Media Development and Diversity Agency (MDDA) Grassroots Media Survey

Final Report

July 2010

This report was commissioned by the MDDA as an independent piece of research and its contents do not necessarily reflect the views of the MDDA, its staff or board members.

Contents

Executive Summary

In line with the terms of reference, this project sought to conduct a survey of all existing grassroots newspapers in the Western Cape (both small commercial and community media); conduct a feasibility study to investigate suitable business models for the central printing facility; and assess the viability of establishing a central printing facility for the grassroots newspapers in the Western Cape.

Two studies were undertaken – one of grassroots and one of NGO-based publications. The report provides a breakdown of the findings with respect to numbers and types of publication, print runs, and so on. Importantly for the purpose of this research, areas of critical need as identified by the publications were: access to affordable printing; marketing and advertising procurement; layout and design; financial planning; sourcing appropriate news copy; and distribution and sales.

Following an exploration of the studies' findings, some of the printing issues affecting grassroots publishers are explored. The options for addressing some of these printing challenges are then presented and interrogated, and recommendations and questions for further discussion and consideration are made. In addition to making use of the findings from the two surveys, the study relied on desk research and interviews with key and strategic individuals and operators in the sector

Key problems that small publishers identified were the treatment they receive at the hands of bigger printers. For instance, they have to contend with less popular printing slots, and bigger clients get preferential treatment. Another challenge that the small publishers face is being asked to pay for their printing upfront – a problem, when many face ongoing cash-flow challenges.

However, owning their own printing facilities is not necessarily the solution. At the time of writing, for example, one of the country's oldest newspapers had decided to sell its printing press and concentrate on publishing.

Nevertheless, this study investigates the purchasing of a printing press, and presents several options. The report highlights, though, that in addition to buying a press, several other factors need to be considered, such as location, running costs, insurance and labour, among others.

The report concludes that it does not appear that there will be real savings and an economy of scale to justify investment in a web press for the independent grassroots newspaper sector. However, there are possibilities for real savings via an own, small sheet-fed press for A4-sized small-run printing and outsourced web press commercial printing for tabloid size at two-thirds cheaper than own printing. In this respect, it is recommended that the MDDA engage with commercial printers to explore partnerships or bulk discounted purchase of printing time.

It is strongly suggested that a process is undertaken to involve the grassroots publications in looking at this report and engaging with and discussing the questions and proposals contained herein.

Terms of Reference

1. Introduction

The MDDA Board approved support for the Western Cape Grassroots Media Hub project at its 24 November 2005 meeting. In September 2007, the MDDA made a follow up with the Western Cape Grassroots Media Hub, and a broader stakeholders meeting was held where it was agreed that a survey of existing grassroots newspapers and a feasibility study should be conducted to establish the viability of a central printing facility for grassroots newspapers in the province.

The decision of the broader stakeholders meeting was submitted to the Finance and Operations Committee of the Board meeting held on 1 November 2007, and the proposal was approved.

2. Project Objective

The project seeks to:

- Conduct a survey of all existing grassroots newspapers in the Western Cape (both small commercial and community media);
- Conduct a feasibility study to investigate suitable business models for the central printing facility;
- Further establish the viability of establishing a central printing facility for the grassroots newspapers in the Western Cape.

3. Project Results

The expected outcomes are:

- A survey report of all existing grassroots newspapers in the Western Cape;
- A feasibility study report as to the viability of a central printing facility in the Western Cape;

- A business modelling report for some form of a network to provide facilities and services to the grassroots newspapers in the Western Cape.

4. Scope of Work

- Conduct a survey of all existing grassroots newspapers in the Western Cape;
- Conduct a study to develop a business model for some form of a network to provide facilities and services to the grassroots newspapers in the Western Cape;
- Develop a feasibility study to establish the viability of a central printing facility for the grassroots newspapers in the Western Cape.

Survey of Independent Media in the Western Cape

Raashied Galant

(June 2009)

1. Introduction

The process of finding the various newspapers operating in the Western Cape was an exercise in discovery, which was also pleasantly surprising.

There are 52 small commercial papers operating in the Western Cape, 35 of which are independent.

Below is a complete list of small commercial papers in the Western Cape. A table containing their contact details is provided in Appendix A at the end of this document. Please note that a few details are missing as we were unable to obtain these after three separate attempts.

Action Ads	The Cape Flats News (Bonteheuwel Community News)
Bitou News	The Courier
Community News	The Big Tree Bulletin
CXpress	The Cape Towner
De Poort	Winelands Echo
De Hoorn	Witzenberg Herald
Die Piketberger	Atlantic Sun
Elgin Grabouwer	The Edge
Free Ads	The Pink Tongue
Gansbaai Courant/Gansbaai Herald	Valleir
Gons	Wild News
Greyton Sentinel	Atlantic Sun
Herrie	Constantiaberg Bulletin
Karoo Kloof	False Bay Echo
Knysna News	George Herald
Langeberg Bulletin	Knysna Plett Herald
Muslim Views	Moorreesburg Mail
Ons Kontrei	Mossel Bay Advertisers
Outeniqua Gazette	Plainsman
Overberg News/Nuus	Sentinel News
Overstrand Herald	Southern Mail
Prince Albert Friend	Southern Suburbs Tatler
South Cape Forum	Tabletalk
Southern Post/Suider News	The Bolander
The Big Issue	

Hadland & Thorne (2004) provided a topography of the small media sector in South Africa that comprised independent media (small, commercial media) and community media (not for profit media).[1] They concluded in their study that there were 83 fully functioning print media organisations in the small media sector in South Africa, two-thirds of which were commercial for-profit operations (2004:53). Given this, the independent papers in the Western Cape make up 63% of the sector in terms of the 2004 audit.

Surveys were faxed and e-mailed to all the independent papers, and 18 were returned (which is slightly more than 50%). The desk research, which included questions about size, colour and frequency, covered 30 of the independent papers (in other words, we were able to locate actual copies of 30 of the 35 independent titles). Please refer to Appendix B at the end of this document for a copy of this survey. The results of this survey are recorded in a data sheet entitled 'Grassroots Newspaper Survey Data Sheet', provided separately to this report.

2. The Geographical Distribution of the Papers

	Community News	Muslim Views	Overberg News / Nuus	Cxpress	The Edge	Action Ads	De Poort	Die Hoorn	Die Piketberger	Gansbaai Courant / Gansbaai Herald	Greyton Sentinel	Herrie	Langeberg Bulletin	Ons Kontrei	Overstrand Herald	Southern Post / Suider Nuus	The Big Tree Bulletin	The Cape Flats (Bonteheuwel Community News	Witzenberg Herald	Grand Total
Eden District, Bitou	1	1		1	1	1														5
Eden District, Oudtshoorn	1	1					1	1				1								5
Overberg District, Overstrand	1	1	1							1					1					5
Eden District, George	1	1		1	1															4
Overberg District, Cape Agulhas	1	1	1													1				4
Overberg District, Swellendam	1	1	1										1							4
Overberg District, Theewaterskloof	1	1	1								1									4
Cape Metro	1	1																1		3
Cape Winelands District, Witzenberg	1	1																	1	3
Eden District, Kannaland	1	1															1			3
Eden District, Knysna	1	1		1																3
West Coast District , Bergrivier	1	1							1											3
West Coast District , Matzikama	1	1												1						3
Cape Winelands District, Breede Rivier	1	1																		2
Cape Winelands District, Breede Valley	1	1																		2
Cape Winelands District, Drakenstein	1	1																		2
Cape Winelands District, Stellenbosch	1	1																		2
Central Karoo District, Beaufort West	1	1																		2
Central Karoo District, Laingsburg	1	1																		2
Central Karoo District, Prince Albert	1	1																		2
Eden District, Hessequa	1	1																		2
Eden District, Mossel Bay	1	1																		2
West Coast District , Cederberg	1	1																		2
West Coast District , Saldanha Bay	1	1																		2
West Coast District , Swartland	1	1																		2
Grand Total	25	25	4	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	73

1 Hadland, A. & Thorne, K. 2004. *The People's Voice: The development and current state of the South African small media sector*. Cape Town: HSRC Publishers.

From the above table one can deduce that *Muslim Views* and *Community News* are the two independents based in Cape Town, which are distributed throughout the province. *Muslim Views* is in fact national. If one removes these two and calculates accordingly:

- The main concentration of independent papers appears in the Eden and Overberg districts;
- All the other districts have two papers only, which means there are no local independent papers;
- Some local papers are distributed in more than one locality.

3. Quantitative Findings from the Survey

- The majority (53%) are weekly papers;
- Half of them come out as A4 publications, while 37% come out in tabloid size. The rest are custom sizes;
- 43% of them are printed full colour throughout, while 40% are black and white throughout. Only 17% use spot colour;
- At least five of these papers, all of them in the Eden District, were only advertising sheets containing small ads, with no news reports or editorials. Nevertheless, we included them as independent print titles.

4. Results of the Field Survey

The field survey yielded the following results, based on 18 fully completed forms. (Please refer to Appendix C at the end of this document to see a copy of the questionnaire.)

- In terms of structure, 60% said they were close corporations, while 2 (12%) said they were non-profit entities.
- On average, each employs five staff, although across the titles this varied from one to twelve.
- The majority – 83% – said they do their layout and design in-house.
- As far as print run is concerned, half of those surveyed said their run is under 5 000, while 28% said their run was either over 15 000 or between 10 000 and 15 000.
- Of the 17 titles who responded, 5 own their own printing press.

- In contrast to the print-run results, 41% of those surveyed said their print costs were over R15 000, 35% said their costs were under R7 000, and 29% said their costs were between R12 000 and R15 000.
- The majority (81%) said they do their own distribution.

5. Key Challenges

In terms of the key challenges, the responses emerging from the 17 returned forms were as follows:

Challenge	High	Medium	Low
Marketing and advertising procurement	56%	28%	17%
Distribution and sales	6%	33%	61%
Affordable printing	71%	18%	12%
Financial planning	29%	24%	47%
Sourcing appropriate news copy and articles	24%	18%	59%

Survey of NGO Publications in the Western Cape

Vuyo Sangweni

1. Introduction

The purpose of this survey was to research independent newspapers and publications produced by NGOs in the Western Cape to find out how they might need support in terms of printing costs, skills shortages, layout and design, and other areas.

2. Methodology

A questionnaire with 15 basic questions was developed. The survey was conducted telephonically and took more than 15 minutes per organisation. A copy of the completed survey can be viewed on the spreadsheet entitled 'Results of the Survey of NGO Publications in the Western Cape', provided separately to this report.

3. Limitations

Twenty-eight NGOs participated in this survey. Those questioned wanted clarity on what the survey was for, and who was behind it. Some were interested and helpful in articulating their challenges, but international NGOs didn't express interest, as their printing is generally done overseas. Most of those involved in the publications were interns, and some publications depended on funding. The majority have no clear records of the costs of their publications, and some did not want to share some information, such as where they print.

MDDA Feasibility Study

1. Introduction

The purpose of this study is to facilitate a discussion within the MDDA and in the grassroots publishing sector in the Western Cape as to the most viable way to strengthen the sector and promote media diversity. There are two aspects to the terms of reference for this study. First, it is to explore the development of a business model for a network to provide facilities and services for the grassroots newspapers in the Western Cape: What it will look like? Who will constitute it? How will it be run? What services and facilities will it provide? How will it sustain itself? Second, it is to undertake a feasibility study to establish the viability of a central printing facility for the grassroots newspapers in the Western Cape. Does it make financial and organisational sense to invest in a printing press in the Western Cape? Who will use this? How much will the users be willing to pay? Will there be real savings? Will there be an economy of scale to justify the investment? How will it be run professionally so that it competes with the existing printers that are currently being used? And how will it be governed democratically?

The terms of reference are interpreted as finding the most strategic way to create a sustainable support mechanism for the grassroots publications in the Western Cape. This study assumes a broad definition of grassroots publications to cover the spectrum from small commercial titles to civil society-based publications and community-based newsletters. It is our contention that this broad definition makes strategic sense as far as promoting and empowering a diversity of voices in media production, and would protect any MDDA investment in the printing press.

2. Current Economic Climate

The current economic recession has had a definite impact on the media industry. Global entertainment and media commentator Marcel Fenez[2] says the media industry can expect an overall 2% compound decline in the next two years. This will be followed by a 6% compound growth taking us from 2011 to 2013. Fenez suggests that the best way to understanding what is going on in the media industry under the current global economic recession is to follow the behaviour of the consumer and the advertiser. We have seen a general decline in advertising revenue for the newspaper industry. The 2009 Global Entertainment and Media Outlook of PricewaterhouseCoopers (PwC)[3] forecasts a 12.1% decline in global advertising this year, followed by 2.7% next year. The report says that in 2011 global advertising will have declined by 13.3% compared to the 2008 figures.

This decline in advertising revenue has also been accompanied by a shift in consumption patterns. The consumer is increasingly moving away from paper to multiple digital platforms in search of better value content. In the process consumers are taking control of what content they want to consume, when they want to consume it, where they want to consume it and on which platform they want to consume this content. The computer and the Internet, and the cellphone and SMS, GPRS and MMS are growing in significance and will shape the future in ways never imagined thus far. One consequence of this has been an increase in possibilities for the consumer not only in terms of a multiplicity of platforms through which to consume content but also in terms of producing content themselves. Indeed, it can be said that before the Internet we consumed that which we did not produce, but after the Internet we've consumed that which we produce.

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[2] Entertainment and media industry outlook: Marcel Fenez, global entertainment and media leader. Available at http://www.pwc.com/gx/en/entertainment-media/entertainment-media-industry-insights-marcel-fenez.jhtml

[3] PricewaterhouseCoopers' Global Media and Entertainment Outlook: 2009–2013 available at www.pwc.com/gx/…/global-entertainment-media-outlook/index.jhtml

These developments are compelling the media industry to make strategic and fundamental shifts in how they deliver, price and package content.

The decline in advertising revenue is accompanied by a rapid migration of advertising to online. As a result, the strategic response of newspaper companies has been to streamline operations, cut costs, renegotiate printing contracts and make the migration to digital platforms.

In fact, in the so-called developed markets of Europe and North America, we see newspapers closing down and selling fast and furiously as advertisers and subscribers are shrinking by the day. Over the next five years, according to PwC, Internet advertising, video games, TV subscriptions and licence fees, and filmed entertainment will emerge dominant while business publications, newspapers and consumer magazines will weaken considerably.

It is yet to be seen how wide the spread of the Internet will fair in South Africa in the future. However, for now, due to high levels of inequality, access to Internet in South Africa remains uneven. With a Gini coefficient of 0.578 South Africa ranks with Brazil, Columbia, Haiti and Paraguay as among the most unequal societies in the world today. Therefore, whilst within the high-skill, high-tech urban enclaves the possibilities are only limited by the spread of broadband, in the low-skill, low-tech semi-urban periphery the possibilities are defined by mobile telephony and its SMS application.

Therefore it can be acknowledged that the newspapers in South Africa will face serious economic challenges. And, if only to protect and nurture diversity, the grassroots publications will need support, including in exploring new opportunities brought about by digital migration.

These challenges facing the print media tend to spill over to the newspaper and commercial printing operations. As a result, and paradoxically, it is possible in these tough times to source and buy a second-hand commercial press relatively cheaply in Europe and North America.

3. Structure of the Feasibility Study

The rest of this study is structured as follows. First, a brief overview of the process and methodology is provided, and the limitations of this study discussed. Second, the key findings of the two surveys on the small commercial newspapers and NGO-based publications are given, forming a preliminary part of this study. Third, some of the printing issues affecting grassroots publishers are explored. Fourth, the options for addressing some of these printing challenges are the presented and interrogated. Fifth, recommendations and questions for further discussion and consideration are made.

4. Process and Methodology

This study involved both desk research and interviews with key and strategic individuals and operators in the sector. The interviews were conducted face-to-face, over the telephone and via e-mail. A list of interviewees is provided in Appendix D at the end of this document. Desk research involved searching relevant Internet sites to gather information about printing technology and its application as well as suppliers of printing machines.

The context and background to this report is provided by two surveys. The first is of small commercial and independent publishers in the Western Cape, undertaken by Rasheed Galant (see pp. 7 to 9). The second is a survey of NGO publications in the Cape Town metropolitan area undertaken by Vuyo Sangweni, a researcher based at the Alternative Information and Development Centre (AIDC). (See p. 10.) Additionally, and in a more historical context, there have been two previous reports looking at this sector. The first is by Karen Thorne and Adrian Hadland, looking at the size of the small media sector in the country (Hadland, A. & Thorne, K. 2004. *The People's Voice: The development and current state of the South African small media sector*. Cape Town: HSRC Publishers). The second is by Graeme Addison, and it looks at the printing, distribution, circulation and marketing challenges of the grassroots publications in the country.

These reports have provided valuable insights and resources to follow up in the course of this feasibility study.

5. Limitations

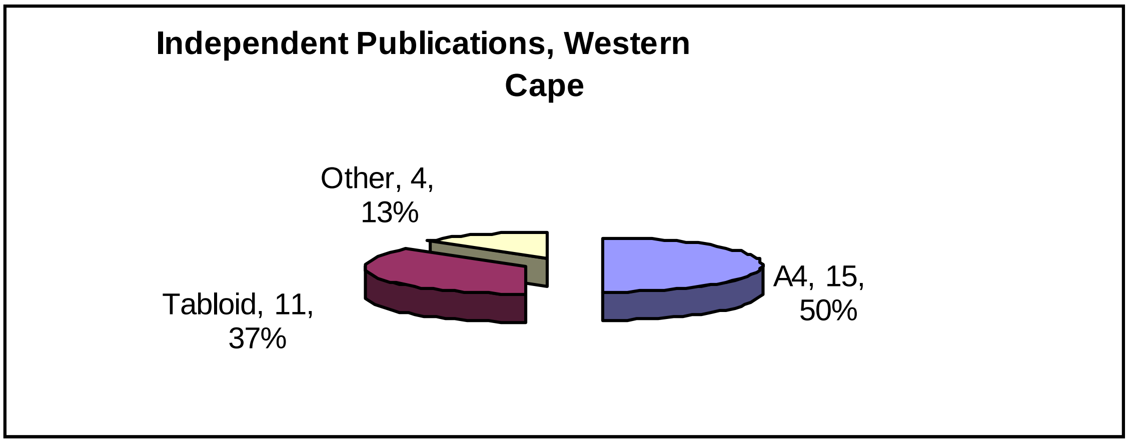
A number of limitations are worth highlighting. First, the response rate of suppliers to requests for quotes was one of the most challenging aspects of this study. As a result, some of the figures remain mere estimates and need further verification. Second, the survey of civil society–based publications was limited to only the NGOs and did not extend to trade unions, religious groupings, and community-based organisations. Third, the response of NGO publications to some key critical question was very low. Perhaps this could be explained by a general tendency of NGOs to guard jealously their own knowledge base and funding contacts. Finally, it was not possible within the available time between receiving the results of the survey and finalising the report to elicit feedback and discussion with the grassroots media organisations on the proposals contained. Therefore it is strongly suggested that a process is undertaken to involve the grassroots publications in looking at this report and engaging with and discussing the questions and proposals contained herein.

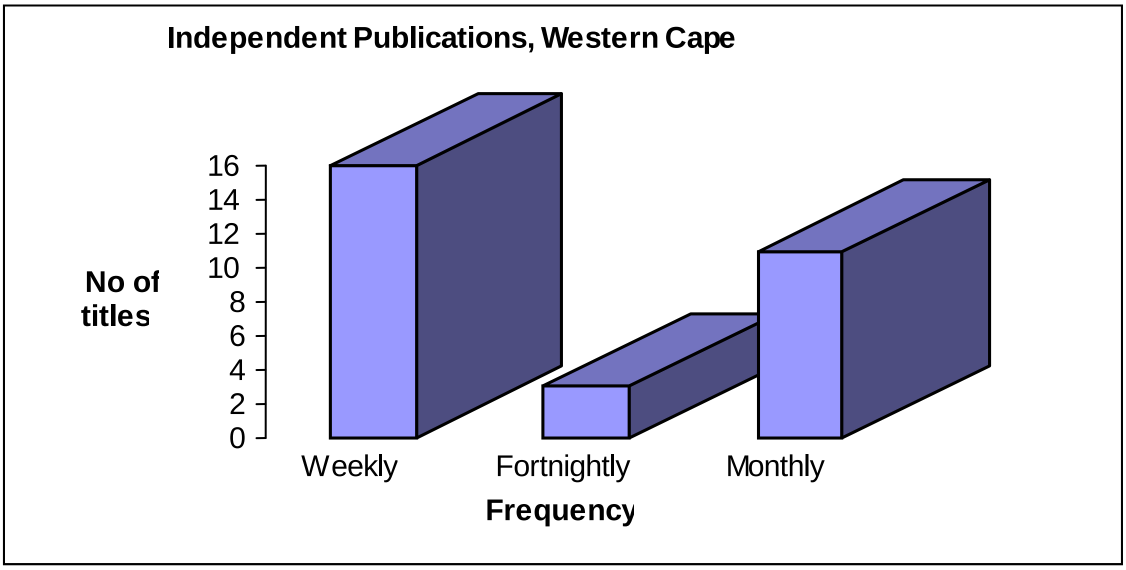
6. Survey Findings

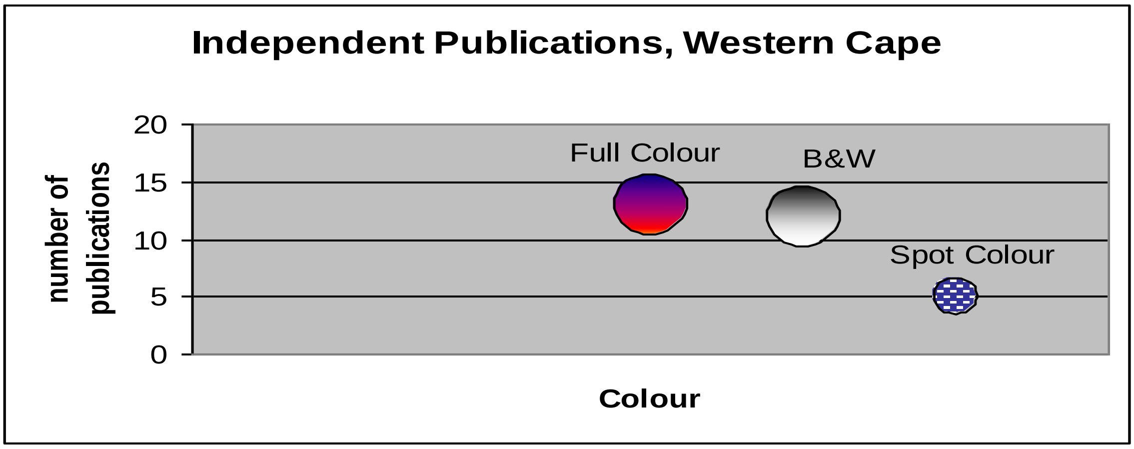
Let us now take a look at the two surveys forming part of this report. The first is by Rasheed Galant (see pp. 6 to 9), and looks at the small commercial newspapers in the Western Cape. The second is by Vuyo Sangweni from the AIDC and looks at the NGO-based publications in the Cape metropolitan area (see p. 10). The following graphic presentations capture the key and salient facts of the results of these surveys. The presentations cover the following aspects: publication size, frequency and colour; print run; and printing costs. They also present critical areas of need as identified by the publications. These are: access to affordable printing; marketing and advertising procurement; layout and design; financial planning; sourcing appropriate news copy; and distribution and sales.

6.1. Publication size, frequency and colour

The survey of small commercial media revealed a total of 52 publications in the Western Cape. And 30 of these, that is 57%, are independently-owned and structured either as closed corporations or non-profit organisations. The following three charts give a breakdown of the size, frequency and colour of these independent publications. Seven independent publications in A4 size publish weekly and print in black and white, four in full colour, and four in spot colour. Two of those in black and white and one in spot colour have their own printing press. With respect to the tabloid-sized publications, eight print in full colour, two in black and white, and one in spot colour. The tabloid in spot colour has its own printing press.

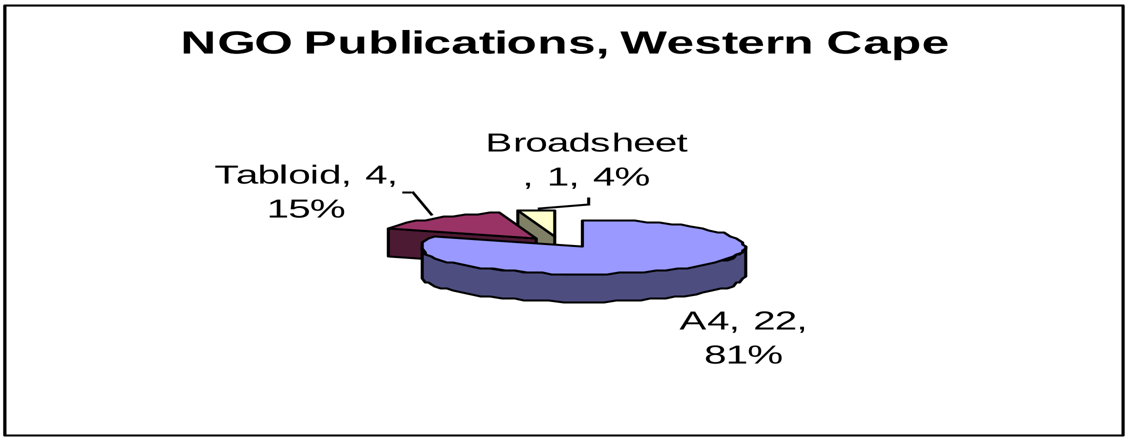


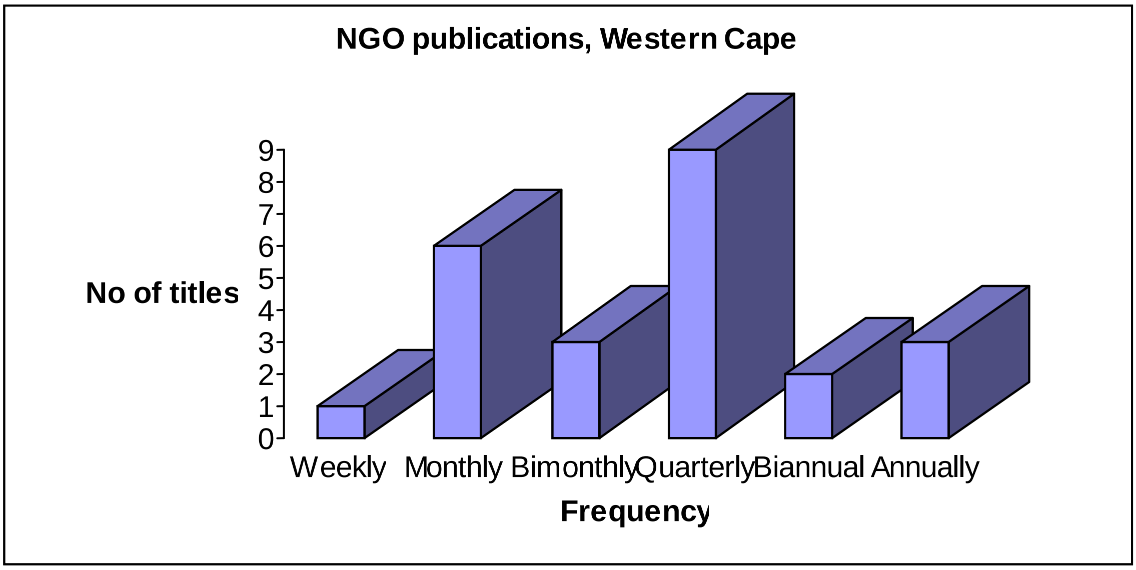


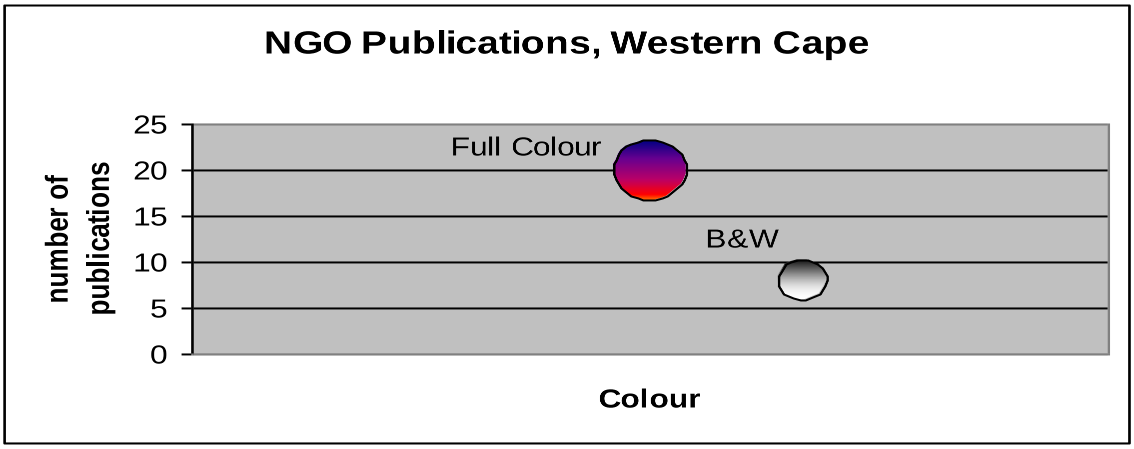


The other survey, also part of the preliminary research for this study, identified 28 publications belonging to NGOs. All of these are located in the Cape Town metropolitan area. These publications constitute an essential part of the total footprint of current print media diversity in the province.

As can be seen in the charts below, of the 22 A4-sized publications, 16 print in full colour and 6 in black and white. And of the four tabloid-sized publications, three print in full colour and only one in black and white. And the only broadsheet publication belonging to a non-governmental organisation prints in full colour. One publication did not specify size.


NGO Publications, Western Cape
Broadsheet, 1, 4%
Tabloid, 4, 15%
A4, 22, 81%

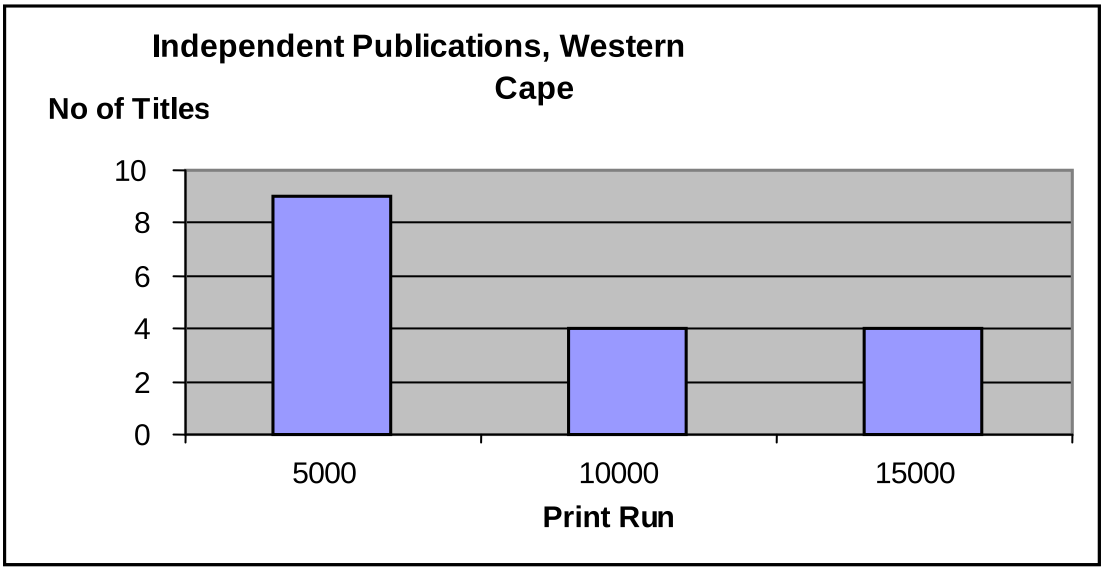

NGO publications, Western Cape
No of titles
0
1
2
3
4
5
6
7
8
9
Weekly
Monthly
Bimonthly
Quarterly
Biannual
Annually
Frequency

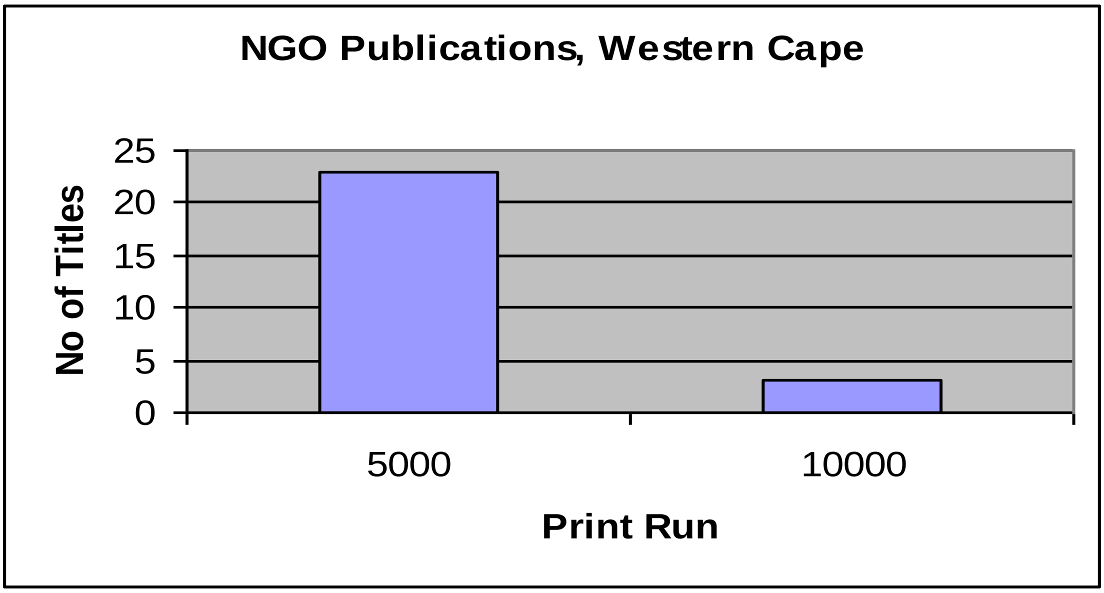

NGO Publications, Western Cape
number of publications
0
5
10
15
20
25
Full Colour
B&W
Colour

6.2. Print run

Of the 5 independent newspapers with their own printing machines, and all weeklies, 4 have a print run of 5 000 and only 1 has a print run of 10 000. As far as colour, 3 print in black and white while 2 print in spot colour.

A total of 19 NGO publications have a print run of under 5 000 and only 2 exceed 10 000, with 21 printing in full colour and 7 in black and white. All of the NGO publications outsource their printing.

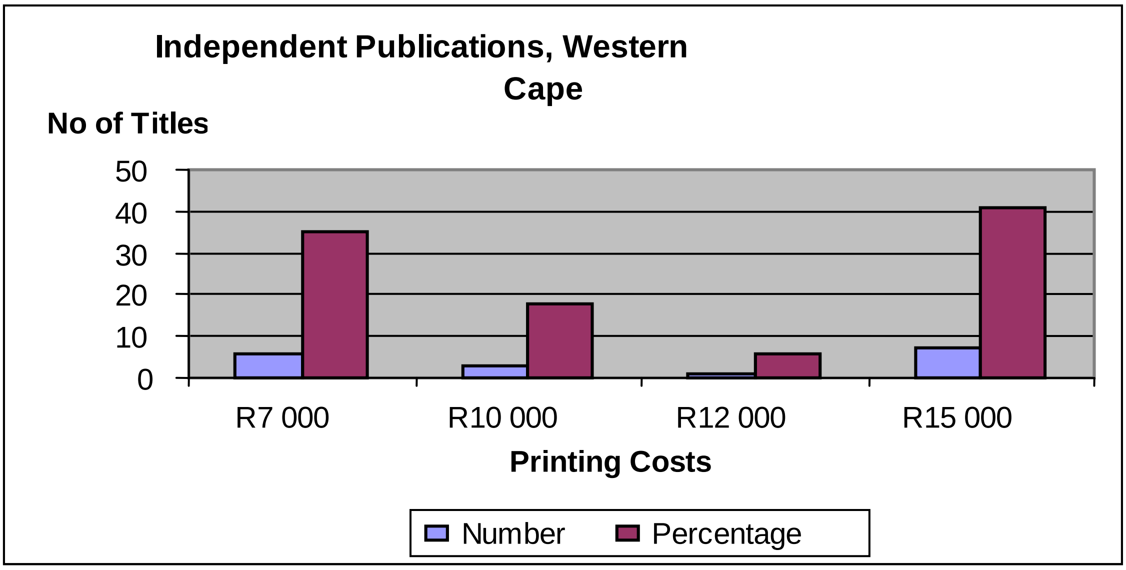


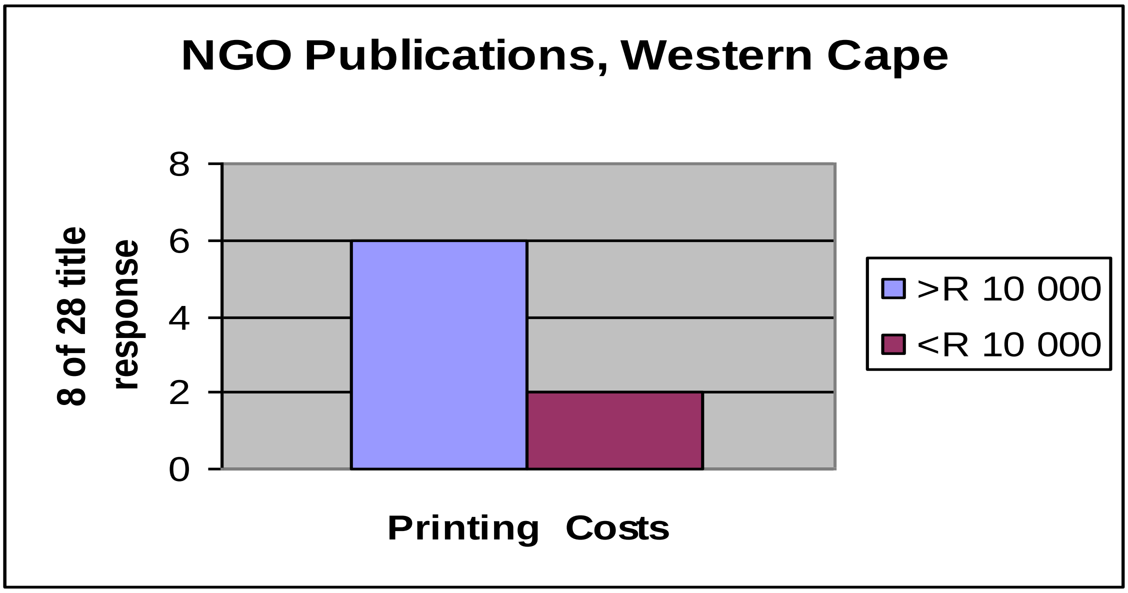


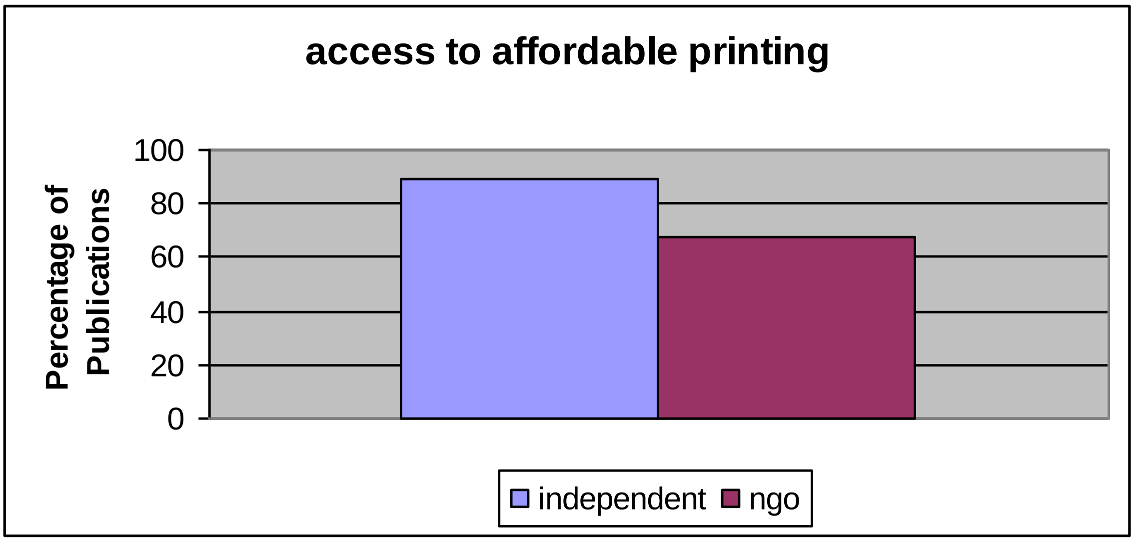
6.3. Printing costs

A question that was of particular interest to this study relates to the printing costs incurred by publications. The following charts display the breakdown of printing costs for the independent publications and for NGO publications.

As has been mentioned under limitations, in general the response rate for the NGO publications was very low with respect to the costs of printing. Of a total 28 publications only eight provided specific responses about their print costs.





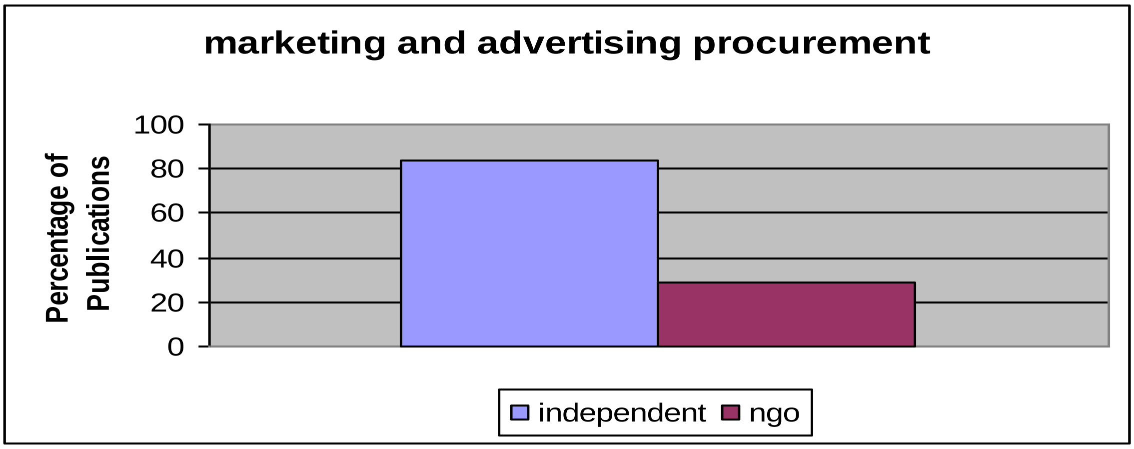


6.4. Critical areas of need

In the course of the survey, all publications were asked to list their needs and prioritise these. Beginning with the most critical, this section looks at those needs as identified by publications.

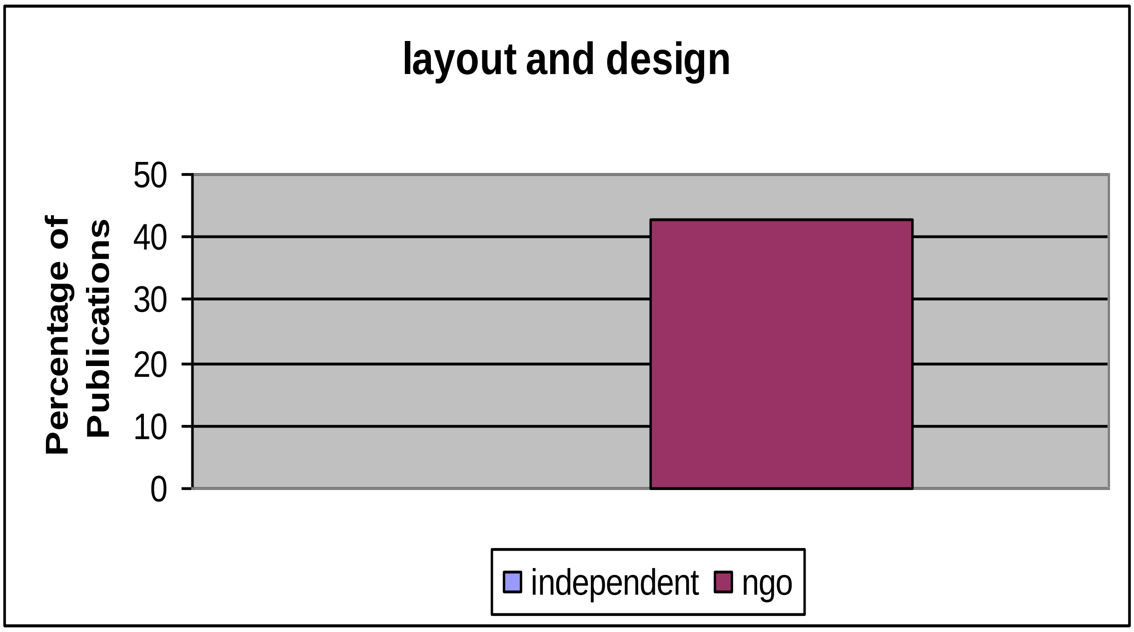
- ***Access to affordable printing***

There is no doubt that access to affordable printing is a key priority for most independent and NGO publications. A good 89% of the independent publications rated access to affordable printing as either a high (71%) or a medium (18%) priority, while 68% of the NGO publications singled out access to affordable printing as a priority.



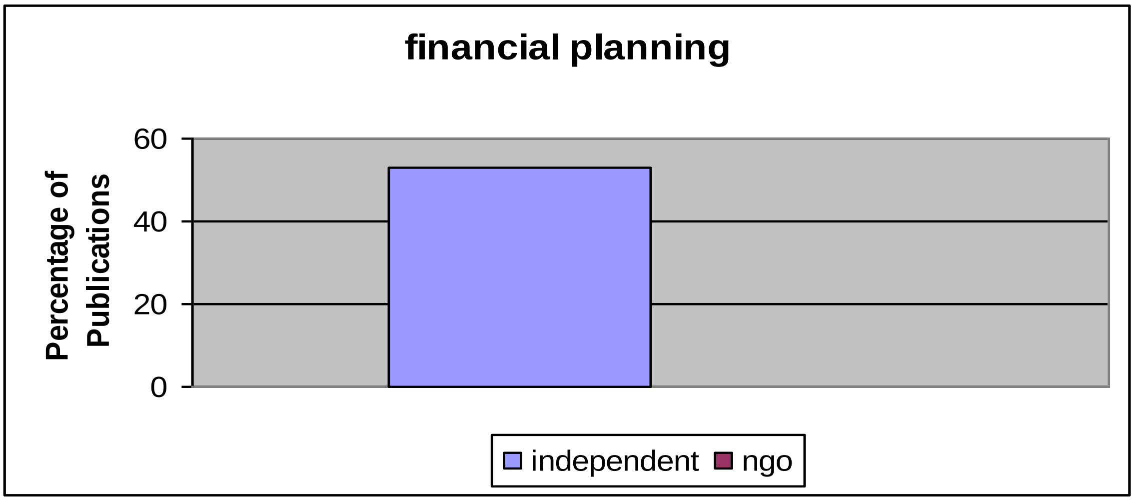
- ***Marketing and advertising procurement***

This is followed by marketing and advertising procurement with 84% of independent publications identifying this as a need, while only 29% of NGO publications see this as a need. At this stage it is worth raising the need to establish the extent to which these publishers are active members of Capro Limited, an organisation set up to provide precisely this service, and how effective this organisation is in delivering a service to its members.



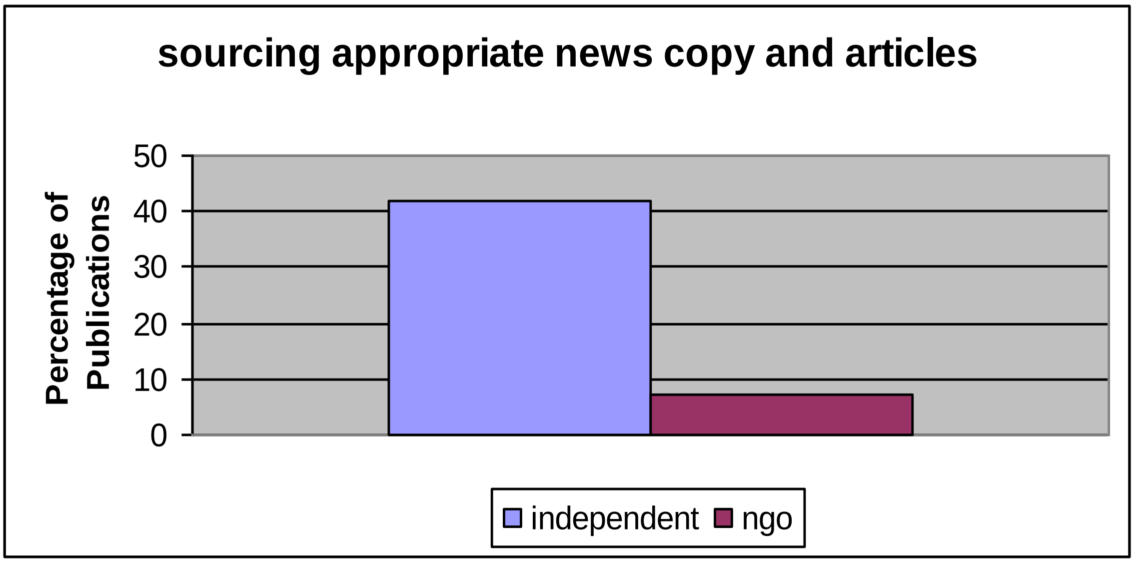
- ***Layout and design***

Layout and design is identified by 43% of NGO publications as a need, while none of the independent newspapers regard this as a need.



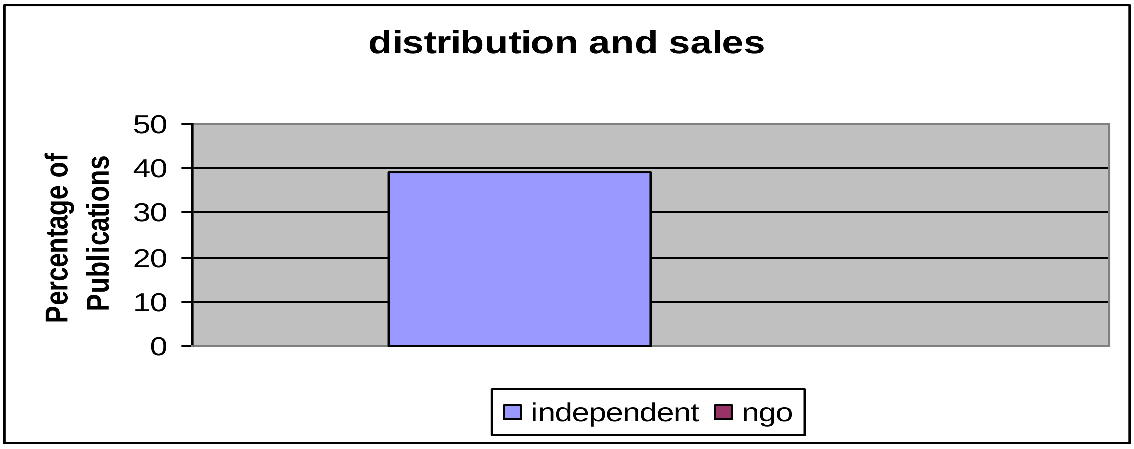
- ***Financial planning***

This is a critical area of need for 53% of independent publications while none of the NGO publications see this as a need.



- ***Sourcing appropriate news copy***

The sourcing of appropriate news copy and articles is identified as a medium to high priority by 42% of independents and only 7% of NGOs.



- ***Distribution and sales***

Finally, distribution and sales is ranked as a medium to high priority by 39% of independents while the NGOs do not have this challenge.

7. Discussion: Printing Challenges Facing Small Publishers

The 52 independent and small commercial papers surveyed in the province are mostly concentrated in the Cape Town metropolitan and Eden district municipal areas. However, in both these areas there are a number of printers. The main motivation for these small publishers wanting to set up their own printing press appears to be the treatment they receive at the hands of bigger printers. For instance, they have to contend with less popular printing slots, and bigger clients get preferential treatment.

> If you want your paper out on Tuesday, you are forced to take your paper on a CD and take it away two hours before the time. By the time your paper actually appears on a Wednesday, the news has become stale.
>
> - Patrick Rudolf, Editor, *Bonteheuwel Community News*

Besides this loss of an edge in terms of fresh news, these newspapers also face losing advertisers.

> We depend on advertisers. If you tell them the paper is coming out on a Wednesday then the paper *must* appear that day. If it comes out a day later, the advertisers will not pay.
>
> - Patrick Rudolf, Editor, *Bonteheuwel Community News*

As some of the big printers are owned by the big newspaper companies which also own titles that often compete directly with the small independent newspapers, this poses a special challenge of competition. The small independent newspapers often feel that by printing at these places they will expose themselves to their competition. In the highly competitive market of publishing, the big established publishers often view the small independent publications as their greenfield projects through which they assess the potential of a new market. Then the big companies would either launch a competitor in this newly discovered market or buy out a successful independent paper to close it down or to expand into that newly-found market.

> These small commercial publications don't have the capital that big companies have to back them up when times are tough. They don't have cross-subsidisation that big companies have in terms of printing, advertising, editorial. And in my view they don't have sufficient niche markets or specialised content to compete with the big companies.
>
> - Mark Weinberg, Director, *AIDC/Amandla!*

Another challenge that the small publishers face is being asked to pay for their printing upfront by the big printers. This is mainly because most small publishers often face a struggle to pay printers and therefore they build up credit. This then becomes a vicious cycle as the advertising agencies and government often take between 30 and 60 days to pay their invoices with small publishers.

What are the other printing issues publishers are grappling with? Most of the small independent publications have small print runs that are not economical when it comes to the big printers. As a result, the small independent publisher ends up paying for their low volumes.

> That is not a small paper problem. If you go to the printing houses you either have to print 5 000 or 10 000. None of us do that much, we do about 1 000 or 2 000, and if you do this much they charge you like crazy. You're looking at R5 to R7 for a newspaper. And none of us small companies can afford that; that is why we print in-house on our own Risograph duplicator just to keep costs lower.
>
> - Juani Walters, Editor, *Langeberg Bulletin*

However, even these small independent publications with their own printing facilities still face new issues arising from running these presses.

> If I could source printing out to somebody else and still put a product on the market and my readers would not complain about the price, then I would source it out any day. Some of the difficulties we deal with are machines that break down in the middle of the printing, then your newspaper is late. And sometimes one week your quality is great, the next week something goes haywire and your quality is different – It's not as good as the previous week. I am willing to pay a little bit more as long as the quality and service is great.
>
> - Juani Walters, Editor, *Langeberg Bulletin*

At the time of writing this report, one of the oldest independent newspapers, *Grocott's Mail,* had just come to a difficult but necessary decision to sell its printing press and rather concentrate on its core business of publishing.

> We closed down the printing works yesterday after 140 years. I set myself up specially to do papers. We closed it down, we sold everything to Duppi Press. The cost of printing our own paper had gone up to two-thirds higher than that of the nearest printer here. We are printing at Media24 in PE with *Die Burger*. It took me 16 hours to print the paper, and that is two-colours, and it takes them 20 minutes to print a full colour paper, folded and collated and it's here at half-past-six in the morning. We publish in tabloid size. You know I was really sad but that is what I have had to do. I tell you it was horrible because yesterday we had our farewell party, we closed the bookshop and Mr Grocott could hardly speak. And for the first time today there is no Grocott in *Grocott's*. It's really difficult to beat this economic argument. We're going on 2 500 and 3 000 in terms of print run. We are retrenching 10 people and in this day and age it's not fun.
>
> \- Louise Vale, Manager, *Grocott's Mail*

8. Printing Solutions

How then can these problems be solved? The one option that is being proposed is to buy a printing press. What are the questions we need to consider when considering this option? One question is: If we need to buy a press, what kind of a press would be appropriate? To answer this we have to consider how many publications will use this printer, what size format they publish in, how regularly they publish, what the total number of pages is per publication, how many pages there will be, in what colour it will be printed, and how many copies the publication will print at a time.

Then we have to consider the costs of buying and running a press against the projected income the business will generate, or the savings the operation will make.

8.1 What kind of printing press would be appropriate?

At this stage it should be clear that most of the publications concerned in this study are in A4-sized format. The question to consider is whether it is viable to invest in a web press if most of the publications involved are A4 size format and have small print runs of on average 5 000. It is expensive to purchase such a machine and would be more appropriate if most of the publications were tabloid size of on average 16 pages with larger print runs of at least 10 000.

> A web would cost R3 million and you've got to keep it busy 24 hours a day in order for it to pay itself. And it's just not viable.
>
> - Louise Vale, Manager, *Grocott's Mail*

A more suitable option is a sheet-fed press. This is less expensive.

> To do permanent A4 I would not invest in a web press, I would rather go for sheet-fed, a much cheaper machine, much more stable, better quality, less hassles.
>
> - Jan Geetse, Operations Manager, Newcastle Factory

8.2 Costs of a press

A new web press would cost between R6 and R10 million while a full-colour sheet-fed press could be acquired for R500 000. And any press would have to be accompanied by a computer to prepare the publication for printing. A pre-press computer setup to go with a web press, complete with all the necessary programs and cards to open the files and generate colour separation, would cost about R100 000.

A new, small sheet-fed digital press would cost in the region of R60 000 to R500 000.

It is worth mentioning, though, that in the current economic climate it is possible to source a good second-hand press in Europe or North America for less than these prices. For instance, at the time of writing there was a Harris

M1000 All selling for about R1.9 million; a Hantscho MK 4 4 Unit Cold Press selling for about R392 000; a Heidelberg QM 46-2 Sheetfed Press for about R72 000; and a Heidelberg SM 52 for about R560 000 at www.printing-equipment.net, an online printing equipment marketplace.

8.3. Location of a press

Once a press is acquired, it will need to be housed in an appropriate building. In the case of a web press, this could be either rented or purchased premises, located in an industrial area. The costs of buying or renting a building must then be taken into account. For instance, Cape Town property is likely to be more expensive than Knysna property. Also, within Cape Town itself, property is more expensive closer to the central business district than further out, in the peripheral townships.

> We had to find a suitable factory building for this first press and had to reinforce the floor to make provision for the weight of the various units. We quickly realised that one of the most important (and expensive) aspects is the supply of electricity. It's not as easy as phoning the municipality (who supplies the electricity) and asking them to upgrade your line. You have to purchase a big enough transformer and cables and pay for the installation, even though it never becomes your property.
>
> - Anton van Zyl, Manager, *Zoutnet Newspapers*

In addition to the costs of renovating a building and installing the press, there are the costs of security and insurance for both the building and equipment. Then there are the running costs. These include water which, together with ink, is a key element in the printing process, and electricity, which powers all operations in a press. Any press needs constant and reliable supplies of paper. A web press consumes huge reels of paper. One reel costs about R3 500. These come in 410, 820 and 1 640 mm reels. These are fed into the machine automatically by reel stands. A single reel can print 25 000 copies of a 16-page tabloid-sized newspaper. A minimum print run is one way of ensuring economies of scale and reducing wastage in a web press.

A small sheet-fed digital duplicating machine such as the RISO digital duplicator does not need such elaborate premises and could be installed in regular offices. The cost of paper for and wastage on a sheet-fed press would be much less than that of a web press, and controlled through print-on-demand. In fact, the closer to the maximum print runs you do on a small digital duplicator, the cheaper it becomes per copy.

The final item on the operational costs is labour. For a web press to operate there is a need for qualified machine minders. In the pre-press area alone, you will need a qualified DTP operator. And then a minimum of three people are needed to run the actual press. One of these three must be a qualified machine operator. As occasionally there is hand folding to be done for A4 publications and inserts to be included in copies, this needs an additional nine people (including casual labour paid per insert). Then there is the need to have accessible maintenance and backup, should the machine experience a technical fault during operation.

> You see, the printing press is not only about running it. Something could go wrong and you need the engineering backup for someone to come and fix a major problem. We've had a little screw break and we can't print. Then you need someone to come and take that screw out and put in a new one. We've had electrical problems, we've had mechanical problems, we could not print at all.
>
> - Jan Geetse, Operations Manager, Newcastle Factory

For a low-cost sheet-fed digital machine, the running costs are relatively low and the entire printing operation can be undertaken by a single person. However, folding must still be done manually, and the more people involved in this labour-intensive process the quicker the publication turnover.

> We used to print colour on A3 in Durban. It used to cost us R7000 for 2 500 copies for 8 pages, tabloid size, monthly. Now we do weekly in black and white between 20 and 32 pages. This costs us R1000 to print, including ink. We print over one day, including folding and stapling. We are a small staff and everyone does everything. We are a total of 6 people. The actual printing takes about 30 minutes and then we begin a process of folding which takes a lot of time as this is a labour-intensive process. - Wandile Fana, Manager, *Skawara News*

9. Discussion: Printing Solutions

9.1. Does it make financial and organisational sense to invest in a printing press in the Western Cape?

It is not easy to determine whether it makes financial and organisational sense to invest in a printing press in the Western Cape. In this province there is a fair competition between both the big and the medium-size printers. There are even a few well-established small-size companies, some of which have progressive credentials coming from a historical association with the alternative press. At the time of writing, a new printer currently based in the Eastern Cape had signalled its intention to open a branch in the Western Cape. Harry's Printers, owner of the *Eastern Cape Today*, will most certainly offer new opportunities to the small publishers in the province.

The argument to buy and set up a new printer in this context would just not make any financial sense. This is especially because the existing printers are either not operating to full capacity or will have a competitive advantage in terms of economies of scale, and could offer better prices for more quality and efficient delivery. However, for low-cost small-run printing, it is more appropriate to look at the new digital printers/duplicators capable of printing images directly from the computer. It must be borne in mind, however, that some big printing companies offer these small-run and low-cost options to their clients already.

Also, and equally important, is the challenge of managing an organisation that would run such an operation. Do the small independent newspapers have the capacity to manage a printing business that is co-owned by them effectively?

9.2. Who would use this?

A potential exists and needs to be pursued for a new press to market itself and offer a service to a broad range of clients ranging from NGOs to trade unions, social movements, community-based organisations, small independent publishers and even government? There is no doubt that most of the publications surveyed would certainly make use of a press, as long as it provides cheap and competitive rates and good-quality service. However, the question is whether a new entrant in the market, running a commercial operation without the benefits provided by cross-subsidisation deriving from a vertical ownership of publications and presses that the big commercial presses have, would be able to offer competitive rates. Smaller presses might be more manageable, both from a cost and efficiency point of view.

9.3. How much will they be willing to pay?

It would not make financial sense for the small independent and commercial newspapers and the rest of the clients to shift from their current printers to a new printer if this printer does not provide a cheaper but quality service. For any start-up operation to attract and retain clients and capture a market share, it needs to lower its costs. The challenge remains as to how this operation will attract and retain skilled and experienced machine operators, as the demand is high and the supply low. Although, should the current recession take its toll and some big printers close down, the ratio of demand and supply of skilled labour might reverse. One of the printing operations I spoke to is able to cover its costs through providing a relatively cheap service to their in-house clients, who constitute 30% of their work. Then they offer higher but competitive rates to outside clients, who constitute 70% of their work, and from this are able to make a profit. Their input costs are much lower as they own the building and pay very low rental to the holding company, and buy ink in-house from their own ink-making company. Nevertheless, at least one independent publisher with its own small-printing press indicated a willingness to pay even slightly more than they pay now, as long as the quality is good and the service reliable.

9.4. Will there be real savings? Will there be an economy of scale to justify this investment?

It does not appear that there will be real savings and an economy of scale to justify this kind of investment. What is also without doubt is that this printing operation will have to diversify into and attract other kinds of printing business in order to have a justifiable turnover volume. Yet the examples of *Skawara News* and *Grocott's Mail* in the Eastern Cape demonstrate possibilities for real savings via an own, small sheet-fed press for A4-size small-run printing and outsourced web press commercial printing for tabloid size at two-thirds cheaper than own printing.

9.5. How will it be run professionally so that it competes with the existing printers that are being used?

We have highlighted the issue of attracting and retaining skilled professional press operators. This would most certainly raise the labour costs of such an operation. This of course assumes that the printing industry will be shielded from the negative consequences of the current economic crisis. Otherwise there may well be an abundance of skilled machine operators far in excess of the demand. In this case the only challenge will be that of offering competitive rates for a better-quality service, as discussed previously.

9.6. How will it be governed democratically?

An option would be a company jointly owned through a form of shareholding by all the participating media but run independently as a commercial venture. This company would offer a service to a range of clients but would give preferential treatment to the shareholding publications. In terms of a big printer, the Newcastle Factory of Caxton and the printing factory associated with the *Zoutnet Publications* in Makhado/Louis Trichardt in Limpopo offer some models of how this could work in practice. However, the question of whether one printing press would solve all the printing problems of at least 20 independent publications in the Western Cape remains. How will they schedule printing slots? Who decides which publication gets to use the press and on which days? Will a single press be able to handle all 20 publications with deadlines close together?

10. Options to Consider

What appears to emerge are two options for consideration: buying a press, or engaging with existing printers. Let us now look at each option and evaluate its pros and cons.

10.1. Buying a press

In terms of buying a press, here are two basic options: a large offset press or a small sheet-fed press. The sheet-fed option is presented with two variations based on organisational setup. The costs for each of these are based on purchase and initial setup. The estimated running costs for the large offset press option are based on figures provided by a printing factory manager, and include salaries, rental, telephone and consumables.

- ***Large offset press in a printing factory***

A fully-fledged web press or a 4-colour sheet-fed press to service all the independent publications in the Western Cape, such as a Harris M1000A web press, would cost between R6 million and R10 million. A 4-colour Komori LS440 would cost in the region of R12 million. To justify the investment, this web press should service at least eight tabloid-size full-colour weekly publications of 16 pages each, with a print run of at least 10 000. It would then need to attract a variety of A4-size-format clients with print runs of at least 2 500. Basically, the press would have to operate 24 hours a day and make enough profit to pay for itself.

Then there is a pre-press facility consisting of a computer with Internet connection and all the software to receive FTP and generate colour separation in preparation for the image-setting process. This computer with all the necessary software would cost at least R100 000. This is just the capital on the equipment. There are the additional costs of renting a building, and renovating it to set up a printing factory. Then there is labour to consider. Given the costs involved and the fact that this operation must still justify itself by offering a quality service at competitive rates, this option looks less and less viable.

Total estimate: <R12 million
Estimated monthly running costs: R270 000 – R300 000

- ***Small sheet-fed press for individual publishers***

A small sheet-fed digital duplicator to service some independent and emerging publications in the Western Cape: at the top end, a RISO Digital Colour Duplicator Printer HC5500 would cost about R500 000. At the bottom end, a single colour RISO EZ370 Duplicator Printer would cost at least R60 000. Independent publishers could be assisted to acquire these on an individual basis, and applications evaluated on a need basis. This printer would need to be accompanied by a computer; an iMac with Windows compatibility would cost about R30 000, including all the necessary software.

Total estimate: R530 000 full colour RISO HC5500 (see Appendix E for a quote)
R90 000 single colour RISO EZ370

- ***Small sheet-fed press in an infrastructure hub***

A central hub to host a number of computers and printers to provide a new media service facility for independent publications in the Western Cape: Raymond Joseph, a seasoned media practitioner and trainer, proposes an incubator facility that would support small emerging publications. This facility could also assist the established publications with inevitable migration to digital platforms. The infrastructural basis of this facility could be the same as in the previous option. It could be built on a minimum of five RISO Digital

Colour HC5500 Duplicator Printers, which would cost a total of about R2.7 million, and 10 iMac computers, costing a total of about R300 000. This facility would charge to cover the costs of running the operation. This hub could be located at a Community Media House in the Cape metropolitan area, with easy access to public transport.

Total estimate: R1.8 million
Estimated monthly running costs: R150 000 – R200 000 (See appendix F)

10.2. Engaging existing printers

In terms of engaging with established printers, here are the options:

- ***Bulk purchase of printing time***

This would involve the MDDA buying printing time in bulk and at a discount rate from the established printers and then selling this to the independent publications. The Association of Independent Publishers (AIP), a key and strategic player in the sector, maintains that bulk purchases at a discount, block booking, and revolving credit facilities with the existing press operations would be more effective for publishers to pursue than running a commercial printing operation. This could work particularly well because, in the current economic climate, printing operators are likely to be desperate for jobs and, with reduced capacity, more amenable to entering into deals with the independent publishing sector.

- ***Collective purchase of shares and partnerships***

The independent and NGO publications could form a collective for the purpose of putting together resources and buying shares from the existing printers. This partnership arrangement would provide them with a basis from which to negotiate better deals for shareholders.

11. Conclusions

While this report does not answer all the questions raised in the introduction, it highlights the need for further discussion and clarification in consultation with the key stakeholders. For this purpose it is hereby proposed that a meeting be convened with all the stakeholders in the Western Cape.

Nevertheless it is clear from the conversations with key resource persons in the field that the option of buying a web press is the most expensive in terms of both set-up and maintenance, while that of bulk-buying print time from an existing printer appears to be the least expensive in terms of actual costs of printing time and administration and management of this arrangement. Between these two extremes there are a number of options including setting up a hub infrastructure or incubator facility.

A determination of viability for any option will have to involve a discussion with the key stakeholders. This would ensure a genuine buy-in and commitment to the preferred option. Therefore it is the considered opinion of the researcher/writer of this report that the MDDA should undertake such a discussion at the earliest convenience.

Name	Contact Details

Appendix A

Contact Details of Rural Newspapers in the Western Cape

Big Issue	Tel: 021 461 6690 Fax: 021 461 6662 E-mail: info@bigissue.org.za Postal Address: PO Box 5094, Cape Town, 8000 Office location: 66 Newmarket Street, Foreshore, Cape Town Website: www.bigissue.org.za
The Cape Flats News (Bonteheuwel Community News)	Tel: 021 695 3782 Fax: 021 695 3782 E-mail: bcnews@telkomsa.net Postal Address: Room 4, Thusong/Multi Purpose Centre, cnr Elder Street & Jakkalsvlei Avenue, Bonteheuwel, 7764 Office location: Central Park Primary School, Juniper Street, Bonteheuwel
Cape/Kaap Agulhas Tribune	Tel: 028 435 7603/078 848 7320 Fax: 086 697 2432 E-mail: redaksie@kaapagulhastribune.com Postal Address: PO Box 615, Struisbaai, 7285 Office location: 11 Krom Street, Struisbaai, 7285 Website: www.kaapagulhastribune.com
Chalkline	Tel: 021 987 7062 Fax: 021 987 7063 E-mail: willida@peachcom.co.za Postal and Physical Address: 101 Dorp Street, Peerless Park North, Kraaifontein, 7570
Coastal News	Tel: 022 772 1207 Fax: 022 772 0398 E-mail: coastalnews@mweb.co.za Postal Address: PO Box 512, Myburgh Park, Langebaan, 7357 Office location: Gateway Centre, 3 The Barn, Mykonos, Langebaan
Islamic Media Agency	Tel: 021 697 2294 Fax: 021 6972304 E-mail: info@islamicmedia.co.za Postal Address: PO Box 14383, Lansdowne, 7779 Office location: 466 Lansdowne Road, Lansdowne Website: www.islamicmedia.co.za
Die Courant/Free Gig	Tel: 022 487 3221/022 482 3696 Fax: 086 699 6276

	E-mail: johan.viljoen@freegig.co.za Office location: 71 d Voortrekker Street, Malmesbury, 7300 Website: www.diecourant.co.za
Die Piketberger	Tel: 022 913 1796 Fax: 022 913 1750 E-mail: diepiketberger@gmail.com Office location: Piketberg Website: www.piketberg.com

Elgin Grabouwer	Tel: 021 859 1682 Fax: 021 859 1689 E-mail: ed@grabouwer.co.za Postal Address: PO Box 404, Grabouw, 7160 Office location: Jailhouse Square, No. 14 Worcester Street, Grabouw
Gansbaai Media (Gansbaai Koerant & Gansbaai Herald) (not independent)	Tel: 028 384 1473 Fax: 028 384 2397 E-mail: courant@itec.co.za Postal Address: PO Box 933, Gansbaai,7220 Office location: Cnr Fabriek and Barnard Street, Gansbaai, 7220
George Herald (not independent)	Tel: 044 8742424 Fax: 044 8741393 E-mail: mandi@groupeditors.co.za Postal Address: PO Box 806, George, 6530 Office location: Ring Road, George Industria, George
Greyton Sentinel	Tel: 028 254 9061 Fax: 028 254 9061 E-mail: greysentinel@telkomsa.net Postal Address: PO Box 312, Greyton, 7233 Office location: 24 a Oak Street, Greyton
Knysna Plett Herald (not independent)	Tel: 044 382 1185 Fax: 044 3823802 E-mail: kph@ctp-mail.co.za Postal Address: PO Box 1339, Knysna, 6570 Office location: 21 Spring Street, Knysna
Langeberg Bulletin	Tel: 028 514 2354 Fax: 028 514 3646 E-mail: bulletin@telkomsa.net Postal Address: P O Box 612, Swellendam, 6740 Office location: 12 Nelson Street, Swellendam
Montagu Mail	Tel: 023 614 3011 Fax: 023 614 3011 E-mail: montagumail@compuservice.co.za Postal Address: PO Box 687, Montagu, 6720 Office location: 21 Bath Street, Montagu Website: www.montagumail.co.za
Moorreessburg Mail	Tel: 022 433 3610 Fax: 022 433 3610

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Mossel Bay Advertisers (not independent)	Tel: 044 690 7156 Fax: 044 691 3234 E-mail: mba@ctp-mail.co.za Postal Address: P O Box 15, Mossel Bay, 6500 Office location: 9 Church Street, Mossel Bay
Muslim Views	Tel: 021 638 4064 Fax: 021 638 1630 E-mail: editor@mviews.co.za or info@mviews.co.za Postal Address: P O Box 442, Athlone, 7760 Office location: 3 Breys Centre, Athlone

Ons Kontrei	Tel: 027 213 2074 Fax: 027 213 2075 E-mail: admin@onskontrei.co.za Postal Address: P O Box 140, Vredendal, 8160 Office location: Vredendal Website: www.onskontrei.co.za
Overstrand Herald	Tel: 028 271 3394 Fax: 028 271 3394 E-mail: hangklipmedia@lando.co.za Postal Address: PO Box 327, Kleinmond, 7195 Office location: 101 Hoofweg, Kleinmond
Southern Post/Suider Nuus	Tel: 028 424 1205 Fax: 028 425 1237 E-mail: suidernuus@isat.co.za Postal Address: PO Box 374, Bredasdorp, 7280 Office Location: 54 Kerkstraat, Bredasdorp, 7280
Standford River Talk	Tel: 028 341 0077 Fax: 028 341 0077 E-mail: newleaf@netactive.co.za
Swartland Ads	Tel: 022 487 2073 Fax: 022 487 2580 E-mail: swartlandads@telkomsa.net Postal Address: PO Box 517, Malmesbury, 7299
The Herald	Tel: 027 213 5400 Fax: 027 213 5400 E-mail: koearantman@gmail.com Postal address: 6 Voortrekker Street, Vredendal, 8160
The Pink Tongue	Tel: 021 488 4186 Fax: 021 488 4110 E-mail: garydeklerk@inl.co.za Postal Address: PO Box 56, Cape Town Office location: 122 St Georges Mall, Cape Town Website: www.pinktongue.co.za
Winelands Echo	Tel: (021) 862 9278/076 219 6534 Fax: (021) 862 9278 E-mail: winelandsecho@exclusivemail.co.za or ads.wlecho@gmail.com Office location: 22 Bordeaux Street, Lustigan Village, Paarl, 7646 Website: www.winelandsecho.co.za

Witzenberg Herald	Tel: 023 316 2021/3 Fax: 023 316 2021/3 E-mail: heraldceres@intekom.co.za Postal Address: PO Box 697, Ceres, 6835 Office location: 35 Voortrekker Street, Ceres Website: www.witzenbergherald.co.za
Overberg Nuus	Tel: 028 425 1950 Fax: 086 653 0799 E-mail: hagel@telkomsa.net

Caledon Kontrei Nuus (not independent)	Tel: 028 214 1294 Fax: 028 214 1441 E-mail: kontreinuus@com2000.co.za Postal Address: P O Box 561, Caledon, 7320 Office Location : 34 Church Street, Caledon
Hermanus Times & Overberg Venster (not independent)	Tel: 028 312 3717 Fax: 028 312 4316 E-mail: editor@hermanustimes.co.za or nuus@overbergvenster.co.za Postal Address: P O Box 96, Hermanus, 7200 Office Location: 1 Aberdeen Steet, Hermanus Website : www.hermanustimes.co.za
Swartlander	Tel: 022 482 3818 Fax: 022 482 3818 E-mail: redakteur@swartlander.co.za
Westlander (Weskus Media)	Tel: 022 713 1251 Fax: 022 713 2487 E-mail: abuckle@media24.co.za Postal Address: PO Box 1446, Vredenburg, 7380 Office location: 26 Veldrif Road, Vredenburg, 7380
Paarl Post (not independent)	Tel: 021 870 3700 Fax: 021 8729280 E-mail: edit@paarlpost.co.za Postal Address: P O Box 248, Paarl, 7620 Office location: 8 Jan Van Riebeek Drive, Paarl Website: www.paarlpost.com
Action Ads	Tel: 044 382 6673 Fax: 044 3825167 E-mail: july@actionads.co.za of ads@actionads.co.za Postal Address: PO Box 1291, Knysna, 6570

	Office location:29 Grey Street, Knysna Website: www.actionads.co.za
Bitou News	Tel: 044 533 3191/044 5330295 Fax: 044 533 3684 E-mail: editor@bitounews.com Office location: 7 Virginia Street, Plettenberg Bay, 6660 Website: www.bitounews.co.za
CXPress	Tel: 044 5333 1004 Fax: 044 533 0852 E-mail: editor@cxpress.co.za Postal Address: PO Box 1449, Plettenberg Bay, 6600 Office location: 6 Park Lane, Plettenberg Bay Website: www.cxpress.co.za

De Poort	Tel: 084 471 0782 E-mail: depoort@mweb.co.za Postal Address: PO Box 135, De Rust, 6650
Die Hoorn	Tel: 044 272 5605 Fax: 044 272 5604 E-mail: nuus@hoorn.co.za Postal Address: PO Box 1765, Oudtshoorn, 6620 Office location: 16 Queens Square, Voortrekker Road, Oudtshoorn, 6620 Website: www.diehoorn.co.za
Free Ads	Tel: 044 382 0715 Fax: 044 382 0716 E-mail: freeads@lloydgroup.net
Gons	Tel: 044 272 3333 Fax: 044 272 0071 E-mail: info@gonsmedia.co.za Office location: Samuel Workman House**,** 43 Baron Van Reede Street, Oudtshoorn, 6625 Website: www.gonsmedia.co.za
Die Herrie	Tel: 044 272 5688 Fax: 044 272 2439 E-mail: deherrie@mweb.co.za Postal Address: 127 Kerk Street, Oudtshoorn, 6625 Website: www.herrie.co.za

Karoo Kloof	Tel: 082 448 7975 Fax: 086 650 1805 E-mail: karookloof@gmail.com Postal Address: PO Box 109, Uniondale, 6460 Office location:1 Queen Street, Uniondale
Knysna News	Tel: 044 533 3191 Fax: 044 533 3684
Outeniqua Gazette	Tel: 044 873 4401 Fax: 086 654 6413 E-mail: gazette@mediaactive.co.za Postal Address: 45D York Street, George, 6529 Office location: As above
Prince Albert Friend	Tel: 044 873 4401 Fax: 086 654 6413 E-mail: gazette@mediaactive.co.za Postal Address: 45 D York Street, George, 6529 Office location: As above
South Cape Forum	Tel: 028 713 2468 Fax: 028 713 3403 E-mail: skf@ctp-mail.co.za Postal Address: PO Box 524, Riversdale, 6670 Office location: 9 Heidelberg Road, Riversdale
The Big Tree Bulletin	Tel: 083 346 7766/044 213 3939 Fax: 086 518 6693 E-mail: bishopsorchard@telkomsa.net Postal Address: P O Box 50, Calitzdorp, 6660 Office location: 21 Voortrekker Street, Calitzdorp, 6660
The Courier	Tel: 023 414 2615 Fax: 023 414 2615 E-mail: courier@isat.co.za Postal Address: P O Box 64, Beaufort West, 6970 Office location: 5 Thompson Street, Beaufort West
The Edge	Tel: 044 343 2415 Fax: 044 343 2456 E-mail: webbs@mweb.co.za Postal Address: P O Box 1424 Sedgefield, 6573 Office location: Shop 7, Forest Lodge Complex,

	Sedgefield on Sea Website: www.edgecommunitynews.com
Valleier	Tel: 028 356 3581/078 354 2233 Fax: 023 3563581 E-mail: valleier@gmail.com Postal Address: PO Box 331, De Doorns, 6875 Office location: Glenoak Farm, De Doorns, 6875
Wild News	Tel: 044 877 1065 Fax: 086 618 3532 E-mail: wild@wildnews.co.za

Appendix B

Survey of Rural Newspapers in the Western Cape – Desk Survey

1. Name of paper	
2. Frequency of publication	
3. Town of publication	
4. Contact Details:	**Tel:** **Fax:** **E-mail:** **Postal Address:** **Office location:**
5. Staff listed in the newspaper	**Total number listed staff:** **Name --------------------------- Position**
6. Geographical distribution	

7. Day of publication	
8. Number of pages	
9. Size	☐ **- A4** ☐ **- Tabloid** ☐ **- Broadsheet**
9. Colour	☐ **- Full colour throughout** ☐ **- Black and white throughout** ☐ **- Spot colour**

10. The newspaper content includes:	☐ **- Adverts** ☐ **- Small ads** ☐ **- Letters to the editor** ☐ **- Editorial**

Appendix C

Survey of Rural Newspapers in the Western Cape – Field Research

1. Do you belong to a larger media company or are you independent?	
2. When were you established?	
3. What kind of business structure do you have?	- CC (Close Corporation) - Pty (Ltd) - Non-profit - Other
4. How many staff do you employ?	
5. Do you do your layout and design in-house or is it outsourced?	
6. Please choose a print-run profile:	- 5 000 and under - 10 000 and under -15 000 and under - more than 15 000

7. Do you own your own printing press?	
8. If not, who do you print with?	
9. Which town do you print in?	
10. Please choose the appropriate cost range which reflects your printing costs:	_____ under R7 000 _____ between R7 000 and R10 000 _____ between R10 000 and R12 000 _____ between R12 000 and R15 000 _____ over R15 000
11. Do you distribute the newspaper yourself or do you contract it out?	
12. The MDDA would like to explore ways of providing assistance to independent newspapers in the province. Using a scale of 1 to 3 (with 1 being the most important), please rate the following challenges your business may face and where you would welcome any assistance:	**Business Challenge** **Rating** Marketing and advertising procurement [RATING ....] Distribution and sales [RATING ....] Affordable printing [RATING ....]

	Financial planning [RATING ....] Sourcing appropriate news copy and articles [RATING ....] Layout and design expertise [RATING ....] Administrative expertise and staff [RATING ....]
13. Do you have a website? If so, what is the address?	

Appendix D

Interviewees and Resource People:

Raymond Joseph, Media Trainer and Consultant

Mansoor Jaffer, Community Media Activist and Trainer

Fadhiel Manuel, Community Media Activist and Entrepreneur

Anton van Zyl, Editor and Owner, *Zoutnet Publications*

Patrick Rudolf, Editor, *Community News*

Jan Geetse, Manager, *Caxton Newfactory*

Aniela Batschari, Director German Development Services (DED)

Aubrey Ngoqo, Manager and Editor, *Mdantsane News*

Mark Weinberg, Director, *AIDC/Amandla*

Wanele Fana, Editor, *Skawara News*

Louise Vale, Manager, *Grocott's Mail*

Raphael Hector, Printer

Grant Williams, DTP Specialist Trainer and Consultant

Celestine Doty, DTP Specialist Trainer and Consultant

Karen Thorne, Manager, Cape Town Community TV

John Berndt, Community Media Activist and DTP Trainer

Oupa Lehulere, Director, Khanya

Juani Walters, Editor, *Langeberg Bulletin*

Roland Adams, Head of Department of Journalism, Cape Peninsula University of Technology

Appendix E

Quote for Printer

PETER GAYLARD c.c. t/a
Reg. No. CK 95/14344/23

BUSINESS

TECHNOLOGY CENTRE

7 Tylden Street
P.O.Box 298

Queenstown 5320

Tel.: 045 – 839

2183 Fax.: 045 – 839 4727
IDASA **07 JULY 2009**
CAPE TOWN

ATT: SHEPI

QUOTATION ON FULL COLOR INKJET PRINTER

Dear Sir
We thank you for the opportunity afforded to us in investigating your requirements and have pleasure in submitting our quotation as follows:

1 X RISO HC5500 FULL COLOUR INKJET HIGH SPEED PRINTER
R490 500.00

- **PRINTS 120 PAGES PER MINUTE**
- **DUPLEX PRINTS 96 PAGES PER MINUTE**
- **PRINTS 7200 PAGES PER HOUR**
- **RELAIBLE- NO HEAT,NO TONER**
- **NON- IMPACT PRINTING MEANS FEWER JAMS**
- **SIMPLE TECHNOLOGY: PRINT HEAD & INK**
- **DUTY CYCLE: 500 000 PAGES PER MONTH**
- **LOW ENERGY CONSUMPTION**
- **LOW COST: 3c PER PAGE FOR FULL- COLOR**
- **LESS THEN 1c PER PAGE FOR MONOCHROME**
- **RESOLUTION: NORMAL – 600DPI , FINE – 900DPI**
- **PRINTER MEMORY: 640MB**
- **HC PRINTER MAIN UNIT : 5500**
- **MULTI TRAY FEEDER ll**
- **HC CONTROL PCB C**
- **RISO AUTO – CONTROL STACKING TRAY**
- **ELO NEW TOUCH PANEL**
- **HC FINISHER B (FULL BOOKLET MARKER)**
- **FINISHER CONNECTION UNIT**
- **HC SCANNER & SCANNER STAND**
- **CONTROLLER IS700C COM COLOUR EXPRESS**
- **SWING SORTER (OFFSET SORTING)**
- **WIDE STACKING TRAY**
- **ONCE OFF 1st INSTALLATION KIT**

TO SUPPLY & DELIVER TO CAPE TOWN

CONSUMABLES
HC BLACK INK(YIELD 16 000 PRINTS)
R1 830.00
HC CYAN,MAGENTA & YELLOW INK(YIELD 16 000 PRINTS)
R4 325.00
HC STAPLE BOOKLET (4X5000) (STAPLES FOR BOOKLETS)
R1 170.00

DELIVERY,CONNECTION & 2HRs TRAINING FREE!!!

NB: THERE IS ONLY ONE UNIT LEFT AT THE FACTORY. SO DON'T DELAY DECIDE TODAY.

PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

****ALL PRICES INCLUDES VAT****

QUOTATION VALID FOR 7DAYS ONLY

Yours Faithfully

REUBEN ARENDS
SALES REP
(082 563 0035)

Appendix F

Print Newsroom Setup Cost Estimation

Roland Adams, HOD Journalism Department, CPUT

Print newsroom

There are cheaper options available, but for an optimal and efficient newsroom, the following would be my recommendations:

General requirements

- Space (office selection should be sufficient to accommodate seven workstations);
- Staff selection (at least two sub-editors, five reporters, one photographer);
- Advertising versus sponsored space, or a combination of the two;
- Design and layout, using desktop publishing;
- Proofreading;
- Pre-production or reprographics work (preparing pages for print);
- Printing costs (digital or off-set);
- Circulation.

Hardware requirements

- Two Apple Macintosh computers, one for design and page layout, the other for picture downloads, cropping and sizing;
- Five PCs with standard Windows;
- One A3 colour laser printer;
- One Nikon camera with flash.

Software requirements

- InDesign 7 for Macintosh
- Photoshop for Macintosh
- Windows 7 (or any other version)

Newsroom pricing list (estimate)

2 x Apple Mac Pro (R37 000 each) = R74 000

5 x PCs (R5 000 each … you can get this for much cheaper) = R25 000

1 x A-3 colour laser printer = R12 000 (cartridges are expensive and not included in this list)

1 x Nikon S7 = R14 000

1 x Nikon flash = R6000

2 x InDesign 7 software licences (R6 500 each) = R13 000

1 x Photoshop licence = R6500

5 x Windows 7 (R1 900) = R9500

Total newsroom cost: R160 000

Additional costs:

- Newsroom desks and chairs;
- Laser printer cartridges;
- MacTalk (a software that allows PCs to be linked to an Apple Macintosh … however, if reporters save their stories as 'plain text' or 'rich text' on their PCs, Mac will read these saved stories). Another option is to purchase Windows for Mac;
- Network or rather Internet access to link computers (including the Macintosh machines). Reporters and sub-editors may require Internet access for research purposes, and of course e-mail accounts;
- Flash drives for reporters if there is no MacTalk software or network available (about R1 500 for 32 GB);

- Printing costs – off-set is still better but digital is quicker … four A3 pages, full colour (say 500 copies) will cost about R7000 through digital printing. The quality of the printing paper plays an important role in determining the cost;
- Transport (this is a real cost, which I have ignored to my detriment);
- Batteries for camera flash.

Note: Page layouts can be saved as public domain files (PDFs) for the printers (this helps to overcome problems with typefaces and colours).