



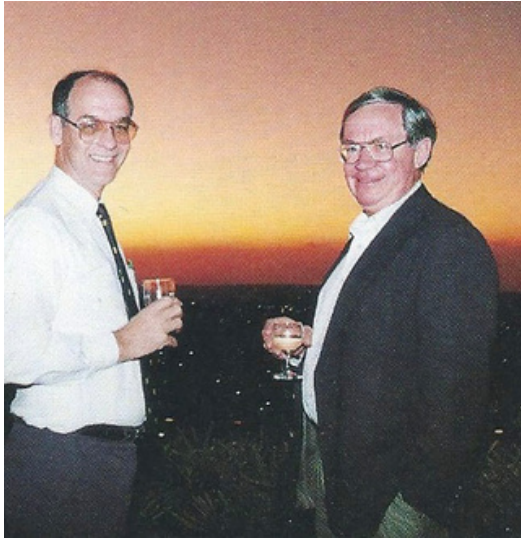
# IAJ JOURNAL

NEWSLETTER EDITION



*Celebrating 32 Years journalism and communications training*

# CELEBRATING 32 YEARS



In his last published memoir "The Sword and the Pen," Allister says the foundation of the IAJ "is probably the most important contribution I have made."

"He became one of South Africa's finest journalists, and one of its most courageous editors, as well as a widely read and appreciated contemporary historian. And he was a man who understood that the very craft of journalism he worked at so effectively also needed to be nurtured and passed on to future practitioners. Such an understanding was key for Sparks when he led the way in establishing the Institute for the Advancement of Journalism in Johannesburg in 1992."

" Spector JB (2016) 'Allister Sparks: An editor in the vanguard of a Golden Age of South African Journalism'  
Daily maverick, 20 Sep 2016. Available at: <https://www.dailymaverick.co.za/article/2016-09-20-allister-sparks-an-editor-in-the-vanguard-of-a-golden-age-of-south-african-journalism/> (4 July 2024)

*The Institute for the Advancement of Journalism (IAJ) celebrated its 32nd anniversary this June, marking a significant milestone as the the institute predates democracy itself. Founded by Allister Sparks and sustained through an impressive roster of industry leaders on its board and many dedicated staff over the years. Despite the setback of the pandemic, the current IAJ team remains committed to upholding the institute's forward-thinking stance in elevating the media industry.*



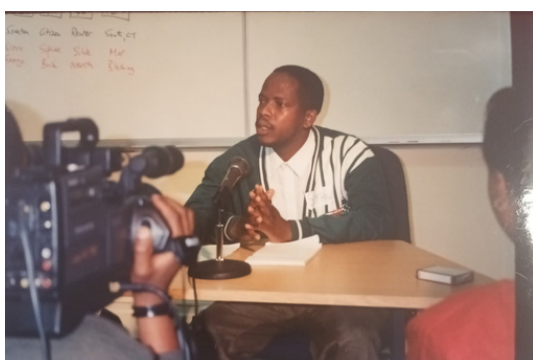


As we celebrate our 32nd year, we are embracing a renewed and fresh vision, positioning IAJ as a reliable and credible source for skills development in the transforming media landscape. *Our goal is to challenge and advance the media industry by equipping individuals with the skills needed to keep media ahead of the curve in the age of AI.* Upholding the fundamentals and ethics of media, ensuring citizens have ongoing access to information and new knowledge, while empowering journalists, media workers, and communicators.

As both a celebration and commemoration of the profound impact of the IAJ, we shed light on the countless moments where IAJ has inspired journalists and communicators to excel. These moments highlight the extent of our influence and the progress we've fostered over the years, showcasing how far we've come in empowering industry professionals to be better and more innovative. Honouring the legacy established by Sparks



### 1994 - 2024 IAJ ALUMNI & STAFF



1994 - 2024 IAJ ALUMNI & STAFF





As we express our gratitude to the many IAJ alumni and staff who have made significant contributions to the institution, we would like to share some reflections on the recent *Creative Writing & Editing for Corporate Publications* course:



"The IAJ is an excellent institution to sharpen ones skills in the Journalism and corporate communications. The material is current and relevant" - Lebo Rapulana

THANKS IAJ, I LEARNT  
SO MUCH. I AM A  
HAPPY IAJ ALUMNI"-  
BOITUMELO LEKALAKALA



## CONCLUSION OF INTERNSHIPS

In partnership with MICTSETA

The IAJ successfully concluded internship placements, conducted in partnership with *MICTSETA*, this June. Through our candidacy and internship programmes, we have provided one-year work experience to 25 graduates.

These programs are designed to bridge the gap between academic knowledge and practical industry experience.

We are also delighted to share that several of our interns have been offered contracts to continue working beyond their internship period.

We congratulate all our interns for their hard work and achievements. We look forward to witnessing their continued growth and contributions to the industry.

# UPCOMING TRAININGS

## IAJ July Upcoming Courses

Creative Writing & Editing for Corporate Publications	5 DAYS
Mobile Journalism	3 DAYS
Social Media as a Source & Platform	5 DAYS
Journo's Writers Gym	5 DAYS
Video Editing for Online	5 DAYS

### Enquiries:

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