

Zimpapers News

July 2021



Zimpapers introduces News App

CONTENTS



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Executive BRIEF



Pikirayi Deketeke
CEO

Colleagues, I trust that you are holding strong in the face of the third wave of the Covid 19 pandemic. I know that almost everyone of us is either directly affected or someone we love and care about is affected.

We continue to thank the Almighty for preserving our lives. I thank you for responding in such large numbers to the vaccination campaigns we are carrying out. Although there are still pockets of resistance here and there, I am confident that as we continue to share more accurate information, everyone will see the need to be inoculated.

I am glad to announce that as Head Office, we have reached 100 percent herd immunity as everyone has been vaccinated. Statistics also show that the majority of the managers in our

divisions have been vaccinated. So you have no reason not to take the jab. National statistics also show that the majority of people are developing Covid-related complications and dying are not vaccinated.

Let me also emphasize that our whole business hinges on a healthy workforce and healthy customers out there.

We are already half way through the year and our performance has been good.

The business has shown tremendous resilience against the backdrop of the ravages of the Covid-19 pandemic, which has taken a major toll on the economy.

We have seen positive growth on our revenues with our bottom line moving from a half-year profit of slightly less than a million Zimbabwe dollars to a growth of 10,000 percent to sit at ZWL\$99 million over the last five months, driven mostly by the rebound in our digital and publishing operations.

Our topline grew by 588 percent compared to the same period last year. The group earned about ZWL\$796 million over the past five months while last year our revenues were sitting at ZWL\$115 million.

While last year the newspaper business, which is our biggest operation in terms of employees and assets, was reeling from the devastating impact of Covid-19, this year we were more prepared to respond to the economic impact of the pandemic.

Both our print and digital operations managed to stay afloat through various innovations such as substituting print copies with e-papers to maintain our

circulation subscriptions while an aggressive advertising campaign was launched to grow volumes.

We have now seen a major rise in our digital revenues and profits following the full migration of some of our print publications to e-papers complemented by a drastic reduction in costs.

This has enabled us to keep our newspapers alive and profitable.

We are now able to reach far more audiences through our multiple platforms, be it newspapers, digital, radio and television.

In this regard, our digital assets continue to grow, spread across from paid subscriptions, ad-based revenue to a hybrid of WhatsApp advertising and subscriptions.

Our paid subscriptions include mobile news on SMS platforms, e-papers, e-editions via USSD, docsend and Zimpapers News App- which is our latest and most exciting innovation that was developed in conjunction with our New York based partners, PD House. This app embodies all our media offerings on one platform .

Our ad-based revenue continues to ride on our 15 websites, social media, BH24, Home Style magazine, all the radio stations (Star FM, Diamond FM, Capital and Nyaminyami) and ZTN television websites.

The digital revenue streams include online banners, Google Ads, social media marketing, mobile network news, YouTube and subscription services.

In this second half of the year, our focus will be on developing further the digital products.

The introduction of the Zimpapers App is one of the initiatives that will ensure that we are accessible and remain

relevant. Audiences want to receive relevant and shareable content on devices of their choice. And we know that these days, people want everything to come to their smart phones. The App we have developed together with our partners PD House, guarantees our audiences of an excellent user experience. Our challenge is to up our game in terms of ensuring a constant flow of relevant content.

We are also developing formats around reader revenues, which is really trying to move away from models that are advertising based and develop models that ensure that those who consume content will pay for it. So we are basically talking about digital revenue diversification. As I write, our teams are busy working on these new revenue models.

This means we need to develop our content to such levels that people would want to pay for it. Research is being done to understand what kind of content our audiences will pay for.

The onus will be on the editors and their journalists to deliver that content. This is the only way to guarantee or full proof our journalism or business into the future because most people are reading content online.

For a long time, we have been focusing on the periphery of digital and not going to the meat of it. The meat of it is reader revenue. This is the future of our business. We recently participated in the annual Digital Media Africa conference, which was held virtually. The presentations there confirmed that the path we are taking is the right one. We just now need to move faster because other media houses in countries like Kenya and South Africa are far ahead of us.

Our audiences are increasingly becoming younger and are already paying for content elsewhere. So if we come up with content that is relevant to them they will pay for it.

Our focus will therefore be on how to monetise our platforms and how to improve the quality of our stories. We need to galvanise all our platforms and create this massive digital footprint to ensure we are everywhere.

I encourage you to come forward with your ideas on what you think we can do with the different products. Our Public Relations team will communicate on how you can put forward your ideas if you feel you are not getting an audience in your respective departments.

Let me turn to our traditional commercial printing business, Natprint and Typocrafters. Both did not do so well this past five months due to problems with machine breakdowns and delays in accessing foreign currency to import raw materials.

We have now invested in additional printing and processing capacity to ensure that we fully service the needs of our diverse customers. We are happy though that both Natprint and Typocrafters continue to be the leading players in the printing and packaging industry.

Looking at the future, we believe the investments we are putting in television, complemented by the granting of a DTT license by the Broadcasting Authority of Zimbabwe late last year, will ensure that Zimpapers continues to be the media of choice.

A lot of work has been put into the construction of new and unique studios in Harare, Bulawayo and Mutare, new and exciting content formats are being developed, our technical

and transmission capacity is also being fully developed while our market relevance has now been fully established as shown by the commercial support from government, donors, NGOs, companies and others.

We started broadcasting live all the important local football games with huge following on our online platforms, which is a big endorsement of our product offering. Although this has been interrupted by the third wave of Covid 19, I am confident that we will soon be broadcasting again.

Our greatest asset remains you, our dedicated workforce, who continue to drive our business across the group. We will continue to make sure that we offer competitive remuneration through regular salary adjustments and performance bonus schemes.

A lot of effort continues to be put into training, particularly digital skills, that will guarantee the continued existence of the business in this fourth industrial revolution.

We have also invested heavily in protecting you against the Covid-19 pandemic through the provision of PPEs, testing, social distancing, vaccination as well as creating an agile working environment where some of you can work from home.

We have also set up clinics at our premises in Harare and Bulawayo as well as wellness centres.

Please make use of them. And if we all get vaccinated, we will be able to once again enjoy spending time in the gyms that we have made available.

My overriding message to you is that all these ambitious plans will come to nothing if we don't overcome Covid 19. And the only way to do so is to get vaccinated.



GM Shayamano

Tawanda Musarurwa

It's not uncommon for companies to talk big on re-investment and innovation, but Zimpapers management is doing the business, putting their money where their mouth is.

Over the first half of the year, the diversified media group has invested heavily in technology and innovation in line with its stated 'digital first strategy', which gives the business resiliency against unexpected shocks such as the Covid-19 pandemic, but also ensures that it is future-proof.

Investing in Digital

In the year to date, the

group has accelerated its investment into the digitalisation strategy. Said general manager Marks Shayamano:

"With respect to ongoing re-investment in the business, the idea is to create a future for the business. The scope of re-investment is underpinned by digitalisation, innovation and modernisation.

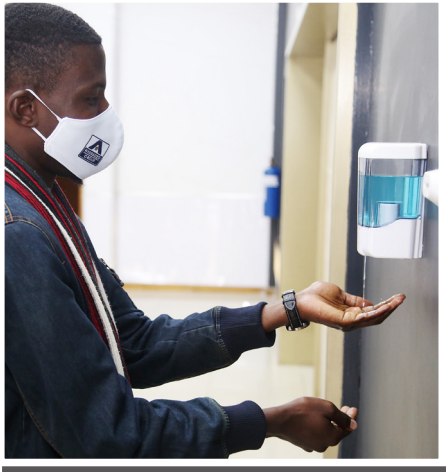
"In this regard, we have done and continue to do investments in manpower, specifically on reinforcing the digital teams. And from this we can see that the contribution of our digital assets to the topline has increased from 3 percent to around 8 percent. And we are targeting to get to 20 percent by year-end through enhancing the revenue generation ca-



capacity of our websites and social media platforms."

Last year, Zimpapers fully digitised five of its publications namely, the Business Weekly, Umthunywa, Kwayedza, Suburban and B-Metro, to add to already existing digital assets such as BH24.

"The idea is that once hard copy revenue declines to a certain level, digital revenue should have taken over by



then. We are aiming to be like the New York Times, whose digital revenue currently already exceeds revenue from hard copy sales," said the general manager.

Modernising Infrastructure

Critical too is ensuring that Zimpapers' infrastructure and systems reflect this digital roadmap.

Mr Shayamano highlighted ongoing modernisation at all of the group's buildings.

"If you look at our foyer, we are modernising it, for example, installation of face recognition technology instead of finger print recognition as we reduce points of contact due to Covid-19.

"And with regards to the pandemic, as you have seen we have placed automatic sanitizers at all entrances and

strategic points. We are also fumigating consistently."

Tools of Trade

With the company's business model fundamentally premised on availing content on both the traditional and new digital platforms, the general manager emphasized the need to effectively equip its employees.

"In terms of tools of trade, we are capacitating our employees with new phones, laptops and other key digital equipment, which are vital in operating in increasingly digitalised workspaces.

"We have also acquired

new vehicles, especially for the newsrooms so that our reporters are on the ball to get top quality news."

In an increasingly digitalised world, talk of modernisation and innovation often overshadow even the simple fact that remain human beings.

But it's a fact not lost on Zimpapers management. So much so that they have maintained the canteen well subsidized, with employees getting meals at under 15 percent of the most affordable external canteens.

Zimpapers introduces News App

In its quest for innovation, Zimpapers has launched a new product under its digital portfolio, the Zimpapers News Application, which is already available on Google's Play Store and Apple's App Store.

Chief Executive Officer

Mr Pikirayi Deketeke describes this technological advancement as the new normal in this increasingly digital era which has been even more pronounced since the advent of COVID-19.

"The emergence of COVID19 fast tracked the consumption of digital services. Readers are migrating from print to digital while computers and mobile handsets have flooded the market with network coverage being widened. These developments have brought forth opportunities and challenges for content producers like ourselves; with exciting new changes to the production, dissemination and consumption of news," he said.

Mr Deketeke said the new app will provide an all in one news service with all

of the Group's newspapers, radio stations and TV network being available at the click of a button where they will provide a seamless and interactive platform on which to enjoy news and entertainment.

"Regular content updates will be available on the app as we will now expect our journalists to push content from wherever they will be in the world. You don't have to be in the newsrooms anymore to push content as the back-end of the app can also be accessed on your mobile phones."

Zimpapers has always been cognisant of the importance of partnerships with likeminded, forward thinking technical partners which has led to the successful rollout of products like the Mobile News Services and WhatsApp."

For this particular app, the company teamed up with PD House Inc, a United States based company owned by young vibrant Zimbabweans who have ensured that the interoperability of the new app is second to none.

Zimpapers App Internal Campaign

This is how we are welcoming our newest baby in the Zimpapers Group; The Zimpapers News App. We are running an internal campaign to get our staff to download and share the App; those with the highest downloads get to win prizes. We have Flask cups, branded masks, free lunch for a month, branded shirts among others.


When you first share the App a unique code is created for yourself and each time you share the App using the unique code you get 2 points that you can redeem. They will accumulate so those with points starting from 100 points are automatic price winners. Those who reach 500 plus points qualify for a raffle draw to walk away with cellphones.

Let's embrace our product and be our own brand ambassadors. This is an opportunity for ALL Zimpapers employees to market and share the platform with as many people as possible. You will be rewarded for just making your network download this.

Share the App with as many people as you can so they can download. Include your friends and relatives in the Diaspora.

Visit or call the PR Office on extension 1390 for more information.

We are in this together. It begins with us; Proudly Zimpapers Employee. Download and Share.



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Download the Zimpapers App today!

For only **US\$1.99/pm**, enjoy instant access to:
10 Newspapers, 4 Radio Stations & ZTN content on demand.

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ZTN makes history with new product

ZTN Correspondent

As Zimpapers Television Network (ZTN) enters the home-stretch of its digital terrestrial television preparations, the network has released a new and unique product – an all-sign language news programme.

Known as World in 5, the five-minute production is the first such product in Zimbabwe.

According to the United Nations Convention on the Rights of Persons with Disabilities, Zimbabwe has over one million people with various forms of disability.

Roughly 12 percent of them are hard of hearing.

World in 5 is hosted by

Madeline Yohane, and ensures the hard of hearing are always in touch with news around them.

Yohane, one of Zimbabwe's leading sign-language interpreters, said: "People who are deaf depend on sign language for communication. Sign language is their native language.

"It is also their first language like those who speak Shona, Ndebele etc.

"Constitutionally, sign language is one of the official languages.

"Due to the nature of their language, their hands and eyes are also highly valued meaning hands and eyes are the main key to their language, I would want to believe eyes are their ears."



ZTN studios Bulawayo construction in pictures



Cletus Mushanawani

THE Manica Post has been commended for complying with the World Health Organisation and Ministry of Health and Child Care's guidelines on Covid-19.

The commendation came from the Parliamentary Portfolio Committee on Information, Publicity and Broadcasting Services after its tour of the Mutare Unit on June 29.

The committee was in Mutare on a nationwide tour to assess media houses' levels of compliance with Covid-19 regulations.

Chairperson of the committee and Matebeleland South Proportional Representative Member of the National Assembly, Honourable Sipho Ndlovu-Mokone said the newspaper has put in place adequate and effective measures to combat the spread of the pandemic.

"We are pleased to note that The Manica Post has decongest-

Parliamentary Committee tours Manica Post

ed its workplaces, with some staff members working from home.

"The employees are being provided with personal protective equipment such as hand sanitisers and faces masks; while employees are also being ferried to and from work to minimise their risk of contracting the virus.

"The premises are fumigated regularly, while employees are always screened and sanitised before entering the building. We had our temperature checked before entering this building and that is highly commended," she said.

Hon Ndlovu-Mokone also

said the Parliamentary Portfolio Committee will ensure the safety of journalists as they are key to national development.

"Journalists are essential workers and their safety is of paramount importance. We have lost some key members of the sector to Covid-19. We need to ensure that no more lives are lost in the media sector. We will continue monitoring the journalists' workstations to ensure that employees are adequately protected," she said.

Hon Ndlovu-Mokone also hailed The Manica Post for consistently disseminating information on the Covid-19 pandemic.



Tawanda Musarurwa

The country's biggest integrated media house, Zimpapers continues to strengthen its internal health systems in order to cope with the ravaging Covid-19 pandemic.

Zimbabwe is currently in the midst of a third wave, with official figures showing that the country had recorded 85 732 cases and 2 697 deaths as at July 19, 2021.

Clinic Infrastructure

To the extent of the risks posed by the Covid-19 pandemic, the group is working to improve its health facilities, including the setting up of a new clinic at Herald House in Harare.

According to management, the site for the Harare clinic will soon be verified by the Assistant General Manager, with indications that the proposed site is on the 4th floor of the building.

Meanwhile, rehabilitation of the Bulawayo clinic is currently underway.

Decongestion

The group's decongestion plan was done in line with the Government recommendations, and social distancing and masking up is being adhered to.

For the quarter under review, two positive cases were recorded, and in line with group policy, the individuals were issued with hampers and medical kits to assist with their recovery. Company nurses have been monitoring the condition until recovery and are providing counselling.

The Division is also purchasing

Zimpapers strengthens internal health systems

hampers for staff who will be in isolation and improved medical kits will soon be distributed to all staff to boost their immune systems.

Addressing Psychological Strain

Management has noted that as a result of the Covid-19 pandemic, there has been a rise in mental health issues. To mitigate mental health issues the group has engaged Connect Zimbabwe who will provide training services on mental health awareness and sensitization to staff.

The group is currently working on a Memorandum of Agreement whereby Connect Zimbabwe will provide mental health counselling and treatment services to staff.

Having noted the emergence of the third wave of the pandemic, some members of staff have relatives testing positive resulting in psychological strain, which affects productivity. To this extent human resources is extending time off for these members of staff to attend to family members who have been affected.

Other Initiatives

The group has installed automatic

sanitizer dispensers at all strategic entrance points. And in line with the lockdown measures that were announced by Government at the onset of the third wave, operations at its gyms have been suspended so as to curb the spread of the highly infectious virus.

Disinfection of the Division's workplace is being done twice a week. And the Zimpapers Covid-19 reaction team frequently monitors compliance issues on all Covid-19 regulations.

The Division purchased and distributed PPE for employees in its Harare and Bulawayo factories.

During the quarter under review, the Mutare Staff Nurse resigned (in May), and the recruitment process for replacement is currently underway.

Occupational Health and Safety

On safety issues, the group did not experience any lost time due injury as a result of accidents in its work environment.

Zimpapers is compliant with the environmental regulations and no threats were noted during the period under review.



Roselyne Sachiti being vaccinated



Zimpapers Commercial Division general manager Mr Cleopas Mutsawuri (second from right) shows Minister Mutsvangwa the exercise books manufacturing machine at the company's Typocrafters branch in Bulawayo. Accompanying the minister, from left, were Zimpapers board chairman Mr Tommy Sithole, the company's CEO Mr Pikirayi Deketeke, Permanent Secretary Nick Mangwana and Deputy Minister Kindness Paradza

Minister visits Zimpapers Bulawayo Branch

Oliver Kazunga

Zimpapers, should continue positioning itself to contribute to the national economic recovery programme, Information, Publicity and Broadcasting Services Minister Monica Mutsvangwa has said.

Under the Second Republic led by President Mnangagwa, Government has prioritised the revival of the economy and was implementing National Development Strategy 1 (NDS1), which sets the tone for the attainment of Vision 2030.

Addressing Zimpapers staff after touring the group's Bulawayo branch, Minister Mutsvangwa said as Zimbabwe's biggest integrated and multi-media company, the firm should work in unison with the Government to rebuild the economy by communicating the devolution and development agenda.

"When I look at the Zim-

papers' business in this city (Bulawayo) and the province, I do so in the context of what is happening countrywide as we forge ahead with National Development Strategy 1.

"The Matabeleland, Midlands Masvingo provinces, which are your geographical area of news coverage in this part of the country are poised to play a pivotal role in the NDS1 programme.

"Exciting agricultural expansions are already taking place in all these provinces driven by increased agricultural reforms and programmes such as Pfumvudza/Intwasa," she said.

Minister Mutsvangwa added that mechanisation and irrigation projects were all part of Government policies to reform the agricultural sector to enhance national food security through improved productivity.

ty through improved productivity.

"What this means is that Zimpapers needs to correctly position itself within these pillars and be ready to be the communication platform for this great revival of our economy.

"Just last weekend, I was in Hwange to witness a number of companies who are actually working on increasing the electricity requirements of this country.

"We are hardly getting 1 050MW when we need like 1 600MW so, it means the deficit there is being imported and the bill for importing is quite heavy on the country," she said.

Minister Mutsvangwa said the Government has attracted investors that were already building thermal power plants and this would see the country producing over 5000MW by 2025.

This, she said, means that Zimbabwe will be self-sufficient in terms of electricity and be able to export excess power into the region.

While the Government was making efforts to rehabilitate and expand existing power plants through projects such as the US\$1,5 billion

Hwange Thermal Power Station expansion programme, Zimbabwe presently imports power from regional countries like South Africa.

Minister Mutsvangwa noted the invaluable role journalists play in communicating the devolution and development story hence the expectation for them to write extensively about infrastructure development and other programmes the Second Republic is undertaking to uplift the lives of people across the country.

During her visit to Zimpapers Bulawayo branch in October last year, she highlighted that her ministry together with the firm's board and management, made it clear that they were working on improving the working conditions for staff and ensure resources needed for news gathering and distribution of content were availed.

"I am happy to hear that performance of the Zimpapers products has improved since my last visit, with revenue generation going up.

"I am told advertising revenue has risen from 45 percent to 60 percent and that here in Bulawayo, the newspaper business is now contributing positively to the bottom line.

"Newspapers are now being distributed in more places in Matabeleland (North and South), Midlands and Masvingo provinces. I would like to see you continue to reopen some of those routes that you had closed so as to reach more people with the crucial message you carry," she said.

"I am happy that you have been able to keep paying the workers on time and that you pay way above the National Employment Council rates. This is exactly how it should be since you are the market leader and employer of choice in the media and printing in-

dustries."

She challenged Zimpapers board and management to reinvest profits into the business while also giving attention to the welfare of the workers.

In the last decade, Zimpapers has transformed from being a newspaper and printing business into an integrated multimedia house with newspapers, radio, digital and television products.

"From the briefing, you (board and management) have given me, I am also happy to hear that, measures have been taken since my last visit to equip the newsrooms.

"There are brand new vehicles for news gathering and newspaper delivery.

"Laptops and smartphones are also being acquired to allow teams to gather news on the go and disseminate it in real-time in line with the fast-changing trends of consumers of content in this highly digitalised era," said Minister Mutsvangwa.

Information, Publicity and Broadcasting Services Deputy Minister Kidness Paradza and Permanent Secretary Nick

Mangwana, Zimpapers board chair Mr Tommy Sithole and the firm's management as well Bulawayo Provincial Development Coordinator Mr Paul Nyoni representing Bulawayo Provincial Affairs and Devolution Minister Judith Ncube, accompanied Minister Mutsvangwa during the tour.

Earlier in his address, Mr Sithole said they were making frantic efforts to ensure they appreciate the workers for their commitment and dedication to serving the entity.

"All the people that you see here (Zimpapers Group), are people who have been in the business, are people who understand, are not people who are desperate and are people who are contributing to the goodness of this company.

"This company through its CEO (chief executive officer) and his colleagues are doing their best with the support of the board to make sure that first and foremost we appreciate the people who work for this company, this massive human resource that we have at our disposal," he said



Zimpapers Digital and Publishing Division general manager, Mr Marks Shayamano (right) leads Information, Publicity and Broadcasting Service Minister Monica Mutsvangwa, her Permanent Secretary Nick Mangwana (second left) and her deputy Cde Kindness Paradza through the Chronicle courtyard during a tour of Zimpapers Bulawayo Branch recently

STAR FM CELEBRATES 9TH ANNIVERSARY

ZIMPAPERS' flagship radio station, Star FM, celebrated its ninth anniversary on June 25, 2021 running under the theme CLOUD 9 RADIO.

The "Sounding Good All The Time" award-winning station, credited with taking radio to the people, has become a darling for many and its anniversary celebrations had to be joined by fans virtually, Covid-19 could not deter them.

The celebrations which took place at Natprint gardens started with The Breakfast live session hosted by Nikki with Zamchiya and the Radio Division General Manager Comfort Mbofana as guest presenters featuring a live music performance by FUSION 5 which was streamed live on the Star FM Facebook page.

The event was a colourful and well branded one where every staff member including Capitalk personnel were each given a branded shirt and cap which they wore on the day. The Star FM anniversary celebrations were a great morale



and felt appreciated. Programming Department provided a cocktail of great entertainment for listeners as they surprised listeners with guest presenters; Iyati on The Breeze, Ndimiso and Templeman on TXO while Auntie Tilda took over 326 Xpress.

Listeners also participated on various on air competitions and were awarded with STAR FM branded T Shirts and caps.

Lunch was served by the marketing team.

On the menu was an option of Nandos ¼ chicken and chips or Chicken Inn 2 piecer and chips as well as a slice of pizza and a soft drink.

Everyone was treated to a piece of cake; indeed this was a birthday party.

Special mention goes to the team that worked hard to make the celebrations a success; Nicola Ndoro (Nikki), Chipso Matambo, Primrose Musvovi and Shown Petros led by Shannette Maronde.

boosted as staff members really enjoyed themselves



CORPORATE SOCIAL RESPONSIBILITY



Information, Publicity and Broadcasting Services Deputy Minister Kindness Paradza hands over the laptop to visually-impaired MSU student Mavis Chuma while DAP general manager Marks Shayama looks on



Zimpapers donated foodstuffs, clothes and kitchen utensils to one of its support staff, a Zimcan security officer whose house was gutted by fire in Epworth last month. (From left) Taurai Alberto the recipient, Nyasha Mazanhi Sales Rep, Pauline Matanda PR manager, Munyaradzi Mudzingwa Sales Rep and Albert Nyadzayo Food World marketing manager



Mutare unit achieves herd immunity

Cletus Mushanawani

THE Manica Post team has attained Covid-19 herd immunity as 29 out of 30 members, or 97 percent of its staffers, have been fully vaccinated against the virus.

Zimpapers commercial radio station – Diamond FM - which is housed at The Manica Post Building in Mutare, has similarly made massive headway in vaccination of staff members as 14 out of 23 or 61 percent of its employees have been inoculated.

The staffers were among the first to receive Sinopharm jabs when the Manicaland provincial programme was rolled out at Victoria Chitepo Provincial Hospital in Mutare in February.

By end of May, most of the staff members had been vaccinated as they took advantage of the decentralisation of the programme to various centres across the province.

The Manica Post Editor, Wendy

Nyakurerwa-Matinde encouraged staff members to get vaccinated.

"Vaccination, physical distancing, sanitisation and wearing of face masks have been proven to be the long lasting and inexpensive ways of significantly minimising the spread of the virus.

Through vaccination, you protect yourself, your family and your colleagues," said Nyakurerwa-Matinde.

The Manica Post Finance and Administration Officer, Advance Khumalo said uptake of the vaccination program at the Mutare unit is encouraging.

"It is pleasing to note that staff members are taking this vaccination programme seriously. We hope the remaining staffers will be vaccinated in the near future," said Khumalo.

Senior Reporter, Abel Zhakata who was diagnosed with Covid-19 on January 18, 2021 and was bedridden for four days, said it is important for people to get vaccinated for them to stay

safe.

"Covid-19 is real. Being diagnosed with the virus is traumatising, especially if you are bedridden. It requires a strong will to pull through. I encourage fellow colleagues to get vaccinated. We are frontline workers who mingle with a lot of people, we should strive to stay safe," said Zhakata.

Manicaland's Covid-19 statistics currently rank fourth after Harare, Bulawayo and Mashonaland West.

"Vaccination, physical distancing, sanitisation and wearing of face masks have been proven to be the long lasting and inexpensive ways of significantly minimising the spread of the virus. Through vaccination, you protect yourself, your family and your colleagues."

Zimpapers products continue to dominate the market as the most widely read newspapers on both print and digital platforms.

According to the Zimbabwe All Media Product Survey (ZAMPS) first half report, The Herald maintained its pole position as the most read daily newspaper with 49 percent of Zimbabweans having read the hard copy in the last four weeks and 43 percent reading the online version.

The Herald dominated in both urban and rural markets where readers said they had read the paper in the last four weeks.

Other Zimpapers daily publications like The Chronicle performed well as it came third to claim 28 percent of the readers who prefer the hard copy and 25 percent for the online readers.

H-Metro followed closely with 15 percent of the readers saying they had read the hard copy of the paper in the past month, while 25 percent showed that they preferred to read the tabloid online.

The report showed that the majority of readers now preferred to get their news online both in the rural and urban areas. In urban areas, 15 percent of the surveyed population said they had read the hard copy of the daily newspapers while 18 percent had read the online version.

The same was also true for the rural folk where 9 percent indicated that they had read daily newspapers online while 8 percent said they had read the hard copy.

In the weekly newspapers category, The Sunday Mail maintained its dominance claiming

Zimpapers products dominate ZAMPS survey

43 percent of the hard copy readership and 41 percent for online readers, closely followed by B-Metro and Kwayedza.

Fifteen percent of readers said they had read the B-Metro hard copy and another 15 percent had read it online, while 12 percent said they had read the Kwayedza online as well as the hard copy.

The Manica Post fared well garnering 10 percent of the online and hard copy readership and The Sunday News and The Business Weekly had 5 percent and 6 percent of the people surveyed said they had read the hard copies respectively.

Both papers had 9 percent of readers saying they had read the online edition.

ZIMBABWE NEWSPAPERS (1980) LIMITED

Market leader in Publishing, Broadcasting, Digital, Printing & Packaging

Logos at the bottom: Digital & Publishing, Commercial Printing, RADIO, BoldAds, ZTN (Get the picture)

Social media guidelines

Company policies and procedures provide a roadmap for day-to-day operations. They ensure compliance with laws and regulations, give guidance, and streamline internal processes. However, policies and procedures won't do the organisation any good if employees don't follow them; or if they do not know them. In this edition we share with the Zimpapers Family the Social Media Guidelines

When in doubt, ask yourself 'is this a decent thing to post'?

Be a person before being a brand. Connect, interact, engage and learn from others. Align with those who share your interests and respectfully tolerate those you differ with.

Build your personal brand. Showcase your passions and skills – be an authority on your area of expertise, knowledge or experience. Be known for and by what you love.

Grow and extend your influence by being a communicator of integrity. Be true to your personal values.

NEVER post a lie, or share a rumor you can't verify or seek to cause offence.

Show respect, for self and others. Choose to be sensitive in what and how you post; being politically correct makes a difference between alienating and attracting potential allies.

Always be accountable for whatever content you generate or spread. What you post reflects on you. So does whatever you click 'like' or 'favorite' on.

Do not spread content (via FB shares or Twitter retweets, etc.) whose sentiments you do not fully endorse.

Disclose, disclaim but still be self-disciplined. If your employer is a 'public secret', disclose such affiliation.

If you hold strong views that may be mischievously attributed to your employer then issue disclaimers on your profile to categorical state that your posts reflect your personal opinion and are not representative of your organization.

Then exercise self-discipline and use common sense to stay within the bounds of acceptable conduct.

Social media is public not private, behave accordingly.

Your online conduct must show an awareness and appreciation of the fact that you are engaged in public activities so do not embarrass yourself or compromise your personal brand.

Regardless of privacy controls, all social media activity occurs in the public domain.



Realise that you have no reasonable expectation of privacy – at all. Utterances you make via 'private' posts on your 'private' social media platform are not 'private' in an absolute sense. So you will, you can and you should expect to be held accountable for them.

Actions – be it online or offline – do have consequences. Be mindful that who you are online or how you project yourself on social media is increasingly becoming what defines you offline.

You absolutely have power and choice in how you interact online. Privacy settings give you power to select your intended audience.

Be a good manager of self and avoid impulsively pressing 'send' unless you are willing to be held accountable for that content.



2021

Zimpapers staff update

“

This section updates staff on events that took place in the second quarter of 2021.

While this period was punctuated by the introduction of national lockdowns, the business kept moving. We remain on a sound footing, with some employees getting promoted and assuming new roles.

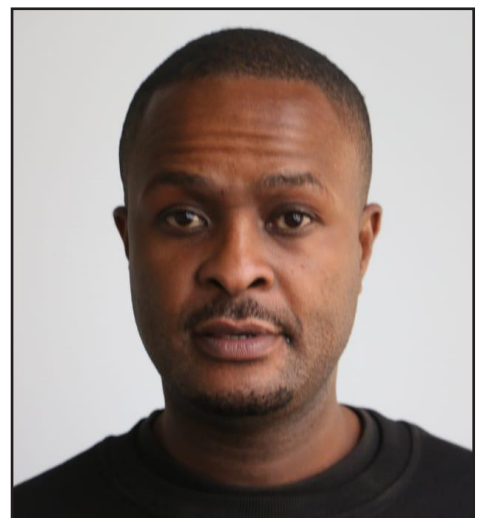
New faces joined. Some scooped awards while others graduated.

”

New Appointments



Chidzanga Leah (DAP) was appointed to the position of **Human Resources Officer** effective 6 May 2021



Leon Kondowe (ZTN) was appointed to the position of **Facilities Booking Clerk** with effect from July 1, 2021



Chitepo Moyo (CPD) was appointed to the position of **Cost and Management Accountant** with effect from 01 June 2021



Laina Makuzha (DAP) was appointed to the position of **Senior Sub Editor** effective 1 May 2021



Regis Bhaera (DAP) was appointed to the position of **Records Officer** effective 14 April 2021



Shingai Mashamba (CPD) was appointed to the position of **Journey person – Printer in the Production Printing Department** with effect from 21 June 2021



Sukulwenkosi Dube (DAP) was appointed to the position of **Junior Reporter – Sunday News** effective 1 June 2021



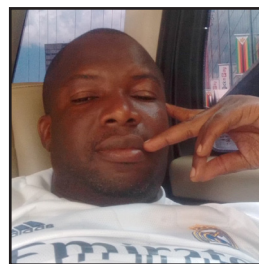
Bongani Ndlovu (DAP) was appointed to the position of **Junior Reporter – Sunday News** effective 1 June 2021



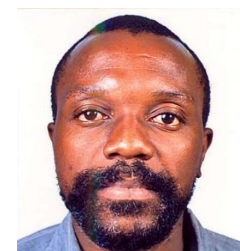
Judith Phiri (DAP) was appointed to the position of **Junior Reporter – Sunday News** effective 1 June 2021



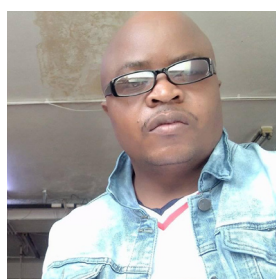
Admire Chitsungo (DAP) was appointed to the position of **Area Sales Person/Biker** effective 21 May 2021



Innocent Makawa (DAP) was appointed to the position of **Photographer** effective 21 June 2021



Moffat Mungazi (DAP) was appointed to the position of **Online Coordinator-Manica Post** effective 21 June 2021



Victor Maphosa (DAP) was appointed to the position of **Reporter-Mash East, Marondera** effective 21 June 2021



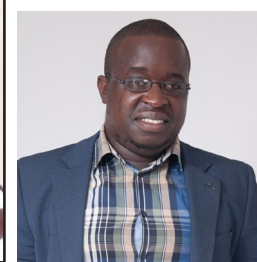
Morgan Mapako (CPD) was appointed to the position of **Journey person – Fitter and Turner in the Production Engineering Department** with effect from 5 July 2021



James Chikwanha (DAP) was appointed to the position of **Quality Controller** effective 21 June 2021



Farai Majuru (DAP) was appointed to the position of **Scooter Driver** effective 21 June 2021



Vusumuzi Dube (DAP) was appointed to the position of **Online News Editor** effective 21 June 2021



Vanessa Moosa appointed to the position of **Sales Executive CAPITALK FM** with effect from 1 June 2021



Belinda Mafasigodo appointed to the position of **Traffic Officer STAR FM** with effect from 1 June 2021



Chido Kwatara appointed to the position of **Sales Executive for STAR FM** with effect from 1 June 2021



Mapako Anesu Robert (ZTN) was appointed to the position of **Music Producer (CPU)** effective 20 April 2021



Muza Natasha Tafadzwa (ZTN) was appointed to the position of **Senior Producer (CPU)** effective 1 April 2021



Moyo James (ZTN) was appointed to the position of **Scriptwriter/Producer** effective 1 April 2021



Nleya Mbaki (ZTN) was appointed to the position of **Sound Engineer** effective 13 May 2021



Chinyani Clifford (ZTN) was appointed to the position of **Video Editor** effective 13 April 2021



Mandiya Miriam (ZTN) was appointed to the position of **Scriptwriter/Producer** effective 1 April 2021



Nleya Hanganani (ZTN) was appointed to the position of **Digital Media Producer** effective 1 April 2021



Bernard Denyse (ZTN) was appointed to the position of **Camera-person** effective 1 May 2021



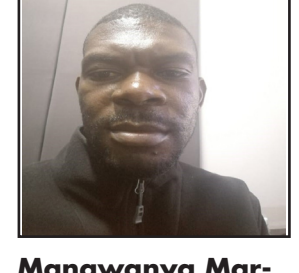
Gurira Samantha (ZTN) was appointed to the position of **Video Tech Operator** effective 1 May 2021



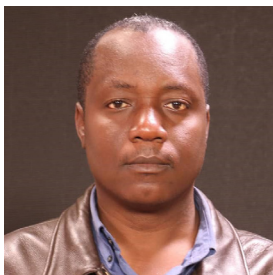
Chivari Steve (ZTN) was appointed to the position of **Technical Director** effective 1 May 2021



Majome Gerald (ZTN) was appointed to the position of **Cameraperson** effective 1 May 2021



Mangwanya Martin (ZTN) was appointed to the position of **Sound Operator** effective 1 May 2021



Vakisai Lewis (ZTN) was appointed to the position of **Cameraperson** effective 1 May 2021



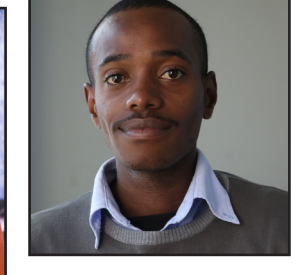
Hove Rudo Tammy (ZTN) was appointed to the position of **Digital Media Manager** effective 13 May 2021



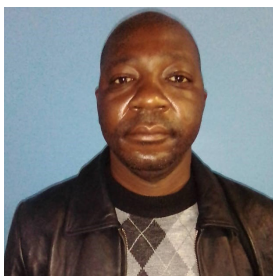
Makichi Tinayeishe (ZTN) was appointed to the position of **Graphic Designer** effective 13 May 2021



Phiri Tafadzwa (ZTN) was appointed to the position of **Accounts Clerk-Creditors** effective 1 June 2021



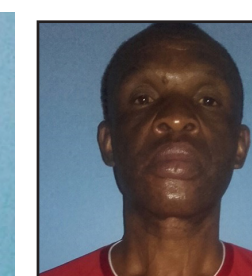
Munhuwamambo Takudzwa (ZTN) was appointed to the position of **Accounts Clerk-Debtors** effective 1 June 2021



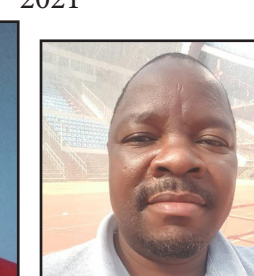
Mandizvidza Dzikamai (ZTN) was appointed to the position of **Senior Cameraperson** effective 1 June 2021



Chizunga Collen was appointed to the position of **Senior Cameraperson** effective 1 June 2021



Chitere George was appointed to the position of **Senior Cameraperson** effective 1 June 2021



Chauruka George was appointed to the position of **Senior Cameraperson** effective 1 June 2021



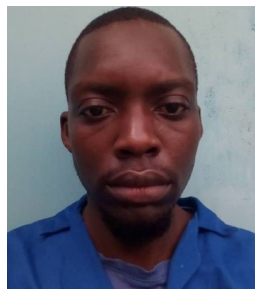
Chanetsa Paul was appointed to the position of **Security Officer** effective 4 June 2021



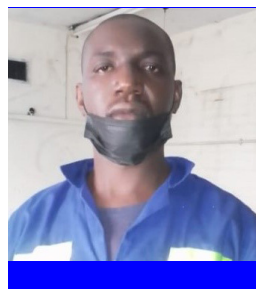
Jimu Kudzi was appointed to the position of **Social Media Producer** effective 1 June 2021



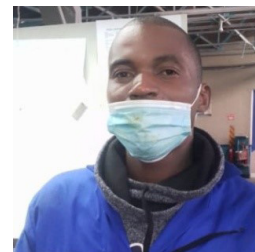
Makani Brandon was appointed to the position of **Multi Media Producer** effective 14 June 2021



Raymond Marota (CPD) was appointed to the position of **Journey Person- Fitter and Turner in the Production Engineering Department** with effect from 1 May 2021



Vincent Chikukwa (CPD) was appointed to the position of **Journey person - Printer in the Production Printing Department** with effect from 21 May 2021



Bigboy Makwikwi (CPD) was appointed to the position of **Journey person - Printer in the Production Printing Department** with effect from 21 June 2021

Forbes Muhwati (DAP) was appointed to the position of **Records Officer** effective 14 April 2021

Toperesu Mupasa (DAP) was appointed to the position of **Scooter Driver** effective 16 April 2021

Farai Dauramanzi (DAP) was appointed to the position of **Social Media Coordinator** effective 21 June 2021

PROMOTIONS



Chikeya Hannah (DAP) was promoted to the position of **Senior Graphic Designer** effective 1 July 2021



Nhamburo Gilbert (DAP) was promoted to the position of **Senior Sub Editor** effective 1 July 2021



Danha Semai (ZTN) was promoted to the position of **Senior Producer (CPU)** effective 1 April 2021

Makuyana Aquila (ZTN) was promoted to the position of **Senior Graphic Designer** effective 1 May 2021



Nduduzo Tshuma (DAP) was promoted to the position of **Assistant Editor-Online** effective 1 June 2021



Njobvu Kudakwashe (ZTN) was promoted to the position of **Production Director** effective 1 April 2021



Mbuwayesango Tapuwa (ZTN) was promoted to the position of **Video Editor** effective 1 April 2021



Mbongeni Manga (DAP) was promoted to the position of **Senior Chief Sub Editor** effective 1 June 2021

TRANSFERS



Tendai Ngwerume was transferred from the position of **Secretary** to the **Operations Manager Bulawayo to Human Resources Secretary DAP Harare** effective 3 May 2021

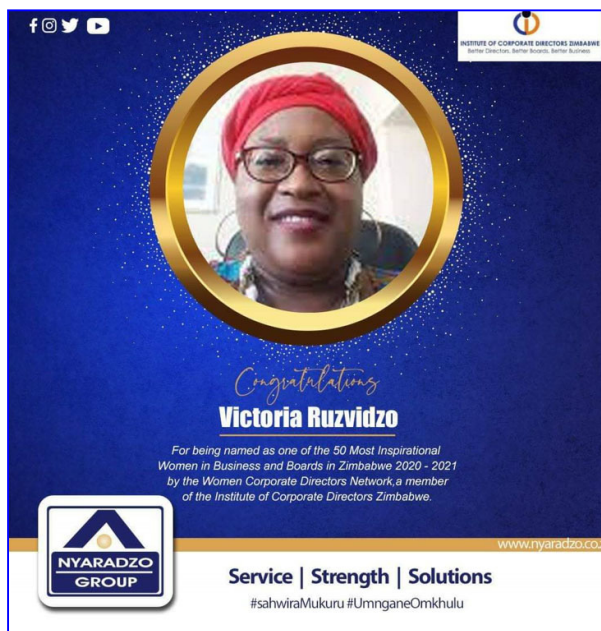


Walter Mutanga was transferred from the position of **DAP Security Officer** to the position of **Security Officer ZTN** effective 1 June 2021.

Cleopas Chirimumba was transferred from **Natprint** to the position of **Driver DAP** effective 21 June 2021

Lindon Matashu was transferred from **Circulation (Insertor)** to the position of **Canteen Assistant DAP** effective 1 June 2021

AWARDS



Cletus Mushanawani scooped the Megafest platinum award for the pro-business development leader of the year for the Manicaland and Masvingo region



Senior Reporter with Kwayedza (Zimpapers), Muchaneta Chimuka on 1 July 2021 scooped the First Runner Up Award on the Social Media Category in the Northern Chapter of the Annual Spotlight Initiative Media Monitoring Awards (SAMA) on Sexual Gender Based Violence Reproductive Health Rights (SHRH) Reporting. This Friday 30 July 2021 Chimuka is bracing to win yet another award or awards under Zimbabwe Agricultural Media Awards (ZAMA) which are going to be held virtually

Retirement



Marekano John (Driver Radio Division) retired on 30 April 2021. He had served the Division since inception in 2012

Graduation



Tsitsi Madziire graduated with a Bachelor of Commerce (Honours) Degree in Accounting with Zimbabwe Ezekiel Guti University (ZEGU) on 21 May 2021

Resignations



Beatrice Tonhodzayi Public Relations & Corporate Affairs Manager resigned with effect from June 30, 2021



Mazara Garikai Sunday Mail Online Editor Resigned with effect from April 30, 2021



Musiwa Munyaradzi Sunday News Reporter Resigned with effect from April 30, 2021

Death



Owen Karambwe who was a Machine Assistant in the Production – Printing Department passed on, on the 24th of June 2021. May his dear soul rest in peace

You are what you eat: Part 1

Naison Masaka

Simply put, the food that you eat defines who you are.

Is It True: You Are What You Eat?

Have you ever heard the phrase 'You are what you eat'? This phrase is the notion that to be fit and healthy you need to eat good food. In a literal sense, we all can agree that it's true that 'you are what you eat'.

Many a times we eat not because we are hungry but because the food is there. In today's society, many people are eating foods too high in calories, and do not include enough vegetables and fruit. People prefer eating all the nutritious food because it's nice. Poor eating habits include under- or over- eating, not having enough of the healthy foods we need each day, or consuming too many types of food and drink, which are low in fibre or high in fat, salt and/or sugar.

The phrase 'You Are What You Eat' means that it is important to eat good food in order to be healthy and fit.

Example of Use: "I'm feeling more energetic now that I've started eating more salad." Answer: "You are what you eat!" Similar eating foods that are high in calories but low in vitamins and minerals— i.e. 'empty' calories—can lead to excess weight gain, again You are what you eat. If you eat good food you will be healthy, if you eat bad food you will be unhealthy; to be fit and healthy, you need to eat good food; eat well to feel well.

It's a principle that you find being adopted by all sports men and women of all kind. Depending with your goals it's a principle that plays a vital role in every sports person's life as it determines how serious you are and at what level you want to compete. Be it soccer, boxing, karate, body building, running it's a principle that many have adopted and are applying. Whatever you eat prepares you for a particular sport you want to embark on.

Clean foods are minimally processed and as direct from nature as possible. They're whole and free of additives, colorings, flavorings, sweeteners, and hormones. For examples, foods with one-word ingredients, such as spinach, blueberries, almonds, salmon, and lentils. There's also strong evidence that, as a rule, the closer to nature you eat, the fewer calories it will take for you to feel satisfied. The reason? Processed foods often have low amounts of fiber and water: a high ratio of calories to nutrients and a mix of tastes from added sugar, salt, and flavoring that overly stimulates the appetite center in the hypothalamus.

Clean foods are the opposite: lots of fiber and fluid, a high ratio of nutrients to calories, and free of added flavors—all of which send signals of satisfaction to our brain before we consume too many calories. As an example, think of how many raw almonds we eat before stopping, then compare that to honey roasted almonds—that sugary coating spurs we like to eat more. By eating clean, we can control our weight permanently without feeling deprived or hungry or having constant cravings.

Here are the foods you should be eating more of: Vegetables, Fruits, Nuts and seeds, Whole grains

And if you're a carnivore, eat lean sources of protein like fish, chicken, and turkey. The key is to start small: try eating one or two more servings of vegetables than you normally do this week. Eat a handful of nuts as a snack instead of potato chips. Cook yourself a healthy breakfast, lunch, or dinner instead of going out to eat. Remember, you are what you eat. So, fuel your body with the right foods, and it will reward you for making

healthy choices. Healthy food leads to a healthy body, which, in turn, increases your odds of a longer, happier life.

Wherever you are right now if you take a look at yourself, the way you are looking is because of the choices that you made. Your Body is the Result of Your Lifestyle . . . You are HOW MUCH you eat and you are HOW MUCH you move. In conclusion we will conclude by putting the term into use.

Imagine a mum talking to her son..

"You are going to become ill if you keep eating so much pizza, you are what you eat after all!" The next example is the term being used in a variety of different conversations. The first conversation is happening between two friends.

Person 1 : "I have been so tired lately"

Person 2 : "How's your lifestyle?"

Person 1 : "Not great, I've been working a lot and eating mostly fast food."

Person 2 : "Well, it's no surprise you don't feel well, you are what you eat."

The next conversation is taking place between two people who work in a diner.

Person 1 : "I have put on so much weight since working here"

Person 2 : "It's probably because you keep eating all the free food on offer which is unhealthy"

Person 1 : "I guess you are what you eat."

Life is a matter of choices, and every choice you make makes you. Healthy food leads to a healthy body, which, in turn, increases your odds of a longer, happier life. Remember your body is a reflection of your lifestyle. Whatever you do in private you wear in public. And yes what you eat defines who you are and in turn

**YOU ARE
WHAT
YOU EAT.**



BoldAds

Creative & Design

A creative unit that provides top-notch design and media services to both internal and external clients, and is dedicated to creating, planning and handling other forms of promotions and marketing campaigns for its clients.

BoldAds has worked on a number of campaigns, and has provided creative services to internal and external business.

BoldAds Events & Digital Services

Under BoldAds is an Events component which is now specializing in Digital events. Due to the coronavirus, the events industry was forced to adopt a virtual model overnight. It took BoldAds the whole of last year to adapt to the new way of doing events, and this year the unit managed to rise and establish itself in offering virtual events. Through it all, BoldAds was able to get innovative and continue to evolve its events to suit this new normal.

The first half of the year saw the unit hosting four successful virtual events i.e. the series of the Parliamentary Hearings webinars, Day of the African Child webinar, Digital Media Online classes and the most successful of them all, the Mental Health and Wellness webinar which was oversubscribed.

Translating those goals from physical to virtual events is challenging creatively, technically and financially. Monetizing virtual events has been a conundrum for the unit, which has built its brand and managed to record revenue through the hosting of physical events over the past 3 years.

We have gone from being a rapidly growing revenue department to average, as many organisations are skeptical about investing in virtual events.

However, this year many organisations have adapted and accepted the new way of doing business, and are now coming on board to support virtual events through monetary investment.

Many researchers say that in the past year, they have been able to attend more meetings than ever before because of online portals. This is the easiest way for the events department to go global as online portals have no borders in terms of attendees when it comes to virtual events. This is also the chance to grow the brand, maximize on these virtual events and reach international markets.

A brief review of the virtual events held during the period under review:

Parliamentary Public Hearings
The Parliament of Zimbabwe through its different committees contracted BoldAds to run its series of public hearings. These were put in place such that the operations of committees be open to the public and that committees conduct public hearings on all major pieces of legislation and policy issues. BoldAds managed to host 5 series of the Public Funds Management Amendment Bill and the adolescent sexual and reproductive health webinar.

Day of the African Child

In Zimbabwe, over the years we have seen a rise in cases of violence against children which include slavery, physical and sexual abuse, abduction, ritual killings. This has become a cause of concern for the nation as we need to create safe environments for our children. To commemorate the Day of the African Child (DAC) on the 16th of June, 2021 BoldAds hosted a webinar in line with this year's theme for DAC, "30 Years after the adoption of the Charter: Accelerate the Implementation of Agenda 2040 for an

Africa fit for children". The webinar had a rich lineup of speakers well versed in children's rights and protection. Amongst the speakers was the Minister of Information and Broadcasting Services, Hon. Monica Mutsvangwa.

Mental Health and Wellness

The world routine and way of living changed since 2020 after the world was hit by the deadly Covid-19. Bereavement, isolation, loss of income and fear triggered mental health conditions or exacerbated existing ones. Many people may have faced increased levels of alcohol and drug use, insomnia, and anxiety due to losses in different aspects of life. Psychological wellbeing at the workplace and of the nation at large has also been a matter of concern. A sound psychological well-being helps the community to perform at its level best. In light of this, BoldAds hosted the 2021 Mental Health & Wellness webinar under the theme, "Health is Wealth", mainly focusing on the impact of Covid-19 on mental health. This event provided information about mental health and other support services available to Zimbabweans.

Digital Media Online class

During the period under review, BoldAds hosted the Digital Media Online class in March 2021. These classes commenced last year during the first lockdown and are ongoing.

As we work into the 2nd half of the year, BoldAds intend to leverage co-branded opportunities and partner with other organisations as well as creating marketable virtual events which will get people to sign up for the events.

For the first time, the Sunday Mail Bridal Expo will be conducted as a virtual exhibition, and will incorporate a "roora day" concept.

On-site Covid-19 testing in pictures





Zimpapers Family; We Care

From the PR Desk

Zimbabwe is in the midst of a third wave of the Covid 19 pandemic. There is uncertainty. We don't know who is infected and who is not, especially, with the recently discovered Delta variant.

We have many unanswered questions. How long will the pandemic last? What will happen to our tomorrow? If this continues, what will happen to us business-wise.

However, we thank God that we have been doing well despite the pandemic. Anxiety is all over but let's bear in mind that we ought not be anxious. It shall be well. Nothing in this life is permanent.

These are trying times emotionally with Covid-19 affecting each and every one of us one way or the other.

Some of our members in the Zimpapers family have tested positive. It is not an easy situation, but thank God they are recovering with each passing day.

At the time of writing, we had not lost anyone to Covid-19 from the Zimpapers Family and

we continue praying for the speedy recovery for those who are unwell.

Let's show each other love. This is the right time to do so.

This is the right time to check on our neighbours, those colleagues who have tested positive.

A WhatsApp message can warm a heart. A minute-long voice call can bring

went through tough times; Lawrence Moyo lost his wife, Simisosenkosi lost her husband Tendai Hove, a former employee. Christopher "Mukoma" George recently lost his father, a while ago Mr Mhanya lost his mother.

We have others who lost their relatives. Let's continue to share with them words of comfort.

Let us in one way or the other reach out to our brethren, they need to hear those consoling words.

They need us to tell them they will be fine. If we cannot reach out, we can just say a prayer. May the Comforter the Holy Spirit comfort them for us.

As I conclude, let me hasten to say; We love each other and HUGS has been used to send this message of love.

Brethren in the meantime let us spare our HUGS for when the time is RIGHT, when the Covid-19 wave has subsided.

Let's love from a distance. True love is when you protect your colleague from this deadly disease.

For now, let us maintain social distance. Let's all mask up properly covering our nose and mouth and sanitising all the time.



hope to a fainting spirit. Let's do this family, let us check on each other.

Just a "you are loved", "you are missed", "you are strong", "you will fight this disease" message will do some magic in someone's spirit.

The season was not a very good one for us as a family. We lost a colleague from the Commercial Printing Division, Owen Karambwe. Some of our dear family members