

highwayAFRICA 

MEDIA
ACCOUNTABILITY
& LOCAL
GOVERNANCE

LOCATING THE
POWER OF
COMMUNICATION
IN A TIME OF
RADICAL
CHANGE

SACOMM
CULTIVATING INSIGHT



Rhodes University

31 August – 1 September **2017**

Grahamstown South Africa

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Shining the spotlight on abuse of power

On behalf of our University, it is my honour and privilege to welcome you all to the 21st edition of Rhodes University's Highway Africa Conference and also to the conference of the South African Communication Association (SACOMM). We are particularly delighted to welcome SACOMM delegates who are holding their conference for the first time at Rhodes University. The 2017 Conference is an historic and momentous one as it brings together, for the first time, the Highway Africa Conference and the South African Communication Association.

Our University is proud to host this important gathering of media practitioners and scholars, journalists, and academics from across the length and breadth of our continent and beyond. The effort that you have put to be here as delegates, speakers, trainers, partners and sponsors is one that we deeply appreciate.

The 2017 Highway Africa theme, "*Media, Accountability and Local Governance*", could not be more relevant to our continent as many of our people have yet to fully experience the dividends of independence. Dysfunctional local government has a huge impact on the lives of people, business and institutions. The lack of delivery of basic services such as water, sanitation, health, education and roads degrades our people's quality life. At the heart of the breakdown in the pact between people and their elected representatives in government is betrayal of trust and oath of office on the part of those entrusted with the responsibility of changing the lives of ordinary citizens for the better.

When releasing the 2015/16 local government audit outcomes report, the Auditor-General reported that a staggering amount of R16,81 billion accounted for irregular expenditure while an amount of R12,77 billion was unauthorised expenditure. The Auditor-General reported, that of the 263 local municipalities, only 49 received clean audits. The usual stories – poor financial management, a lack of control measures,

a lack of political leadership and susceptibility to political interference – are some of the reasons that account for the parlous state of our municipalities. One should be excused for suspecting that there might be a deliberate and calculated effort to make municipalities dysfunctional in order to create an environment for corruption to thrive.

The media has a critical role to play in shining the spotlight on the abuse of power by both elected office-bearers and appointed officials. Corruption, underperformance, malfeasance, mismanagement, nepotism and other maladies can and should be brought to light by intrepid journalists. I am thus pleased that the 21st edition of our flagship Conference has chosen to focus on strengthening the media so that it can continue to speak truth to power.

To enable us to hold this conference we require, amongst other things, financial support. I wish to thank Telkom, Barclays Africa and MTN for their many years of support towards Highway Africa.

The conference programme would not be this rich without the support of various embassies, foundations, associations, trusts, civil society organisations and colleagues from different departments of Rhodes University. I am grateful for the support towards our training programmes for activists and journalists, respectively, by the Open Society Initiative for Southern Africa (OSISA) and the Bill & Melinda Gates Foundation.

We are grateful to the South African National Editors Forum (SANEF) for choosing to hold their Council Meeting during this joint Highway Africa-SACOMM conference. The presence of the editors adds great value and prestige to our event. Finally, I wish thank all our speakers, trainers and delegates for the dedication and effort to make this joint conference a memorable experience.

Asante sana.

Dr Sizwe Mabizela
Vice Chancellor, Rhodes University



Dr Sizwe Mabizela
Vice Chancellor,
Rhodes University

Welcome to SACOMM at Rhodes (for the first time)



It was with great excitement and enthusiasm during SACOMM 2015 at Afda in Cape Town that our School offered to host this important gathering of media scholars. We are here now as a result of the intellectual and administrative work from all over the country, but particularly here at Rhodes, that has gone into the conference planning.

In choosing our theme, *Locating the power of communication in a time of radical change*, we sought to capture the current zeitgeist in which the broader communicative environment is marked by both rapidly changing, and disruptive, technology and postmodernist cracks and slippage in the meaning of truth. As mobile technology and its associated applications shift the power of the production and circulation of meaning, our familiar and settled understandings of the institutions of communication has to shift too. In the emerging 'post-truth' world, media organisations are scrambling to regain trust via a variety of means such as transparency in their fact-gathering or by being more rigorous in the verification of information. Scholars too are struggling with strident calls for the "decolonization" of knowledge in a digital age that makes of knowledge both a wonderful, free public good and a powerful commodity to be traded in the marketplace.

At SACOMM 2017 we would like to tease out the

implications of this 'post-truth' world and how it impinges on the idea of the power of communication at this very moment in South Africa's history. The global and local frictions are heightened by the power of social media – whether these are battles around white supremacy and Confederate monuments, or #feesmustfall.

We were very pleased with the response to the call for abstracts and faced the conundrum of thematically organising them and ensuring they all fitted into a tight and stimulating two-day programme. We also have a half-day programme aimed specifically at emerging scholars and it is very pleasing to see this crucial part of SACOMM growing stronger over the last few years.

I would like to thank SACOMM colleagues, especially Colin Chasi, Elnerine Greeff, Julie Reid and Annelize Vermeulen, for the advice and support they gave us here at Rhodes over the past few months both in terms of organisation and the intellectual shape of this conference. The chairs of the SACOMM streams did the hard work of reading abstracts and choosing the best for presentation, and we thank them also for their support and guidance. Alette Schoon and Priscilla Boshoff helped with the very complex task of theming and arranging the programme into a coherent whole (and not just once!) Olutobi Akingbade organised the presence of the publishers and the book launches.

Logistically, all my thanks goes to Chris Kabwato and the Highway Africa team who very graciously have added SACOMM to their Highway Africa planning task this year. (I did know in 2015 when I offered to run this conference at Rhodes that it would only be possible with the vast knowledge and experience of the Highway Africa team and they have lived up to that expectation, again.)

Very special thanks, however, goes to Mia van der Merwe, my research assistant, who, of all involved, has been the one person at the eye of the storm, holding all the multiple conversations and communications and ensuring this consolidated outcome. She has done this with both grace and efficiency.

Professor Anthea Garman

Deputy Head of the School of Journalism and Media Studies and SACOMM 2017 Convenor

Giving a voice to the disenfranchised and underrepresented

We are thrilled to welcome all of you to Highway Africa this year. Year after year this event proves to be one of the most influential platforms for shaping media, journalism and civic governance in South Africa.

“I still believe that if your aim is to change the world, journalism is a more immediate short-term weapon.” – Sir Tom Stoppard

The power of the media in shaping the role and power of government has never been more apparent. The media is seeking out stories and giving a voice to disenfranchised and underrepresented populations in an unprecedented manner. All over the world, grassroots movements are taking hold of communities, growing messages to reach the international stage, in an effort to change the course of history.

At the same time, social media has allowed everyone to become a “journalist” on their own platforms, and now, in the age of fake news, it is especially important that the media becomes a force for truth, tolerance and justice for many citizens whose voices must rise above the noise. People are hungry for credible and capable journalism to enact real change.

This year’s theme of “Media, Accountability and Local Governance” is especially apt during these times. Last year, we saw the residents of municipalities all over the country break records by voting in elections and having a louder voice in their local governments than ever before. We are seeing people turn to news outlets to share their views and rally support in ways previously thought unimaginable. And we have seen governments on a local, national and international scale take note of the issues affecting these localities and enacting actual change.

We are looking forward to having critical conversations with you; the media and journalists, on the frontlines of this changing media landscape. Together, we can create the necessary weaponry to change the world.



Siphso Maseko
Group Chief Executive
Officer, Telkom

2017 highwayAFRICA CONFERENCE



MEDIA ACCOUNTABILITY & LOCAL GOVERNANCE

31 August-01 September

Rhodes University
Grahamstown
South Africa



Background

The Highway Africa Conference is hosted by Rhodes University's School of Journalism and Media Studies in partnership with Corporate South Africa, development agencies and media associations.

For twenty-one years the Highway Africa conference has been at the centre of Africa's debates on journalism, media and Information and Communication Technology (ICT). The conference has over the years become the largest annual gathering of African journalists in the world.

Highway Africa Conference theme

The 2017 Highway Africa Conference has the theme – **Media, Accountability and Local Governance**. Bringing together journalists, civil society activists and local government practitioners (policy, management) the event will explore notions of public and social accountability and the role of **citizens, policymakers and journalists**. It will then move onto **how** to build the capacities of the different actors within an **accountability framework**.

We see the conference then as providing:

- A **platform** for deep engagement with the concepts of public and social accountability;
- An **opportunity** to develop concrete capacity building interventions;
- **Training** of trainers workshop: providing training for different actors/champions who will go back to their respective selected Southern African countries to engage in capacity building in partnership with identified stakeholders.

The deeper issues to be explored relate to:

- The capacity of local media to generate news and information in the public interest;
- The capacity of journalists covering the local government beat to understand the intricacies of policy, budgeting processes, expenditure and operational processes of municipalities;
- The capacity of journalists to understand the concepts of public accountability and social accountability;
- The capacity of the communication function of local government to service the information needs of residents and journalists.

In addition to the above, the financial sustainability of local media plays a significant role in how that media can cover local government. Given the pressures on advertising (largely due to the digital revolution), local power politics (which can involve a municipality starving a newspaper of advertising revenue) and the lack of management skills, the local media operate from a point of weakness and disadvantage.

Running parallel to Highway Africa will be annual South African Communication Association conference. If you are registered for either event you will be free to attend any session of the two conferences. There will a joint opening plenary session and keynote address. SACOMM's programme and other details will be available on both www.highwayafrica.ru.ac.za and www.sacomm.org.za.

SACOMM Conference theme

The theme of the SACOMM 2017 conference is – **Locating the power of communication in a time of radical change.**

The post-truth, and decidedly digital, world is rapidly shifting the way we understand ourselves as media producers and consumers.

- We see billions of people now with communicative power in their hands actively shaping our world, its politics, its societies, its beliefs and ideas.
- We see people making their own audiences and speaking directly to them without recourse to the institutions of communication.
- We see the president of the world's most powerful nation speak his thoughts and feelings directly to his followers via social media with no filter.

Communication institutions of all kinds are being forced to prove their worth and usefulness and account for their methods, particularly when these methods are of the fact-based, verification variety.

But media institutions of all kinds are compelled to adjust their social role, to work with and alongside new platforms and to think of their audiences as active and capable of speaking back, or even as competitors.

At SACOMM 2017 we shall use the 'post-truth' moment as a backdrop against which to explore the idea of the power of communication at this moment in South Africa's history. As global and local political, cultural and economic antagonisms and modes of resistance are ever-more visibly and quickly processed via the media.

All abstracts for papers delivered at SACOMM 2017 are available at: www.sacomm.org.za

Conference Format

Using *keynote addresses, plenary sessions, panel discussions, training workshops, book launches and networking dinners*, HA 2017 will be at one level a celebration of twenty-one years of the existence of Africa's premier journalistic assembly and at another level an occasion for reflection on media and accountability.

The Highway Africa and SACOMM 2017 conferences will be preceded by:

- **Barclays Data Journalism Master Class** (strictly invited **journalists**);
- **Science Journalism Course** (strictly invited **journalists**);
- **Media, Accountability and Local Government Workshop** (strictly invited **journalists**).
- **The South African National Editors' Forum** (SANEF) will hold their Council meeting at the conference.



LOCATING THE POWER OF COMMUNICATION IN A TIME OF RADICAL CHANGE

Hosted by the



**School of Journalism
& Media Studies**
Rhodes University, South Africa

Navigating Highway Africa-SACOMM 2017

Main conference venues

The two-day conference (31 August – 1 September, 2017) will be held at the **Eden Grove** complex block, which is the main events venue for Rhodes University with parallel sessions and workshops being held in the **Africa Media Matrix (AMM)** – the home of the School of Journalism and Media Studies.

The conference programme will begin on Thursday 31 August at 08.30 in the **Eden Grove Red** lecture theatre. The conference closes on Sunday 1 September, 2017 with the **Farewell Reception** in the **Steve Biko Building**

Teas, buffet lunches and evening meals will be served during the conference days only.

Registration

Registration will commence on **Wednesday 30 August** at 14.00 in the **Eden Grove complex**, and will continue until late.

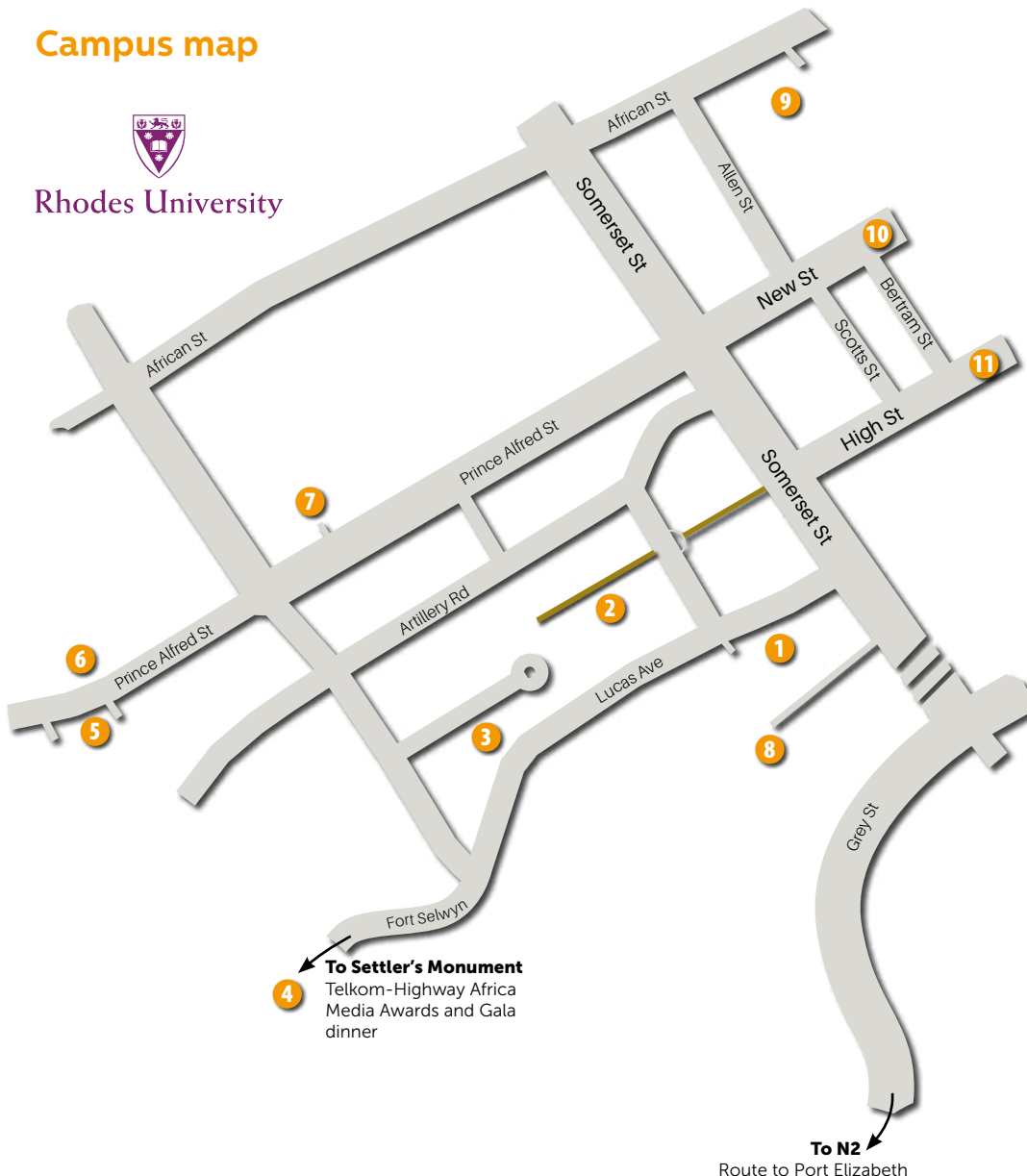
The Highway Africa-SACOMM Opening will be a cocktail reception on **Wednesday 30 August** hosted by MTN at the Rhodes University **Nelson Mandela Dining Hall** at **18.30**.

Please note: on Wednesday 30 August the conference will not provide group lunch. Please use the services of the several restaurants in town.

Campus map



Rhodes University



Key Venues

- 1 Eden Grove**
Registration, main plenary session, parallel panels and exhibitions
- 2 Economics**
Ecos Lecture Theatre A is the venue for the SACOMM Emerging Scholars
- 3 St Mary's Hall**
Residential hall for delegates staying in Rhodes accommodation
- 4 Settler's Monument**
Telkom-Highway Africa Media Awards and Gala dinner
- 5 Africa Media Matrix (AMM)**
Venue for workshops and seminars
- 6 Nelson Mandela dining hall**
Lunch venue and MTN welcome reception
- 7 Steve Biko Building**
Closing reception. Also ATMs available here
- 8 St Peter's Building**
Seminar room venue for some presentations
- 9 Pepper Grove Mall shopping centre**
Supermarket, restaurants, doctor, pharmacy and ATMs
- 10 New Street**
Popular for a variety of restaurants and pubs
- 11 High Street**
Grahamstown's main street, with Graham Hotel, restaurants, banks and various shops, including pharmacies.

Highway Africa pre-conference workshops

28 – 30 August	Barclays Data Journalism Master Class Trainers: Dr Peter Verweij and Jeff Gable Venue: AMM Writing Lab (Room 212, top floor)
	Gates Foundation Science Journalism Workshop Trainer: Steven Lang Venue: AMM Design Lab (Room 213, top floor)
	OSISA Workshop on Media, Accountability and Local Governance Trainers: Dr Vanessa Malila, Dr Asiyati Lorraine Chiweza, Prof Catherine D'Ignazio, Thobile Hans, Shepi Mati and Rod Amner Venue: AMM Room 202, top floor)

SACOMM Emerging Scholars pre-conference Programme



30 August	Venue: Economics A	
	13:00 – 14:00	Welcome to SACOMM Emerging Scholars <ul style="list-style-type: none"> • Professor Anthea Garman: SACOMM Convenor • Chris Kabwato: Highway Africa Conference Director • Colin Chasi: SACOMM President <p>Special welcome to the conference, About SACOMM as an organisation, Introduction to the Journalist partnership, What to expect from the SACOMM 2017 conference, Conference presentation tips</p>
	14:00 – 15:30	Publishing – A beginners guide <ul style="list-style-type: none"> • Keynote address by Prof Viola C Milton
	15:30 – 16:00	Networking session <ul style="list-style-type: none"> • Meet & Greet with fellow scholars • Refreshments
	16:00 – 17:00	NRF Rating – A beginners guide <ul style="list-style-type: none"> • Dr Musa Ndlovu
	17:00 – 17:30	Networking session <ul style="list-style-type: none"> • Meet & Greet with fellow scholars • Refreshments
	17:30 – 18:00	SACOMM Emerging Scholars AGM <ul style="list-style-type: none"> • Emerging Scholars matters • Overview of the Emerging Scholars activities • The future of Emerging Scholars
	18:30 – Late	HIGHWAY AFRICA – SACOMM OPENING FUNCTION DINNER Venue: Nelson Mandela Hall

Highway Africa-SACOMM conference programme: Thursday 31 August

Welcome remarks – 8:30 – 9:30

Venue: Eden Grove Red

- **Chris Kabwato:** Highway Africa Conference Director
- **Professor Anthea Garman:** SACOMM Convenor
- **Colin Chasi:** SACOMM President
- **Gugu Maqethuka:** Executive: Group Communication and Business Support, Telkom
- **Presentation:** Grahamstown Hospice

Keynote Address – 9:30 – 10:00

Venue: Eden Grove Red

Sam Sole: AmaBhungane

Panel Discussion – 10:00 – 10:30

Investigative Journalism and Accountability

Q&A with Sam Sole

10.30 – 11.00 Tea Break Eden Grove foyer

HIGHWAY AFRICA PROGRAMME

Venue: Eden Grove Red

Media and Local Government – Permanent Adversaries?

- **Sibusiso Ngatwa:** Daily Dispatch
- **Sue MacLennan:** Grocott's Mail
- **Fernando Goncalves:** SAVANA, Mozambique

Moderator: Mayleen Vincent

Civil Society holding power accountable

- **Juliet Amoah:** PenPlusBytes, Ghana
- **Tania Machonisse:** Mozambique
- **Dr Asiyati Chiweza:** University of Malawi
- **Vusumuzi Sifile:** PANOS Southern Africa

Moderator: Lusako Munyenyembe (OSISA)

HEALTH COMMUNICATION 1

Chair: Mr Molefeng Isaac Riba

Venue: Eden Grove Seminar Room 2

The perception of the city brand on mega-events in the wake of epidemics

Dr Abyshy Nhedzi

Mass Media and the propagation of fears: A case study of Vanguard's coverage of the 2014 Ebola Virus Disease Outbreak in Nigeria.

Mr Olutobi Akingbade

Concept paper: Use of media for health communication and task shifting to address the challenges of AMR in a rural health system strengthening project

Ms Samridhi Sharma

MEDIA, IDENTITY & TEXTS

Chair: Miss Rhoda Abiolu

Venue: St. Peter's Building Seminar Room 34

"Service Delivery" Protests: Media frames, Single stories, Protester Narratives

Ms Linah Nikuna

Self as performance: A methodology for quantifying and interpreting a 'viral' social media 'scene.'

Mr Alex Gwaze

Mordor and me: Story-ing afrikaanerdom in video games

Mr Tristan Jacobs

"Accidental Love": The role of the motor vehicle and masculinity within screen narratives in contemporary Afrikaans romantic comedies

Dr Anna-Marie Jansen van Vuuren

MEANING & AGENCY

Chair: Dr Shepherd Mpofo

Venue: St. Peter's Building Seminar Room 36

Fashioning Meaning in South African fashion brand Magents Lifestyle Apparel: the Graphic t-shirt as Socio-Political Communication

Miss Ndu Ngcobo

Dr Lauren Dylt

Accounting for the popularity of #ThisFlag citizen movement among Zimbabwian netizens

Dr Blessing Makwambeni

Agency in a hashtag: a new branch of civic agency

Ms Tinika Nuen

Being true to yourself

Elbie Lombard

Dr Luna Beigh

SOCIAL MEDIA & MARGINALISED PEOPLE

Chair: Ms Willemien Calitz

Venue: Eden Grove Blue

Young People, Mobile Phones and the Public Sphere: The role of Social Media in new forms of Communication in Lusaka.

Ms Brenda Bukowa

Stoking Diplomatic Tensions: Framing Xenophobic Attacks in Post-Truth Era

Emeka Umejei

Lesbian self representation on Instagram

Ms Sophie Patch

Digital inequality as the contributing factor to unemployment: A context of South African youth

Ms Maphuthi Elizabeth Choung

8:30 - 10:30

Plenary sessions

11:00 - 13:00

Parallel sessions

13:00 – 14:00 Lunch Break

<p>HIGHWAY AFRICA WORKSHOP PROGRAMME</p> <p>14h00 – 16h15</p> <p>Training Workshops</p> <p>Venue: Africa Media Matrix Building</p>	<p>JOURNALISM PRACTICE 1</p> <p>Chair: Dr Shepherd Mpopu Venue: Eden Grove Seminar Room 1</p> <p>Locating the power of social media as a communicational tool by exploring the organisational structuring of professional social media within a modern marketing communications context.</p> <p>Dr Ewoudt Cloete Dr Lida Holtzhausen</p> <p>Critical insights into the coverage of the Fukushima nuclear crisis in Japan's English-language newspapers</p> <p>Ms Carey Finn</p> <p>Implementation of access to information legislation: Newsroom experiences</p> <p>Dr Terje Skjerdal</p> <p>Print Media framing of National Disasters: A Content Analysis of the Daily Graphic and Daily Guide</p> <p>Ms Abena Abokoma Asemanyi</p>	<p>HEALTH COMMUNICATION 2</p> <p>Chair: Eliza Govender Venue: Eden Grove Seminar Room 2</p> <p>Voicing the Voiceless: Exploring the Attitudes and Perceptions of Men Who Have Sex with Men (MSM) in the Msunduzi Municipality towards Pre-Exposure Prophylaxis (PrEP).</p> <p>Mr Melusi Mintungwa</p> <p>Radio, Communication and Children: The Impact of RX Radio on Past Participants</p> <p>Ms Emmy Tither</p> <p>Sawubona, beware! Meaning and communicative functions of HIV disclosure among people living with HIV in South Africa</p> <p>Dr Musara Lubombo Dr Lauren Dyll</p> <p>Sawubona, beware! Meaning and communicative functions of HIV disclosure among people living with HIV in South Africa</p> <p>Dr Musara Lubombo Dr Lauren Dyll</p>	<p>PANEL DISCUSSION</p> <p>Chair: Mr Chikezie E. Uzuegbunam Venue: Eden Grove Blue</p> <p>The meaning of decolonisation for media studies: rethinking journalism theory and education in post-apartheid South Africa.</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Taryn Isaacs • De Vega • Colin Chasi • Ylva Rodney-Gumede • Tshepang Molale • Boipelo Bahule • Henry Blignaut • Naledi Modise • Mathatha Tsedu • Lesley Cowling • Isaac Riba • Carol Lesame • Mvuzo Ponono, • Mr Chikezie E Uzuegbunam
<p>15:30 – 16:00</p> <p>Tea Break Eden Grove foyer</p>	<p>WORKSHOP 1</p> <p>Media and Elections</p> <ul style="list-style-type: none"> • Ericino Salema: OxfamIbis • Thandi Smith: Media Monitoring Africa • Izak Minnaar: SABC <p>Venue: AMM Room 203</p> <p>WORKSHOP 2</p> <p>Bots and Journalism</p> <ul style="list-style-type: none"> • Dr Peter Verweij <p>Venue: AMM Room 201</p>	<p>POST TRUTH 2</p> <p>Chair: Ms Tinika Nuen Venue: Eden Grove Seminar Room 1</p> <p>Bell Pottinger and the Dark Art of PR: Ethics of individuality versus ethics of communality</p> <p>Prof Sonja Verwey Ms Clarissa Muir</p> <p>Post-Truth or Post-Power? The Ideological Origins and Functions of Post-Truth</p> <p>Mr Jateen Hansjee</p> <p>Maintaining emotionally resonant brand reputations in the post-truth age of parody and fake content</p> <p>Ms Maritha Pritchard</p> <p>Redefining the Reel: How Sikam challenges notions of reality and fictional television.</p> <p>Mr Warwick Jones</p>	<p>PANEL DISCUSSION</p> <p>Chair: Mr Chikezie E. Uzuegbunam Venue: Eden Grove Blue</p> <p>The meaning of decolonisation for media studies: rethinking journalism theory and education in post-apartheid South Africa. (continued...)</p>

<p>19:00 – 23:00</p> <p>Dinner</p>	<p>16:00 - 17:30</p> <p>Parallel sessions</p>	<p>TELKOM-HIGHWAY AFRICA AWARDS GALA DINNER</p> <p>Venue: SETTLERS MONUMENT</p>	<p>Telkom</p>
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Highway Africa-SACOMM conference programme: Friday 1 September

Keynote Address – 8:45 – 9:30
 Venue: Eden Grove Red
Five Big Ideas – How Technology is Changing Journalistic Practice
 Professor Catherine D'Ignazio, Emerson College, USA

Plenary sessions

08:45	HIGHWAY AFRICA PROGRAMME Venue: Eden Grove Red	JOURNALISM PRACTICE 2 Chair: Dr Priscilla Boshoff Venue: Eden Grove Seminar Room 1	SOUTH PRODUCTION Chair: Ms Brenda Bukowa Venue: Eden Grove Seminar Room 2	MEDIA, IDENTITY & AUDIENCES Chair: Mr David Schieferdecker Venue: St. Peter's Building Seminar Room 34	POLITICAL COMMUNICATION Chair: Dr Musara Lubombo Venue: St. Peter's Building Seminar Room 36	PANEL DISCUSSION Chair: Dr Julie Reid Venue: Eden Grove Blue
09:30 - 11:00	Science Journalism in Africa – trends and possibilities (inclusive of the launch of African Academy of Sciences Journalism Initiative) <ul style="list-style-type: none"> Deborah-Fay Ndhlovu Mandi Smallhorne Buhle Makamanzi Moderator: Professor Harry Dugmore Parallel Event: Closed Meeting – by invitation only SANEF COUNCIL MEETING Venue: Room 202, Africa Media Matrix	Influences on South African journalists covering China's human rights and sustainable development record Ms Willemien Calitz Cops behaving badly: Police in Daily Sun crime narratives. Dr Priscilla Boshoff How editorial values shape the publication of science content in a regional newspaper Steven Lang Use of SNSs for public engagement and social capital in radio broadcasting: Harnessing the power of digital communication Moses Ofoame Asak	Investigating a participatory approach to the subject, in optimising the impact of a documentary film, the case of MINERS SHOT DOWN, by Rehad Desai Ms Miki Redelinghuys Siba Mtongana as Transnational Domestic Goddess: Transnational television and post-feminism Ms Alexia Smit Perhaps a chance? An appraisal of the 'opportunities' presented by MultiChoice's Zambezi Magic for the not so well-known Zambian film industry Mr Elastus Mambwe	Mecha, Shinto, Shoujo – an audience study of how Rhodes University Neko Anime Society members make sense of Japanese anime themes in relation to their own identities Ms Tope Adebola Influence of Christian music consumption on identity construction among diasporic Nigerians in Durban Miss Rhoda Abiolu Macro-Dynamics of Race, Class and Desegregation: To What Extent Are They Reflected in Media Consumption Habits at a Relative Prestigious South African University? Mr David Schieferdecker	The Power of Communication and the Communication of Power: Ubuntu and Alternative Conceptions of Power Dr Leyla Tavernaro-Haidarian Jesus comes to South Africa: Black Twitter and politics in South Africa Dr Shepherd Mpofo A critical analysis of how social media cartoon images and memes shaped dominant political discourses during Nigeria's 2015 General Elections Mr Chikezie E Uzuegbunam 'I will retire when you bring AFCON trophy to State House': Online football fandom and protest cultures in Zimbabwe. Dr Lyton Ncube	Making communication research relevant – strategies for the principled promotion, increased accessibility and the decolonisation of academic communication research Panellists: <ul style="list-style-type: none"> Prof Pier Paolo Frassinelli Prof Yiva Rodney-Gumede Prof Viola C Milton Dr Julie Reid

10:30 – 11:00 Tea Break Eden Grove foyer

11:30 - 13:00	HIGHWAY AFRICA PROGRAMME Venue: Eden Grove Red	CURRICULUM Chair: Taryn Isaacs De Vega Venue: Eden Grove Seminar Room 1	BEHAVIOUR CHANGE Chair: Ms Oluwatola F Fasakin Venue: Eden Grove Seminar Room 2	GENDER & REPRESENTATION Chair: Ms Miki Redelinghuys Venue: St. Peter's Building Seminar Room 34	THE VISUAL Chair: Prof Pier Paolo Venue: St. Peter's Building Seminar Room 36	DEVELOPMENT COMMUNICATION 1 Chair: Mary Okocha Venue: Eden Grove Blue
11h30 – 12h30	Building Digital Media Skills Part One: The Digital Future Gary Manaim, Head of Digital Unit, Telkom	The Empirical Imperative: Building a Culture of Post-graduate Research in a Post-truth Paradigm Dr Jenni Underhill Public Relations Curricula 5.0 Ms Carlike Verbooy	Technology use and risk-taking: A study of drivers' awareness of the danger of texting while driving and why they do it. Mr Tshepho Justice Kgasago Parent-adolescent	Black erasure and celebrity peddling of whiteness: a study of skin bleaching among black women in South Africa Ms Mpho Motseki The representation of power in women's magazines Ms Tanele L. L. Rey	The (un)funny pornographic intersections?: race and genitalia in South African political art in the age of digital media Dr Shepherd Mpofo Whose public? Opening up the dialogue around selected	Building social capital through effective leadership communication Ms L de Lange Dr D Mulder Nonprofits: harnessing their communicative

Parallel sessions

	<p>Part Two: How journalists and media entrepreneurs should respond Steve Kromberg</p> <p>12h45 – 13h00 Mapping Investigative Africa - Plugging into the Global Investigative Journalism Network Safeeyah Kharsany Tanya Pampalone (Wits)</p>	<p>Students as conversations: using purpose as an engagement strategy for applied pedagogy in a post-colonial and post-truth context. Ms Roela Hattingh</p> <p>Integration of new media and pedagogy in the twenty first century classrooms: A case of selected secondary schools in Eastern Cape, South Africa. Miss Yolisa Mhlomi</p>	<p>communication approaches for behavioural change Ms Oluwatola F Fasakin</p> <p>Investigate how Health Apps influence College Students' Health Behaviour Mrs Ursula Kamanga</p> <p>Becoming Socially Responsible: The Effect of Radical Leadership and Social Change: A Case Study toward Collaboration Ayeshia Toyer Rifqah Abrahams</p>	<p>Gender sensitivity issues in South African media and communications platform Ms Kwena Letswalela Manamela</p> <p>It Takes Two to Tango: Analysing dance and its representation of gender stereotypes in Step Up. Ms Shivona Maharaj</p> <p>Examining the Construction of [Lead] Female Characters in South African Soap Opera: A Case Study of Uzalo Ms Shannon Leigh Landers</p>	<p>works of Faith47 by employing a media space framework. Ms Storm Brown</p> <p>Alain Badiou's 'truth event' and The Great Gatsby: fidelity in film adaptation revisited Ms Ursula Vooght</p>	<p>power and influence Dr Lida Holtzhausen</p> <p>The role of the media in social accountability advocacy – understanding impact and visibility in the case of education service delivery in the Eastern Cape Dr Vanessa Malila</p> <p>Some findings from participatory action research into the understanding and communication of home literacy practices by working class parents Ms Cathy Gush</p>
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<p>13.00 – 14.00 Lunch Break</p>	<p>HIGHWAY AFRICA WORKSHOP PROGRAMME</p> <p>WORKSHOP 1 Media and Elections</p> <ul style="list-style-type: none"> Ericinio Salema: Oxfamilis Thandi Smith: Media Monitoring Africa <p>Venue: AMM Room 101</p> <p>WORKSHOP 2 Bots and Journalism</p> <ul style="list-style-type: none"> Dr Peter Verweij <p>Venue: AMM Room 102</p> <p>WORKSHOP 3 The Basics of Science Journalism</p> <ul style="list-style-type: none"> Steven Lang <p>Venue: AMM Room 103</p>	<p>JOURNALISM PRACTICE 3 Chair: Mr Rod Amner Venue: Eden Grove Seminar Room 1</p> <p>Measuring and improving quality dimensions in community newspapers Dr Thalyta Swanepoel</p> <p>Making sense of the role of analytics in shaping news production and distribution cultures and practices: Case of Zimbabwean and South African newsrooms- Dr Admire Mare Prof Dumisani Moyo Trust Matsilele</p> <p>The role of communications practitioners and theorists in the 21st century: thinking about the future of the communications professions. Mr Mncedi "Eddie" Magade</p> <p>Inputs journalists in satellite offices of South African daily newspapers need to effectively and efficiently manage their work. Ms Susan Cilliers Dr Thalyta Swanepoel</p>	<p>ADVERTISING NARRATIVES Chair: Prof Yiva Rodney-Gumede Venue: Eden Grove Seminar Room 2</p> <p>A social semiotic qualitative content analysis of the African National Congress (ANC) television political advertising of the 2014 election campaigns: A comparative study Mr Mopailo Thomas Thatelo</p> <p>Determining the contribution of online corporate communication to brand reputation among Generation Y consumers in the Vaal Region Ms Sibongile Kunene</p> <p>The contribution of brand journalism to corporate communication Mr Werner Theron Dr Lida Holtzhausen Prof De La Rey van der Waldt</p>	<p>POLITICS & COMMUNICATION Chair: Ms Duduzile Dlamini Venue: St. Peter's Seminar Room 36</p> <p>Legitimising or delegitimising political leaders? The construction of Robert Mugabe and Morgan Tsvangirai's leadership qualities in selected newspapers in post-2013 Zimbabwean elections epoch. Mr Collen Chambwera</p> <p>The Voice of reason: a thematic appraisal of Editorial Coverage of Nigeria's 2015 elections. Mr. Ogemdi Uchenna Eze</p> <p>The perceptions of selected politically active students at the University of Johannesburg regarding the representation and participation of female politicians within the Economic Freedom Fighters (EFF) Students Command Ms Duduzile Dlamini</p>	<p>MOBILITY Chair: Dr Shepherd Mpofo Venue: Eden Grove Blue</p> <p>Exploring the uses of social media for creating community, maintaining language, culture and identity amongst East Asian immigrants living in South Africa. Tzu Ting Hsu (Tina)</p> <p>Always-available communication culture: technology use, texting and distracted driving in South Africa Mr Tshepo Justice Kgasago</p> <p>A thematic analysis of news media texts about Zimbabwean women migrants Ms Joannah Gadzikwa Dr Nicola Jones</p> <p>The Politics and Poetics of Mobility in the films of Sara Blecher: Representing Mobility, Mobilising Representation Dr Sarah Gibson</p>
<p>14:00 - 15:30</p> <p>Parallel sessions</p>					
<p>15:30 – 16:00 Tea Break Eden Grove foyer</p>					

Highway Africa-SACOMM conference programme: Friday 1 September (continued)

HIGHWAY AFRICA WORKSHOP PROGRAMME	PLACE Chair: Prof Pier Paolo Venue: Eden Grove Seminar Room 1	SOCIAL MEDIA & THE EVERYDAY Chair: Ms Brenda Bukowa Venue: Eden Grove Seminar Room 2	STORYTELLING Chair: Mr Elastus Mambwe Venue: St. Peter's Building Seminar Room 34	DECOLONISATION Chair: Dr Priscilla Boshoff Venue: St. Peter's Building Seminar Room 36	DEVELOPMENT COMMUNICATION 2 Chair: Ms Willemien Calitz Venue: Eden Grove Blue
Workshops (continued)	Revealing City Divisions: A Study on Reclaim the City's influence on mainstream media representations of spatial inequality in Cape Town Vanessa Clark Sophie Patch Wallace Chuma 9/11 to 9/11 15 Years Later: Considering the narrative shift from hope to self-promotion. Miss Liezel Fourie The social media ecology of spatial inequality in Cape Town: Facebook, Twitter and Instagram. Tina Hsu Alex Gwaze Memorializing Struggle: Dynamics of Memory, Space and Power in Post-Liberation Africa Dr Stephanie Cawood Dr Jonathan Fisher	Exploring Fan communities as possible learning spaces: an analysis of the YouTube Channel "The Vlogbrother's" Fandom Nerdfighteria as a possible community of practice. Ms Elri Steenkamp New Media Influence on Employees' Interpersonal Communication in a Media Organization in Kenya Ms Caroline Klarie It takes a village...: locating the surveillant power of black Twitter to authenticate performativity on Date My Family Linda Fekisi Mthobeli Ngcongco How church enterprises with specific sovereign roots use Facebook to localise their operations in South Africa Miss Deborah Prudence Mayuni	The Superhero Narrative: Are women the bearer of meaning? An analysis of the female character's in Netflix's Jessica Jones Ms Kate Wilkinson The Hero and his Shadow – deconstructing mythical archetypes in South African War Film and Drama Narratives Dr Anna-Marie Jansen van Vuuren How implementing Transmedia into a marketing strategy can attract an audience for the screening of a short-film (and ultimately any production). Miss Aleksandra Surogina The African National Congress and The Usage of Collective Memory and Shared Narrative in Its "Good Story" Dr Ronald Irwin	Student recruitment in the changing landscape of Higher Education Mr Koos Degenaar Dr Lida Holtzhausen Becoming the Protagonist during an era of Radical Environmental Change and Crisis – The case of Cape Peninsula University of Technology Thabisa Nondzube Ayesha Toyer Rifqah Abrahams Media Studies: A response to calls for decolonising the curriculum Prof Lynette Steenveld Prof Larry Strelitz	The social responsibility of community newspapers in promoting possible channels of food security in the rural areas of South Africa: A literature Ms Metula Nolutkanyo Theorida The politics of knowledge, universities' development-oriented community engagement project and a response from female urban farmers Dr Mariekie Burger Mental Health Reporting as a Discursive Practice: Analysis of Coverage of The Life Esidimeni Story Mr Molefeng Isaac Riba Demystifying the epidemic: Understanding educated perceptions of Zulu cultural beliefs about HIV and AIDS communication Miss Nqobile Ndzinisa
17:45 - 19:15	SACOMM AGM Venue: Eden Grove Blue				
18:30 - 23:00	HIGHWAY AFRICA – SACOMM FAREWELL RECEPTION Venue: STEVE BANTU BIKO BUILDING				

Parallel sessions

highwayAFRICA 
20 SOCIAL
17 PROGRAMME

Wednesday 30 August
MTN Welcome Reception
Nelson Mandela Dining Hall

Thursday 31 August
Telkom-Highway Africa Awards & Gala Dinner
Settlers Monument

Friday 01 September
Highway Africa-SACOMM closing Reception
Steve Biko Building

Telkom



Highway Africa

Speaker profiles

Asiyati Lorraine Chiweza



Dr Asiyati Lorraine Chiweza is an Associate Professor and Local Governance Expert in the Department of Political and Administrative Studies at Chancellor College, University of Malawi. She holds a PhD from Curtin University, Western Australia (2007) based on a thesis titled 'Democracy, Decentralization, and Development in Malawi'. She has served as a local governance and decentralisation expert for various government, CSO, and donor agencies in Malawi and in other countries like Timor Leste and Laos Peoples Democratic Republic.

Catherine D'Ignazio



Catherine D'Ignazio is a scholar, artist/designer and software developer who focuses on data literacy and how new forms of storytelling informed by technology can be used for civic engagement. She is an Assistant Professor of Civic Media and Data Visualization at Emerson College, a Faculty Director at the Engagement Lab and a research affiliate at the MIT Media Lab/Center for Civic Media.

Deborah-Fay Ndlovu



Deborah-Fay Ndlovu is the Communications Manager at the African Academy of Sciences. Ndlovu joined the AAS after working as a journalist for 10 years. She holds a master's degree in science journalism from the UK's City University London and was employed as a senior journalist at Research Africa, a continental science policy magazine based in Cape Town, South Africa, prior to joining the AAS.

Ericino de Salema



Ericino de Salema is a Mozambican journalist, political commentator and lawyer. Since 2010, he is the manager of the Access to Information and Citizens Engagement (AICE) programme at Oxfam IBIS.

Fernando Gonçalves Andre



Fernando Gonçalves Andre is Editor of the SAVANA weekly newspaper in Maputo, Mozambique. He is also the current Chairman of the Mozambican chapter of the Media Institute of Southern Africa (MISA).

Gary Manoim



Gary is Head of Telkom's Digital Unit. He began in the electronic consumer goods space in Canada in 1993 and made the move to South Africa 15 years ago where he has worked for, among others, Sony, ABSA and FNB before joining Telkom. Gary's experience and areas of focus include developing online infrastructure, marketing platforms, content management systems, social media, Digital Customer Journey.

Gugulethu Maqetuka



Gugulethu Maqetuka is an Executive: Group Communication and Business Support at Telkom. He has over 25 years' experience in Communications having started as a journalist at the *Natal Witness* in Pietermaritzburg and then moved on to the corporate sector first as media consultant and later as a corporate executive. He co-founded Matigari Communications Consultancy before joining global public affairs agency, Flieshman Hillard as head of the company's South Africa Public Affairs practice.

Juliet A Amoah



A leading media expert and social development worker for over 15 years, Juliet is a highly capable professional with a proven ability to strategise, innovate and execute programmes in governance, transparency and livelihood empowerment. Juliet thrives on building spaces for effective engagements between communities, tech actors, civil society and government to tackle and solve civic challenges. She is passionate about research and the evidence that this provides for development work.

Lusako Munyenembe



Lusako Munyenembe is a qualified human rights practitioner currently working at the Open Society Initiative for Southern Africa (OSISA) in the Democracy and Governance field, particularly in the area of Transparency and Accountability. Lusako's interests are in contributing to building responsive and accountable public institutions to the need of citizens.

Mayleen Vincent-Bester



Mayleen Vincent-Bester is the communications specialist at the South African Cities Network. She has a strong news background, having worked in television, radio and online newsroom. Mayleen transitioned to communications to lend her skills to the NGO sector focusing on local government and urban development.

Peter Verweij



After 30 years of lecturing and training at the School of Journalism at Utrecht in journalism, politics and new media, Peter Verweij, started in 2005 his own company D3-Media, which focuses on the following areas: Production of journalistic content for multimedia media and blogs; Research in the area of new media such as convergence and social network

analysis; Training and coaching of journalists and newsrooms about data mining, computer assisted research and reporting, multi media production and digital; Consultancy about newsroom management and work flow in converged newsrooms.

Safeeyah Kharsany



Safeeyah is a journalist from South Africa. She co-led the development of African coverage at Al Jazeera English's website (Qatar) and worked as an online producer for the AJE English website during critical periods such as the Arab Spring. She has also worked in Italy briefly and began her career in community newspapers at Media24.

Sam Sole



Sam has been a journalist since 1986. He has worked for the investigative magazine *Noseweek*, served as political editor of the *Sunday Tribune*, and joined the *Mail & Guardian* as investigative journalist in 2002. In 2003 he won the Vodacom Journalist of the Year award for first reporting the criminal investigation of then national deputy president Jacob Zuma. Together with colleague Stefaans Brümmer he has received

numerous journalism awards, including for their Oilgate exposés that traced the involvement of an ANC-linked company in diverting money from a state contract to the coffers of the ruling party. Sam was instrumental in revealing the links between former police commissioner Jackie Selebi, slain mining magnate Brett Kebble and various figures from South Africa's underworld, including Glenn Agliotti. Sam co-founded amaBhungane in 2010.

Steve Kromberg



Co-founder and Managing Director of Social Weaver, Steve Kromberg is a trainer, strategy consultant and project manager, specialising in communication strategy, digital media management, online business models and cutting-edge journalism technology. Previously, Steve managed *Grocott's Mail*, Grahamstown's local newspaper which is owned by Rhodes University.

Steven Lang



Steven Lang made a career as a reporter/producer in the news division of the SABC. When he left the broadcaster he was the Executive Producer of current affairs on SAfm Radio. Steven edited *Grocott's Mail*, Grahamstown's community newspaper, for six years before returning to his studies. He is currently a PhD candidate in science communication at Rhodes University.

Sue Mclennan



Production manager and former subeditor for *Grocott's Mail*, Sue has worked as a copy sub for Republican Press and Caxton magazines, and as a layout and senior copy sub for the *Sunday Tribune* and other KZN titles, later Independent Production. Arts, leisure, sports (cycling) writing and some news reporting have been mostly for these titles and now for *Grocott's Mail*. Sue has been the editor since 2014.

Tânia Machonisse



Tânia Machonisse, Executive Director at Centre for Interdisciplinary Communication Studies (CEC) in Mozambique and Media Criticism Lecturer at Eduardo Mondlane University in Mozambique. Tânia Machonisse has a master degree in Communication by University of Southern Indiana, in the USA and a Bachelor degree in Journalism by Eduardo Mondlane University, in Mozambique. Her main field of interest is representation of marginalized groups in the mainstream media.

Tanya Pampalone



Tanya is the former executive editor of the *Mail & Guardian*, former managing editor of *Maverick* (now *Daily Maverick*) and continues to edit non-fiction for Pan Macmillan South Africa. Tanya was the 2013 Menell Media Fellow at Duke University, holds a BA in journalism and an MFA in writing from the University of San Francisco.

Thobile Hans



Thobile Hans has 10 years in print journalism. He obtained an honours degree in journalism from Stellenbosch University (2006) and postgraduate diploma in Media Management at Rhodes University (2011). He worked at several community newspapers, namely, *City Vision* in Cape Town, *Grocott's Mail*, *Grahamstown This Weeks*, *The Rep* and *Talk of the Town*, in Eastern Cape, before he joined *Forbes Africa* magazine in Johannesburg, in 2013. Last year he became an Alfred Friendly Partners Fellow, spending six months in the US, training at the University of Missouri in Columbia and *Forbes Media* in Jersey City.

Vanessa Malila



Vanessa Malila is Head of the Advocacy Impact Programme at the Public Service Accountability Monitor (PSAM). She has a PhD in Communication Studies from the University of Leeds, which examines the role of the media as a stakeholder in communications policy formation in Kenya. Her current areas of interest are the role of the media in social accountability, the use of social media in social accountability, and how to understand social accountability across contexts. She manages an online learning platform for social accountability practitioners, and has a keen interest in understanding lesson learning across platforms, contexts and regions.

Vusumuzi Sifile



Vusumuzi Sifile is a journalist, communication for development specialist, knowledge and information systems manager, currently working as the Knowledge Management and Communications Manager at Panos Institute Southern Africa (PSAf). Vusumuzi has long standing experience in the use of mainstream, community and social media, as well ICTs to promote accountability and drive development.

Telkom | Highway Africa

2017 HIGHWAY AFRICA AWARDS

Thursday 31 August, 18h30 for 19h00,
Guy Butler Auditorium, Settlers Monument

Ceremony starts promptly at 19h00 (guests to be seated by 18.45).

Highway Africa will recognize four people who have made outstanding contribution to the growth and development of the conference over the years.

SOCIAL ACCOUNTABILITY JOURNALISM AWARDS

Highway Africa, together with the Partnership for Social Accountability (PSA) Alliance Africa will give out two awards to journalists in inaugural *Southern Africa Media Award in Social Accountability Reporting 2017*.

The award recognises two journalists from the PSA Alliances' project countries – Malawi, Tanzania, Mozambique and Zambia – whose investigative reporting on social accountability contributes to improved public health and agriculture in the following categories:

- HIV and Sexual Reproductive Health and Rights (SRHR)
- Food Security

CERTIFICATE FOR SHORT COURSES

On the night we shall also celebrate 63 journalists from all over Africa who would have completed one of the following short courses offered by Highway Africa-Rhodes University:

- Science Journalism
- Data Journalism
- Local Government Journalism

Conference information

We are delighted to welcome you to the joint conferences of Highway Africa and SACOMM taking place from 31 August to 1 September 2017.

TRAVEL AND ACCOMMODATION

Airport Transfers at Port Elizabeth Airport

The shuttles will operate on 30 August (from Port Elizabeth to Grahamstown) and on 2 September (from Grahamstown to Port Elizabeth). There will be no shuttles on any other days. Should you wish to travel outside of these days kindly use car rental facilities or book a shuttle service directly to your account.

The shuttle times are:

Port Elizabeth Airport to Grahamstown:

9am, 12.30pm, 3pm and 5pm

Return shuttles from Grahamstown to Port Elizabeth Airport are:

6am, 9.30am, 12pm and 2pm

On 30 August the conference shuttle drivers will meet you at the airport and take you to your reserved accommodation place. Please look out for the Highway Africa meet and greet desk upon arrival. Please note also that there are other Rhodes University conferences taking place at the same time, so be careful to find the correct transport people at the airport.

In order to be accommodated on the shuttle please send your flight itinerary in advance to:

shema@icloud.com and p.matia@sacschool.com

CONFERENCE INFORMATION

Local Transport (in and around Grahamstown)

Transport will be available to ferry delegates from their accommodation to the conference venue every morning and to return delegates from the conference to their accommodation every evening. Transport will be available to take delegates to the official evening functions. Conference ushers will show you to these shuttles (main departure point being Eden Grove Complex).

Accommodation in Grahamstown

Unless your accommodation booking is being specifically handled by the conference organisers, please ensure that you book your accommodation in the Rhodes University residences (contact conference@ru.ac.za)

Meals

Please note Highway Africa will provide lunches and dinners on 31 August and 1 September. Lunches will be served in the Nelson Mandela Hall. On Wednesday 30 August the conference will not provide lunch but you will be most welcome to join other delegates at the opening Cocktail Reception from 18h30 at the Nelson Mandela Hall. Please use the services of the several restaurants in town for your lunch needs.

Registration

Registration will commence on Wednesday 30 August from 14:00 to 21:00 at the Eden Grove Complex. Please ensure that you register on this day, as the programme kicks off at 08:30am on the morning of 31 August.

Dietary Requirements

Vegetarian options will be available for every meal. All meals are halaal.

Clothing

Dress during the conference will be smart casual with the exception of the formal gala dinner on Thursday 31 August.

Weather

August is the last month of winter in South Africa. We strongly advise you to bring some warm clothing.

Internet Access

Conference Wi-Fi will be available at all of the venues, with the details available at Registration. All delegates will use a generic username and password. This will be displayed on signage around the Eden Grove Complex.

HIGHWAY AFRICA DELEGATES attending or presenting workshops from Monday morning will be required to produce an Identity or Passport Document at the reception desk at the **Africa Media Matrix (AMM) Building**, where the workshops will be hosted. An copy of your ID will be made, and you will then sign for and receive your individual username and password credentials. Please note that these guest login credentials are for logging onto the AMM Computers.

SACCOM PRESENTERS will be required to produce an Identity or Passport Document at the registration desk at **EDEN GROVE**. An ID copy will be made, and you will then sign for and receive your individual username and password credentials. These credentials should be used when logging onto the presentation computers in the **Eden Grove** and **St Peter's Building venues**.

Wireless Access:

Wireless access will be available to all delegates free of charge.

Electricity/Sockets/Plugs (International delegates)

Electricity is 220 Volt. Sockets/Plugs in South Africa are used in Southern Africa but nowhere else. So it is likely that you will not have an adapter that works in South Africa. Many of the bed and breakfasts where you will be staying will have adapters. But if you want to be sure, you can buy an adapter for South African socket points at OR Tambo Airport when you arrive.

Wearing Your Conference Tag

You will be given a conference delegate tag when you register for the conference. The tag gives you access to the conference sessions. You also need the tag for access to the dinners and evening entertainment. So, please always wear your tag.

Insurance

You are strongly advised to insure your personal belongings before leaving home for the full period of your stay. Highway Africa and Rhodes University cannot be held responsible for any claims for personal property damaged or lost. You are also strongly advised to ensure that you have adequate medical insurance to cover the period of your stay in South Africa.

Medical Information

The Eastern Cape is a malaria-free zone. Medication for common ailments such as flu and headaches is available, at your own cost, from the local Grahamstown pharmacies. Staff will be able to point you in the right direction for pharmacies but Highway Africa will not be liable for any costs incurred.

Dr Fred Oosthuizen, a General Practitioner, will be on call. His details are:

Shop 23, Pepper Grove Mall, African Street
Telephone: 046-622-6362
Mobile: (after hours only): +27-82-320-1229

The Core Conference Team

Our team is there to ensure that you have a memorable experience. Please do not hesitate to contact the relevant person with your query. We are:

- **Chris Kabwato**, Director: Highway Africa,
Mobile +27 82 582 9534 Email: C.Kabwato@ru.ac.za
- **Professor Anthea Garman**, Convenor: SACOMM Conference, Email: A.Garman@ru.ac.za
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LOOKING AFTER YOURSELF

Molweni, greetings to all and welcome to Grahamstown for the 21st edition of Highway Africa. Grahamstown is a small town with a population of just under 95 000 and rich in heritage sites and schooling. With all the amenities close to Rhodes University and walking distance, Grahamstown has its fair bit of petty crime.

For these reasons, it is vitally important for visitors to know the emergency contact numbers which are listed below.

- Rhodes Campus Protect Unit:
046 603 8146/7 or 046 603 8999
- SAPS: 046 603 9100 or 10111
- Settlers Hospital: 046 602 4444
- Ambulance: 10177/046 603 9111
- Netcare: 082 911
- Hi Tec Security: 046 636 1660

Safety and Security hints:

- Always keep an eye of what is happening around you.
- Know your entry/exit points to campus.
- Unfortunately, muggings are one of the common crimes in Grahamstown, so while shopping or leaving the local pubs late at night, use safe, well light routes and do not walk in dark areas. Look around you and be aware of your surroundings. Call a local taxi cab to take you to your destination.
- Walk around assertively and confidently. You should try to make eye contact with the people around you.
- Carry your bag around your neck and diagonally across your body. Don't carry it hanging over your shoulder. Alternatively, clutch your bag and keep it in front of you.
- Put your wallet inside your jacket/coat or your front pants pocket, not in the back pocket.
- Walk in well-lit busy streets and if possible, walk in a group.
- If you know or suspect that you are being followed, go to the nearest well-lit or busy area and call the police.
- Try not to make it obvious that it is your first time in the area.
- Avoid drawing attention by wearing expensive jewellery and visibly carrying valuable items such as cameras, a cell phone and binoculars, etc.
- Rhodes University building are ALL smoke free zones and thus all are request to comply with the Safety Regulations on smoking and do not smoke in any of the buildings or the residence in use.

Finally on behalf of Rhodes University, we wish you all a safe and fruitful conference for 2017.

Towers Naidu, Campus Protection Unit

Thanks from Highway Africa and SACOMM

We would like to thank the following people for their contribution towards the organisation of the 21st edition of the Highway Africa Conference and SACOMM 2017:

RHODES UNIVERSITY

Dr Sizwe Mabizela
 Dr Peter Clayton
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 Marissa van As
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 Beauty Mantshongo
 Vuyo Nyezwa
 Veliswa Mhlope

SACOMM ORGANISING COMMITTEE

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HA Conference Staff

Mbulelo Magopeni
 Meli Ncube

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 Dumisani Mupfurutsa
 Bella Boqo
 Matthew Mpahlwa
 Pax Matia
 Shema Mazvani
 Tobi Akingbade

Student Assistants – we cannot list you all but every year we are amazed by your commitment and quality of work.

SPONSORS

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 Brenda Madisha

COLLABORATING PARTNERS

Jovial Rantao – TAEF
 Mahlatse Gallens - SANEF
 Dr Peter Verweij – D3 Media
 Augusto Uamusse – OxfamIbis
 Ericino Salema – OxfamIbis
 SAfm team

RHODES SCHOOL OF JOURNALISM & MEDIA STUDIES

Our School is internationally recognised for its academic programmes and wide-ranging media projects. For more than forty years the School of Journalism and Media Studies at Rhodes University has offered exceptional undergraduate and postgraduate degrees and diplomas.

The **Bachelor of Arts** (journalism and media studies) is a three-year undergraduate degree offering students the foundations in media studies theory and practical journalism skills in broadcasting and print, with specialisations in writing and editing, photography, design, television, or radio. The **Bachelor of Journalism** degree is awarded at the conclusion of a fourth year in which students extend their specialised skills.

An **Honours degree** in Journalism and Media Studies is a post-graduate option for those who want to engage in theoretical aspects of the media and seek a career in media research, media education or policy. Applicants should have a first degree in journalism, media studies, or a related field in the social sciences or humanities.

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Our **Master of Arts degree** is designed to provide students with a sophisticated understanding of the interrelationships between the media and society. We offer a general MA in Journalism and Media Studies, an MA in Journalism & Media Studies with a digital media focus and a practice-based MA in Journalism & Media Studies.

**Applications close on
30 September 2017.**

For more information contact us on:
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