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Award-winning journalist rebrands historical UCT newspaper

New publication launch date: Thursday, 25 July 2013, 13h00, Lecture Theatre 2D, Leslie Social Science Building, University Avenue South, Upper Campus

The University of Cape Town's signature bi-weekly internal newspaper, the *Monday Paper*, will soon be wearing a fresh coat. On Thursday, 25 July 2013, it will be launched as the new, rebranded *Monday Monthly*, under the editorship of Tanya Farber, acclaimed South African journalist and author, and UCT's new Head: Newsroom & Publications.

As a thought-provoking monthly publication and a credible source of information, the *Monday Monthly* will take an in-depth look at news, events, research stories and expert opinions from UCT. Says Farber: "There is a direct link between the lived reality of people in a country and what happens in the halls of academia. But, without an easy-to-understand bridge of information between those two worlds, the links are invisible. My aim with the *Monday Monthly* is to spell out clearly which innovations and research achievements from the UCT campus are of interest and importance to our society at large."

Farber joined UCT in May 2013. She brings with her 13 years of newsroom experience. She has won four international and two local journalism awards, and holds a master's degree in journalism from the University of the Witwatersrand. Farber worked at the *Star* newspaper in Johannesburg for six years, and wrote extensively for the *Cape Times*, *Sunday Independent*, *The Media Magazine* and various other publications. Her experience includes working on publications for international bodies such as the United Nations and Open Society Foundation.

The first edition of the *Monday Monthly* will be available from Monday, 22 July 2013. If you would like a hard copy of the first edition, please email Nasiphi.fazi@uct.ac.za or call 021 650 4976.

EDITOR'S NOTE:

Background on UCT's *Monday Paper*

The *Monday Paper* started as a single-page classifieds pamphlet back in the 1990s, and was never meant to be a newspaper. Staff at UCT and students wanted a space where they could place free advertisements for items they wished to sell or buy. This free paper, which

was distributed every Monday, was quickly labelled the *Monday Paper*. Soon the editor started to add short news articles to inform the UCT community of happenings in and around campus.

Almost 20 years later that little piece of paper, which could be found flying around campus, dotting food court counters or used to exchange telephone numbers, has been rebranded, repositioned and launched as UCT's *Monday Monthly*.

ENDS

Issued by: UCT Communication and Marketing Department

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