

Editorial

The *Rhodes University Journalism Review* is a vehicle for the historical record and a forum for research and opinion across the entire media and communications fields.

It has no vested interests other than to promote critical thinking around the question of media in Southern Africa and to present it in an attractive and readable manner. So, in fact, we are trying to serve two masters – the critical faculty of research, and the disciplined demands of craft. There is no reason why they should be mutually exclusive.

The *Review* is also a product of the marketplace. It is market driven in the sense that it relies primarily on advertising rather than grants or handouts for its financial base. We believe the market is the final arbiter and that this journal must sink or swim on its own merits.

This pilot edition is published to coincide with the 21st anniversary of the Department of Journalism and Media Studies at Rhodes University in 1991 and we believe it is fitting that the article on the future of media in South Africa is written exclusively for the *Review* by Donald Woods, a former editor of the *Daily Dispatch*, who had close ties with Rhodes University's Department of Journalism before his self-exile in Britain and the shameless silencing of his voice in South Africa.

We welcome him 'home'.

This edition is only a first step towards establishing a credible media journal for Southern Africa.

We have undertaken to distribute it widely in the hope that all parties linked to media or who have an interest in the future of communications in the sub-continent will support the venture and throw their weight behind it.

Our next task is to establish an Editorial Board which will reflect broad media interest in the region and which will act as a touchstone for future editors.

This pilot edition, will be circulated among the following:

- Working editors and senior editorial executives of mainstream and alternative newspapers in Southern Africa;
- Universities and technikons in the sub-continent teaching media-related subjects, and select universities abroad;
- Members of the Southern African Union of Journalists (SAUJ) and the Association of Democratic Journalists (ADJ);
- Full members of the Public Relations Institute of Southern Africa (PRISA) and of the South African Association of Industrial Editors (SAAIE);
- The chief executive officers of the *Business Times* Top 100 Companies;
- The chief executives of Southern Africa's leading advertising agencies.

We welcome comment and constructive criticism on which to base future editions of the *Review* and we trust readers will take out a subscription for the two editions planned during 1991 (subscription details are laid out below). Subscriptions will greatly assist us in ensuring the future viability and editorial excellence of this publication.

We are also calling for manuscripts. The editorial deadline for the next edition is April 30, 1991. Please ensure that all editorial contributions reach us in good time.

Our thanks to the Embassies of Canada, Australia, Sweden and the Netherlands for their generous assistance during the recent Media Policy Workshop at Rhodes.

And finally, I wish to thank personally all those who so readily supported the *Review* project editorially and especially our advertisers who bought in sight unseen. In the interests of maintaining open communication in our sub-continent, I trust that support will be forthcoming in the future.

Kerry Swift – Editor

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