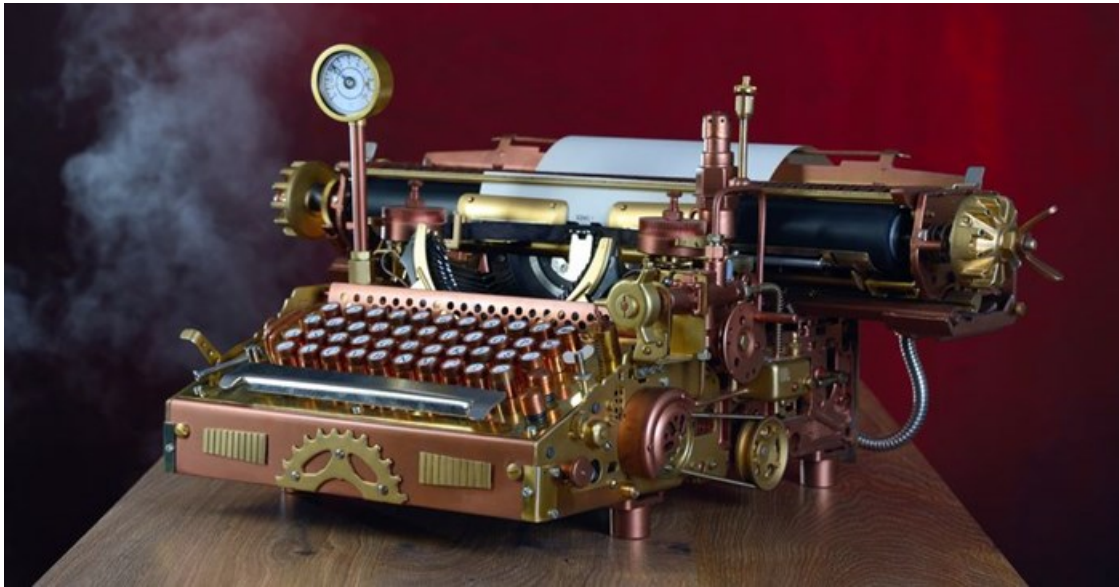


# Journalism has essential and promising future in SA - Thloloe

Veteran South African journalist and Press Council director Joe Thloloe says that despite the often love-hate relationship between the media and particular individuals, the future of journalism in the country is both essential and promising.

"In general, the public love the work that the media is doing. If it was not for the persistent effort by the media, we would not have known about Nkandla," Thloloe, who has more than 50 years' experience in print and broadcast journalism and is a former press ombudsman, said in Port Elizabeth yesterday.

Thloloe, 73, was speaking to journalists regarding the Press Council's release of an updated booklet on its code of ethics and conduct for South African print and online media.



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The organisation has combined the work of the Press Council with that of online publication which is regulated by the Interactive Advertising Bureau of South Africa (IABSA).

"The public is aware of the tremendous work by journalists," he said.

"However, there has been antagonism relating to certain individuals. If the media exposes the wrong, I [the subject] will forever hold grudges against the publication.

"But for those who read the story, they will say the media did an excellent job in exposing this. The love-hate relationship is a necessary relationship," he said.

The booklet advises anybody who feels print or online publications have failed to live up to the press code of ethics and conduct to lodge a complaint with the Press Council's public advocate "" either by letter, fax, SMS or e-mail "" within 20 working days of the publication of the story.

It further states that if necessary the public advocate will assist anyone in formulating the complaint.

For more details the Press Council can be reached at [pressombudsman@ombudsman.org.za](mailto:pressombudsman@ombudsman.org.za).

*Source: Herald*

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