

"Mainstreaming Tabloids" conference in May 2011

The Media24 Journalism Academy is bringing experts, tabloid editors and top speakers for a conference titled "Mainstreaming Tabloids" to be held from 8.30am to 4.30pm on May 13 2011 at Media Park, 69 Kingsway, Auckland Park, Johannesburg. The conference will discuss the nature, challenges and future of tabloid journalism and journalistic skills and business models that lead to success of this model.

Issues on the table

The conference will explore such issues as:

- What exactly is tabloid journalism? Is it "normal" journalism with a twang, or is it a complex and difficult journalism with a completely different focus and style?
- What do loyal tabloid readers say and how have they influenced the evolution of tabloids?
- If tabloids are here to stay, are university journalism departments embracing this new development with the same hype as they did online journalism?
- Does South Africa have the journalistic skills to produce top-notch tabloids?
- Is advertising revenue following these millions of readers or are advertisers reluctant to recognise the aspirations of tabloid readers?
- What are the signposts of the future of tabloids, given the technological advances of consumers?

Speakers

- Bill Coles, international tabloid expert from the UK
- Deon du Plessis, founder of the *Daily Sun*
- Tabloid editors Themba Khumalo (*Daily Sun*), Elliott Sylvester (*Voice*), Andrew Koopman (*Son*), and Wally Mbhele (*Sunday World*)
- Jos Kuper, internationally renowned media researcher of FutureFact
- Herman Wasserman, author of *Tabloid Journalism in South Africa*
- Award-winning tabloid writer Prince Chauke
- Francois Groepe, outgoing Media24 CEO
- Fergus Sampson, Media24's CEO of Emerging Markets
- Harry Herber of The MediaShop

For more information contact the Media Park on +27 11 713 9579 or academy@media24.com