and keep abreast with the latest trends. As a working professional, nothing gives me more pleasure than an opportunity to further develop myself and learn new things, and not only from lectures, but also from one's peers in the industry.

My previous manager recommended that I do some writing course with the institution to refine my skills. I then did a bit of research on the organisation and the training offered.

Notwithstanding the efficient training coordinators and staff members that assisted me, I was given a discount on the basis that I was self-funding, definitely providing much needed relief. Creative Writing and Editing for Corporate Publications is the programme I registered for. The lecturers were extremely knowledgeable, subject matter experts that provided a clear-cut idea on current trends. The session was interactive and allowed us to share insights on what worked at different corporates, and the training material provided was practical and appropriate.

What used to be a daunting task before, I can now approach it with confidence. I not only learned how to create content, but to also make sure that the content produced is useful and engaging to different audiences.

One of the great learning institutions available, definitely worth attending. Anyone looking to hone their writing skills should consider attending a course at the Institute for the Advancement of Journalism (IAJ).

**Contributor:**

Lungani Mhlongo

Designation

News Editor

Number of courses attended:

2

IAJ provides valuable and relevant training opportunities. Technology is dynamic and it affects how jobs are done in all industries, especially in the media industry. IAJ plays a vital role in equipping journalists and media personalities with skills and knowledge for the new age work environment.

I attended the interactive media training programme with the Institute. This programme was focused on exploring new ways for journalists or individuals to share information, news and more through different types of social media platforms. It was very practical and brought light into how these platforms work and effective ways to use them.

My employer, Rainbow Community Radio, recommended that I attend the programme. The radio station had sent its staff members to attend many other programmes offered at IAJ. *"It is evident that they trust the quality and value of their programmes as they willingly recommended that I attend one as well"*. The programme was interesting and interactive. Students and the facilitator could discuss different facts and ideas which allowed us to see and receive the knowledge in a comprehensible manner and the course format included practical tasks to complete and present to the group, which was an opportunity to give and receive feedback for improvement purposes.

Part of the modules included photography and video editing which are skills that are vital to anyone looking to be above average in the social media world. We learnt about what really makes content on social media win or not, and it became vivid that the effort to take good quality and creative pictures or edit videos carefully sets the standard in terms of how well your content will perform.

It was truly an enriching experience, especially to my career as a radio host and social media manager. I became aware of areas that I need to enhance or change so I can be relevant and influential in the social media space.

Photojournalists at work 2018/2019





Don't Just

Don't just learn, experience.

Don't just read, absorb.

Don't just change, transform.

Don't just relate, advocate.

Don't just promise, prove.

Don't just criticize, encourage.

Don't just think, ponder.

Don't just take, give.

Don't just see, feel.

Don't just dream, do.

Don't just hear, listen.

Don't just talk, act.

Don't just tell, show.

Don't just exist, live.

Roy T. Bennet




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