

# Print Media S.A Fellows – 2009 Awards

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Print Media South Africa (PMSA) awarded Sarel du Plessis and Mike Robertson with Print Media Fellowships in recognition of their tireless contribution to the print media at the Mondi Shanduka Newspaper Awards ceremony on Wednesday, 6 May.

## Winners

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### **Mike Robertson**

(CEO - Avusa Media Division)

Mike was born in Durban where he matriculated at the Parkhill High School. Mike is currently the CEO of Avusa Media Division. He holds a B.A from the University of Natal in Economic History and African Government. Mike has worked various positions with publications such as The Sunday Times, Business Day, The Morning Group and The Daily Mail. He was appointed (1996) the editor of The Sunday Times after serving as Deputy Assistant Editor and then Assistant Editor of The Sunday Times.

02

### **Sarel du Plessis**

Sarel's career spans almost 4 decades, of which the majority has been in the advertising and marketing environment. He has presented the Print and Publishing Industry in many industry platforms, inter alia Print Media SA, SAARF, SAPA and ASA, always encouraging and promoting the co-operation of the major media players to the advantage of the Print and Publishing Industry.

Although Sarel is serious about business, he is known as a fun and innovative guy. While working at the Republican Press he made his debut in photo comic strips (hope this is the correct term?) quite popular at the time.

Sarel headed up Ads24, Media24 Newspaper's national sales and trade marketing division, twice. In 2000 Sarel was involved in establishing the Ads24 brand. In 2008 Sarel headed up Ads24, re-organising and rebranding the organisation.

Sarel won the Media24 Innovation Prize in 2007 for his extremely successful brand extension at RCP - the Rapport "Ons sing jou taal" music CD's and concerts.

CEO of RCP Media - publisher of Rapport, City Press and Sondag  
Chief executive officer of Ads24 - advertising and trademarketing  
business unit of Media24 Newspapers.

Senior general manager and publisher of Media24's Sunday newspapers  
(Rapport/City Press/Sunday Sun/Sondag).

Chairperson of Mooivaal Media - Publishing House of 10 newspapers  
distributed in the Vaal Triangle and North-West Province.

Chairperson of the South African Advertising Research Foundation  
(SAARF).

Chairperson of the South African Press Association (SAPA).

Serves on the board of Natal Witness Printing & Publishing.

39 years in the business of which the majority were in the advertising and marketing environment. Previously at Republican Press (7 years); Times Media Limited (7 years) and a partner in an advertising agency (3 years).