

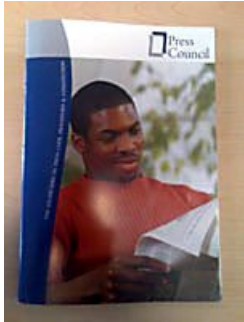
# New press code booklet



By [Issa Sikiti da Silva](#)

3 Dec 2007

The Press Council of South Africa today, Monday, 3 December 2007, unveiled its new identity that consists of a new logo, a newly-designed website and a booklet containing an amended press code to be used by all South African journalists. The launch took place at the headquarters of Print Media of SA in Rosebank, Johannesburg.



Many observers have welcomed such a move, especially the publication of the booklet containing the amended press code, saying it will serve as a bible that is set to stop journalists for 'transgressing sacrosanct rules', 'playing God' and 'overstepping' their constitutional powers.

## **“Not proactive enough”**

Speaking at the launch, Press Council chairperson Raymond Louw said, “We have been told that there is dissatisfaction in government with media self-regulation because it does not go far enough; it is not proactive enough in the sense that it is not a policing function.

“Some politicians in the ruling party seek to impose this function on the ombudsman.

“We in the media are opposed to such a policy because it would introduce conduct inimical to press freedom and likely to be a contravention of the media freedom safeguards in the Constitution.”

Louw added, “The publication of the press code's booklet on professional and ethical practice of journalism is long overdue.

“It will go a long way to enable the public to become better acquainted with the system and journalists, in particular, not only to improve their acquaintance with the system but to become fully aware of the ethical considerations that apply to their work.”



## **New logo**

Press ombudsman Joe Thlooe said of the new logo: “The dark blue and grey symbolise the two sides that are in conflict before they come to the ombudsman's office for adjudication.

“We are an open page, with the borders signifying that we can regulate ourselves.”

The Press Council's new website, which is to go live sometimes this week, will provide all the information needed on multimedia platforms, Thlooe said, adding that all the cases dealt by the office of the ombudsman will be posted under the archives section for the public's future references.

The new website will also contain the links of organisations such as Print Media SA, MPASA, Newspapers Association of SA, SANEF, MISA, African Commission on Human and People's Rights, Human Rights Commission of SA and Association of Independent Publishers.

## **Requests**

Furthermore, Thlooe made the following requests to SA newspapers and magazines:

- Use the logo in all your publications, stating that you are subscribed to the SA press code and the office of the

ombudsman. *City Press* and *Sunday Times* are already doing so.

- Promote the Press Council through editorial coverage more often so that people can know who we are and understand our work. Interview the council's members and publish their profiles and do stories on cases that are being dealt by the office of the ombudsman.
- Use the new logo in the back of your journalists' business and press cards (with its contact details and website) so that if someone is not satisfied with a certain story, he or she knows where to complain.
- Invite the Press Council to discuss code and ethics generally
- Link the Press Council site to your sites
- Add the code as appendix to your in-house style and guides

For information, go to [www.presscouncil.org.za](http://www.presscouncil.org.za) or email Khanyi Mndaweni at .

## ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

- Angola tense as journalists, protesting youth targeted by government - 1 Nov 2011
- Managing promotional resources: are TV broadcasters getting it right? - 1 Nov 2011
- Mbalula vs the media: privacy, dignity vs public interest - 31 Oct 2011
- Multimillion-rand Motorola Razr marketing campaign - 28 Oct 2011
- [Tech4Africa] Power failures, low bandwidth? Try cloud computing - 28 Oct 2011

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>