

The Making of a Community Newspaper Website:

<http://www.helderberg.com>

By Bernard Hoffman

"Assignment presented in partial fulfilment of the requirements for the degree of Master of
Journalism at the University of Stellenbosch."

"Werkstuk ingelewer ter gedeeltelike voldoening aan die vereistes vir die graad van Magister
in Joernalistiek aan die Universiteit van Stellenbosch."



Supervisor: Dr Johan Retief

March 2001

"Declaration

I, the undersigned, hereby declare that the work contained in this assignment is my own original work and that I have not previously in its entirety or in part submitted it at any university for a degree.

"Verklaring

Ek, die ondergetekende, verklaar hiermee dat die werk in hierdie werkstuk vervat, my eie oorspronklike werk is en dat ek dit nie vantevore in die geheel of gedeeltelik by enige universiteit ter verkryging van 'n graad voorgelê het nie.

Summary

Helderberg.com started out as a Virtual Village, with its roots firmly entrenched in the community newspaper from which it developed - the DistrictMail. It quickly evolved into a full blown community newspaper website with its own business model, earning its own way.

Dotcoms are based on a virtual business model not seen up till now, trying to replace 'bricks and mortar' with 'clicks and mortar', making it difficult for investors to evaluate its worth.

The DistrictMail community newspaper has been the heartbeat of the Helderberg, reflecting the news and views of the people of the area, for almost seventy-five years. Helderberg.com adds value and completes the circle.

The success of companies depends on profitability. Bringing old and new media together, helderberg.com is the first community newspaper website to carry its own advertisers, and the first to break even and even make profit in the notoriously difficult dotcom internet arena.

This paper examines how a community newspaper website is made - dissecting the internal and external makings, and shows helderberg.com is based on a structure and business model that has economic sustainability on which similar sized community newspapers, can launch or build their online enterprise.

Opsomming

Helderberg.com het begin as 'n Feitedorp ("Virtual Village"), stewig gewortel in die streekkoerant waaruit dit ontwikkel het - die DistriksPos. Dit het spoedig 'n volwaardige gemeenskapskoerant-webtuiste geword met 'n eie sakemodel en in staat om geld te verdien.

Dotcom besighede is gebaseer op 'n virtuele sakemodel soos wat tot dusver nog nie gesien is nie. En probeer om 'klippe en pleister' met 'klikke en pleister' ('bricks and mortar' with 'clicks and mortar') te vervang met die gevolg dat dit vir beleggers moeilik is om die waarde daarvan behoorlik te evalueer.

Die DistriksPos is die hartslag van die Helderberg en reflekteer die standpunte van sy inwoners vir langer as 75 jaar. Helderberg.com voltooi hierdie kringloop en voeg waarde daaraan toe.

Die sukses van 'n maatskappy word beoordeel na gelang van verdienste. Deur ou en nuwe media bymekaar te bring word helderberg.com die eerste gemeenskapskoerant-webtuiste wat adverteerders dra en die eerste wat finansiële gelykbrek en selfs 'n wins wys in die berugte dotcom internetarena.

In hierdie mini-tesis word ondersoek gedoen oor hoe 'n gemeenskapskoerant-webtuiste geskep word deur die interne en eksterne kwaliteite daarvan te ontleed. Dit toon hoe helderberg.com gebaseer is op strukture en 'n sakemodel wat ekonomies volhoubaar is, en waarop gemeenskapskoerante van soortgelyke grootte hul internet-bedrywe kan grond.

All thanks to the Lord Jesus Christ our God and Saviour.

Dedicated to my wife, for her love, inspiration and support,
and to our families.



helderberg.com



NEWS 24
NEWS 24 CO. LTD.

CONTENTS

INTRODUCTION	1
PART 1: THE INTERNAL MAKING OF HELDERBERG.COM	
1. Origins and Goals Abridged: Destiny, 24.com, M-Web	5
2. Strategy: Tending This Corner of the Global Village	7
i. Complete Circle and Added Value	9
3. Staff: DistrictMail, HelderPos, helderberg.com	11
4. Management, Strategy and Planning	14
5. Content is King, or is it?	18
i. The internet journalist	20
a. HTML in the age of WYSIWYG and XML	25
ii. Sources, editing, repackaging	27
iii. Categories and rotten links	29
iv. A change is as good as a holiday	31
v. Images - the need for speed	33
6. Marketing and the Death of Distance	35
i. Reps - the quick and the dead	38
ii. Training - eyes on the ball	39
iii. Core business is no myth	41
iv. Marketing management not tub-thumping	42
v. Email as marketing tool	44
7. Advertisements	47

i. Who advertises on helderberg.com	50
ii. Tourism	54
iii. Real Estate	54
8. Business Index	55
9. PowerSmalls	55
10. Property Index	56
PART 2: EXTERNAL ISSUES RELEVANT TO THE MAKING OF HELDERBERG.COM	
11. Allies and Competitors	57
i. Tourism Bureau	57
ii. Gondwana designs helderbergcompass	59
iii. Helderberg Sun	59
iv. Chamber of Commerce	60
v. Helderberg Municipality	60
vi. Web2000	61
12. ABIS and Page Impressions	62
13. Current Trends, New Technology	63
i. Gold rush - where's the gold?	63
CONCLUSION	65
BIBLIOGRAPHY	69
DIAGRAMS AND TABLES	71
GLOSSARY	72
APPENDICES A - E	74

INTRODUCTION

A few decades ago an area 50 kilometres east of Cape Town, and 20 kilometres north of Stellenbosch, called the Helderberg, consisted mainly of immense rural pieces of land with the disjointed coastal towns of Strand and Gordon's Bay, Somerset West, the torpid town of Macassar, the rural village Sir Lowry's Pass and the male migrant labour hostels of Lwandle. Today these towns are connected physically, in reality and virtually.

The suburbs of these towns now touch. Their local authorities have been amalgamated into a Unicity, one of six other sub-structures in the Cape Metropolitan Council, in the Cape Metropolitan area, and one Community Newspaper has served this area the longest (even though a few have come and gone). Given its resources and links to the community the DistrictMail was in an ideal position to take the Helderberg to the world by way of the internet and helderberg.com.

There are many things that make the Helderberg unique, known not only locally but internationally too.

Rumour has it that per square kilometre the richest people in the world live here. Many times in summer the clouds are draped like a white blanket over the majestic Hottentots Holland mountains driven by the regular and fierce southeasterly wind. In winter snow often caps the Helderberg mountain (clear mountain) that the region was named after. Breathtaking nature and walking trails with unique fauna and flora, white beaches and the aquamarine water of False Bay with excellent fishing conditions greet the visitor.

The cold sea breeze and good soils make this region ideal for the production of wine, resulting in many award winning wineries on the Helderberg wine route. Here cultures have developed and interacted in harmony alongside one another.

Willem Adriaan van der Stel's awesome farm and homestead, Vergelegen, host to world leaders like Bill Clinton, Nelson Mandela and sports stars suchlike Boris Becker, lends a very special ambience. Van der Stel was Governor of the Cape between 1699 and 1708. The Cape Dutch style home is a national monument. Vergelegen is a working farm and regularly produces world class wines crowned with international awards.

Christmas lights go up every Festive Season in Somerset West's Main Road. Whales are often seen in Gordon's Bay. Erinvale Country Estate and Golf Course, the latter designed by Gary Player, is world renown, and a playground for the rich and famous.

Friedman and Cohen's department store has become a trademark of the Helderberg, where anything can be bought, alongside the very new and ever expanding Somerset Mall. In December 2000 a unique conservation and primate breeding centre, Monkey Town, opened lending more uniqueness to the Helderberg.

AECI, or as it was known in the 1910s, the Cape Dynamite Factory is also situated here. AECI stopped its explosives production in 1996. Industrial activities have since been reduced, and large sections of its land made available for development.

In this dynamic and entrepreneurial atmosphere it is fitting for these peoples to be the first in South Africa to have their own online virtual community, for this website to be the first to

carry its own advertisers, and the first to break even and make some profit in the notoriously difficult dotcom internet arena.

Dotcoms are based on a virtual business model not seen up till now, trying to replace 'bricks and mortar' with 'clicks and mortar', making it difficult for investors to evaluate its worth.

"When Pan Am Airways took their first 747 passenger jetliner into operation in 1970 there were many investors expecting to make money, loads of money. Very few did. At the ceremony of its maiden flight, the president of Pan Am said, this is the vehicle that will destroy communism. Because with it vast numbers of people will be moved quickly from one corner of the globe to another, thereby opening up the world. Today we have all of those elements in the internet as well," said Advocate Christo Wiese during a talk on globalisation at the Karoo National Arts Festival in March 2000.

Although helderberg.com started out as a Virtual Village, its roots are in the community newspaper from which it developed - the DistrictMail. It therefore quickly evolved into a full blown community newspaper website with its own business model, earning its own way.

This paper will examine how a community newspaper website is made - dissecting the internal and external makings. The success of companies depends on

profitability. Today dotcoms are becoming dotbombs, or internet failures, far too often for comfort. helderberg.com was chosen because ostensibly the business model upon which it

"... ostensibly the business model upon which it was based has economic sustainability in a climate where investors look for proof of profit, and not only for promise of profit."

was based has economic sustainability in a climate where investors look for proof of profit, and not only for promise of profit.

The research methodology utilised was the collection, observation, analysis, editing and interpretation of field studies, interviews, questionnaires, authoritative works by experts, and specialised research results by various commercial companies. The same or very similar questions were designed and used in all cases, whether the respondent was directly involved with the topic of research in question or simply an expert in the field.

PART 1: THE INTERNAL MAKING OF HELDERBERG.COM

1. Origins and Goals Abridged: Destiny, 24.com, M-Web

The Computer Faire at Nasrec outside Johannesburg on 2 May 1995 was the internet's first step in South Africa. At least a dozen internet service providers (ISPs), three specialist internet software distributors, hundreds of internet manuals and software packages were on sale.

World wide the internet had just begun to come out of the specialist mode it was in, with Netscape's release of the first free, and available over the internet, web browser. (Goldstuck, 1998: 29 - 30)

By 1997 there were very few companies at the Faire that were not connected with, selling or marketing internet-related products.

The internet and the world wide web was young, hardly anyone owned a Pentium and commercial internet connections were still being put into place.

In that year under Arrie Rossouw's leadership, Beeld entered the very new world of the internet, with the bilingual eBeeld website. Rossouw (currently editor of Die Burger) was instrumental in formulating Naspers's internet strategy and the establishment of 24.com in October 1998.

Stefanie Hefer, the current executive producer at M-Web Studios, explains: "During that year Naspers, who at that stage had quite a stake in M-Web, but not a controlling one, realised there was a gap for them as a media and content giant to move their business online."

Naspers own a large portion of all content generated in South Africa, even today, and is part of a media platform with no feasible competitor in the print, IT, cellular and pay TV spheres. Koos Bekker (CEO of Naspers) pulled a team together that spearheaded a revolution within Naspers. A few employees of Destiny Electronic Publishing were building the first websites for Naspers. This small company had experts and were pulled into the team that had to initiate 24.com.

Arrie Rossouw was appointed editor and manager of what had to become a killer online news site and service - News24. Philip Meyer (Technical Manager at Naspers) got the job to build and launch an internet portal, that had to attempt to be everything to everybody, offering content mainly extracted from Naspers publications, and offering it in a way that would make it attractive and user-friendly.

News was obviously one of the fields of interest within the bigger 24.com portal, but it was an independently managed unit directly under the management of Naspers Newspapers, whereas the rest of the portal reported to Bekker.

"My colleagues and I work closely with News24's team, even though they are in Johannesburg, and we in Cape Town. They are run like a newspaper that is online, where we are an online service and portal, offering interactive and e-commerce opportunities, leaning far more on magazine content, with an emphasis on infotainment, not breaking news," explains Hefer.

From the outset News24 was a paid-for news provider to what was 24.com - now the broader M-Web. Launched in October 98, 24.com proved immensely successful, and made Bekker and the board realise there was indeed potential here.

Naspers enlarged its stake in M-Web Holdings and decided to pool its information technology endeavours, in other words decided to move 24.com across to M-Web, so that all the internet interests were in one basket (this happened in February/March 1999). M-Web up to that point had concentrated on connectivity, but was stranded without content to offer people once online. So it made perfect sense to move the team with the Naspers experience and relationships across to facilitate the flow of content from Naspers to the Net.

News24 was purposefully retained by Naspers as the internet arm of the Naspers newspapers, owned and managed by NasNews and a daily newsfeed was sold to M-Web to use on both mweb.co.za and 24.com.

2. Strategy: Tending This Corner of the Global Village

During 1997, by virtue of an executive decision, it was decided by Naspers to develop websites for the community newspapers within their stable. Dr Johann Botha, manager of the DistrictMail at the time, was mandated by Naspers (50% shareholder) and the Retief family (who owns the other 50%) to grow a website to represent the Helderberg as a Virtual Village or community. The time was right, and under the auspices of Destiny all the Naspers community newspapers had their content repackaged and made available on the internet.

According to Andrew Collins¹, "Destiny was responsible for designing and maintaining websites for the various publications and companies within the Naspers stable. There were between 30 and 40 including Pharos, Fair Lady, Sarie, Woman's Value, and helderberg.com. We were not involved in Huisgenoot or You, and Die Burger also pretty much ran their own site.

"It was necessary to source skills from outside Destiny in the form of Naspers's technicians to design databases, implement e-commerce, host websites and for their operations department to maintain servers."

Newspapers, and in particular local newspapers, were given a net presence, because Naspers wanted to develop the idea of a Virtual Village. One of the earliest American examples was Boston.com, a site that had a major influence on this undertaking.

"... Naspers wanted to develop the idea of a Virtual Village."

Marshal McLuhan² (Altschull, 341: 1990) said back in the 1950s: "Babel will be conquered by cybernetics, and the communal world of the ancient villages be reconstructed through the global village that has been established by the new media. The computer promises by technology a Pentecostal condition of universal understanding and unity."

Collins says, "In hindsight this [creation of Virtual Villages out of community newspapers] was really about community, which is of course a winner. Perhaps the Virtual Villages should

¹ Andrew worked as an HTML (Hyper Text Markup Language) programmer for Destiny, the precursor to 24.com - which is now the M-Web portal.

² Marshall McLuhan (1911-1980) was a Professor of English at the University of Toronto, and a chief theorist of mass communications. His work includes more than 15 books on communications, including the legendary "Understanding Media," which explored the way electronic media reflect and influence civilisation.

be more focused on chat and message boards - ways for people to communicate. The reason for local newspapers is that it has been shown time and again that the type of news people most want on the internet is their local news.

"As far as my position goes, I was very fortunate. I managed to move from being an HTML programmer to an editor to a project manager and now a business development manager in China in the space of three years. Pretty unusual, but there were many factors including being in the right place at the right time that influenced that. I think that in this game the people who can see the big picture are the successful ones," concludes Collins.

2.(i) Complete Circle and Added Value

Dr Botha, who was promoted to the position of publisher of Die Burger in Port Elizabeth, with effect 1 July 2000, was the manager of the DistrictMail, HelderPos and helderberg.com and the driving force behind it. Prior to that he was a lecturer of literature, art editor of Die Burger, then editor of Custos, an executive manager of the National Parks Board, and manager of the SomersetPress from 1995 to 1999. Under his management the publication of the HelderPos and the internet newspaper, helderberg.com was begun, as well as the Newspaper in Education Project.

"The personnel of the DistrictMail became like family to me, and the group is thoroughly modern, and one that does not have to stand back for anyone in the world, not to mention South Africa," says Dr Botha.

SomersetPress is the owner of the DistrictMail, HelderPos and helderberg.com. "As far as I'm concerned the DistrictMail will always be the flagship publication of Somerset Press. The DistrictMail has been in the Helderberg for close on eight decades. Helderberg.com adds value and completes the circle. Our job is to market our product in our own publications, never in others. It's a nice bonus if other newspaper write about us as well³," explains Dr Botha.

"Helderberg.com adds value and completes the circle."

Both publications - the DistrictMail and HelderPos⁴ - are updated weekly on the internet as an added service to the community on <http://www.helderberg.com>. This website really got off the ground toward the end of 1997 when a journalist was appointed as sub-editor to manage the project, build it out, make it financially viable and write for it.

Given the different medium and ways in which the internet presents itself, helderberg.com uses the possibilities of the electronic world in a synergistic way to add value for their customers. In this way it was possible to begin a business index, a property listing, a weekly classified index duplicating that of the DistrictMail, banner and button advertisements, as well as unique display pages.

"By keeping the price low, we found that we could offer our clients the edge by being on the world wide web. Our website is an advertisement in itself, and the promotional value is

³ On 20 March 1998 the Mail & Guardian (this article is still available on the internet) described helderberg.com as "South Africa's most successful online community media site". And in the Sunday Times Philip van Zyl wrote: "The Helderberg Virtual Village, serving the Western Cape's Helderberg region, is one of the better community sites on the local leg of the net."

⁴ An updated version of <http://www.helderberg.com/HelderPos> was last seen on Tuesday 27 June 2000.

enormous. It re-enforces our image as a progressive media force in the Helderberg," says Dr Botha.

On the website the following mission statement appeared: "The DistrictMail's mission is to serve the entire Helderberg community with integrity. Through synergetic teamwork the newspaper sets out to present through its pages a true reflection of community life in a balanced and professional manner; and to promote through its advertising space the furtherance of good business, commerce and industry; strive constantly to improve quality of life for all, and to protect the environment in a responsible manner."

3. Staff: DistrictMail, HelderPos and helderberg.com

The DistrictMail is a weekly publication (on the news stands every Thursday morning) and is sold in the Helderberg towns of Somerset West, Strand, Firgrove, Gordon's Bay, Macassar, Nomzamo, Lwandle, Sir Lowry's Pass, as well as in the nearby towns of Stellenbosch, Elgin and Grabouw, for R2,50. On face value the DistrictMail is the premier media company in the Helderberg.

The paper's latest (2000) ABC (Audit Bureau of Circulation) figure puts the number of newspapers sold each week at 13 755 (currently only second to Paarl Post in South Africa).

This paper is now read by about 50 000⁵ people each week.

⁵ Appendix A contains the data for the HelderPos and DistrictMail's SAARF AMPS 1999AB for Community Newspapers and Magazines with Smaller Circulations. Comparisons are between 1999AB combined data and 1998/99A data. (<http://www.saarf.co.za/ppt/amps2000a.ppt>)

SomersetPress also publishes the HelderPos, a free newspaper, of which 29 850 copies are distributed in the Helderberg every Tuesday.

There are 35 employees in five departments. Editorial staff, Jan Celliers*⁶ (manager)⁷, Mark Stuart (sport), Douglas Sias* (motors/sport/schools), Ian Baard (political reporter), Karen Geldenhuys (editor) who took over the position from Patrick Seeton at the beginning of 1999, Maryke Roberts (entertainment/schools/letters), Freddie van Sittert (senior reporter), Annelien Dean* (business and property), Delia Kennel* (photographer), and Bernard Hoffman (internet).

The advertising team consists of Deleen Slamdien* (advertising manageress) who took over from Christoff Botha on 1 June 2000. Retha van Zweel, advertising manageress before Christoff. She left the DistrictMail middle 1999, and was a huge driving force in the marketing of helderberg.com. Michelle Marston, Gillian Schreuder (classified and display tele sales), Vivien Sharper (classified and display tele sales), Gail Geldenhuys, Liezel du Plooy, Telia Black, Annie Schabort, Val de Klerk, and Wilene Smit* (booking clerk), make up the rest of the advertising team.

On the administrative side the fort is held by: Karin Lubbe (accountant), AnneMarie Fick, Marinda Mealing*, Danielle Jacobs*, Clara Scholtz (tea lady), Hazel Durr (reception) and Audrey Potgieter. The circulation is handled by Melcome Flaendorp and Richard Peterson.

⁶ * New or recent appointments.

⁷ Jan Celliers used to be the manager of the DistrictMail between 1984 and 1996. Presently he is Assistant general manager of Naspers's Southern District Newspapers. From his new district office he will oversee the DistrictMail, HelderPos, Eikestadnuus, Hermanus Times, Worcester Standard and Weslander.

The Desktop Publishing (DTP) team consist of: Merissa Slingerland, Mechelle Botha, Deon Myburgh, Renette Hoppe*, Solley Valley (production manager), Colette Mostert and Beryl Botha* replaces Appie van Wiele as proof reader.

Adjudicating the newspaper as overall package, the Cronwright trophy for community press returned to the Helderberg after a ten year absence. The DistrictMail last won the trophy in 1990 - awarded for news value, typographical excellence, quality of photographs and readability and came second 1999.

The judges for this year's (2000) competition unanimously voted for the DistrictMail, describing the newspaper as being "logically planned with simple, clean and effective layout."

Karen Geldenhuys, the editor, says: "Our staff features every year in the Sanlam awards for community newspapers, indicating that the DistrictMail is entering the new millennium as a slick, professional newspaper with exceptionally high standards. The DistrictMail maintained consistently high standards, even compared to bulky newspapers, 'something which is definitely not easy' according to judging convenor Professor Johannes Froneman. It's great to know the judges noticed the amount of work this team puts into every paper - journalists not only write stories and take their own photographs, but are also responsible for the entire editorial layout of the paper. Our winning the Cronwright boils down to a tremendous team effort."

The DistrictMail's editorial team received eight top ten places, fewer than the 17 awarded in 1999. The DistrictMail was also named the South African regional newspaper with the best

Newspaper In Education project. The local project was launched with the help of Sanlam in 1999 and in its first year reached some 16 000 primary school pupils across the Helderberg.

A total of over 2 000 individual entries competed in the 2000 Sanlam awards, compared to the 1 143 entries received in 1999, and a total of 126 (106 in 1999) newspapers vied for positions in this year's competition, the tenth of its kind.

4. Management, Strategy and Planning

According to Dr Botha, The DistrictMail community newspaper has been the heartbeat of the Helderberg, reflecting the news and views of the people of the area, for almost seventy-five years.

"The DistrictMail community newspaper has been the heartbeat of the Helderberg, reflecting the news and views of the people of the area, for almost seventy-five years."

Conrad Fink, in his book *Strategic Newspaper Management*,

says that in newspaper strategy, the single most important factor to consider is the market.

Newspapers live, or die, on the basic economic strength of its market. According to him: "You need literate, affluent readers and prosperous local retail merchants, the underpinning of any newspaper market." (1996: 51)

The Europe, Middle East and Africa (EMEA) region often is a better reflection of trends to come in the local market, however, America as the worlds economic powerhouse information technology (IT) leader will have a an influence on the internet industry as the world becomes a global village.

In South Africa 126 local weeklies entered the Sanlam Awards for Community Newspapers. These newspapers⁸ vary in circulation, size, market and readership. Therefore it is difficult to speak of an 'average' weekly newspaper in South Africa or anywhere in the world for that matter. That would be like comparing cans of fish to watermelons. It would be more circumspect to focus on the unique issues that confront a specific publication.

Based on the American experience, Fink, raises valuable issues to consider. He says: "Weekly newspaper publishing, where it all began in colonial days, has a new look." According to him weekly circulation and readership are growing strongly, and advertising revenue, though difficult to calculate, is becoming larger. Compared to the 1970s, weeklies are generating larger circulation figures, and many are highly profitable, with margins often exceeding those of daily newspapers. Two environments are especially conducive: (a) Affluent suburbs of major cities, offering readers detailed local coverage that metro dailies cannot match, and providing advertisers deep household penetration; furthermore (b) a group owned by a publisher who achieves economies of scale by publishing two or more from one administrative facility for all production, sales and news functions. (Fink, 1996: 45, 51, and 431 - 432)

All-Media & Product Survey, Amps (AMPS) for 2000 indicates that education levels are higher for all South Africans, though unemployment levels have risen, daily newspaper readership is up, more people read weekly newspapers (with Afrikaans⁹ weeklies staying at the same level), TV viewership is higher, and internet usage has risen. (<http://www.saarf.co.za>)

⁸ Or weekly newspapers with a weekly circulation below a certain level, and focusing on a particular town or district.

⁹ See Appendix B (AMPS 2000A Summary).

/ppt/ amps 2000a.ppt) AMPS figures¹⁰ indicate that the South African experience¹¹ is somewhat different to that of the Americans. Nevertheless, a substantial part of the population, the upper LSM¹² groups do exhibit similar tendencies. While the lower LSM groups have more young people and are less affluent. It is also expected that AIDS/HIV will decrease the numbers in this group radically.

According to Fink (1996: 45 - 51) today's young people are heavily orientated toward electronic media. Futurists say this trend will continue. Add the ageing of the population and the accommodation of other ethnic groups, and newspaper managers will find it increasingly difficult to define, reach and hold the reader market.

Dr Botha has been the driving force behind the internet project from the day he arrived at the DistrictMail. Celliers on the other hand has a hands off approach. Douglas Sias and Annelien Dean are responsible for story selection after the internet sub-editor left in die middle of 2000, and the operation was taken over News24¹³. About 27 community newspapers are hosted on their servers.¹⁴

¹⁰The 1996 census shows a population in South Africa of 38 million people and estimated at 40 million for 2000. Research done by the Bureau for Market Research (BMR). (<http://www.saarf.co.za/pressreleases.htm>)

¹¹But cognisance should be taken of trends there, because America being the world's largest economic powerhouse, will have an impact on the rest of the world, especially as far as IT goes.

¹²The The South African Advertising Research Foundation (SAARF) LSM (Living Standards Measure) has become the most widely used marketing research tool in Southern Africa. It divides the population into eight LSM groups, 8 (highest) to 1 (lowest). LSM-7 and LSM-8 are divided into Low and High respectively.

¹³ Instead of assigning a journalist whose main focus is the operation of the website, designated journalists select stories and send it to Desktop Publishing (DTP) to take care of the technical side and FTP (File Transfer Protocol) it to News24's servers. Advertisements on the site have been put on hold. A few still filter through via the reps from clients that insist on having their ads on the web. "We're not as aggressive about it as under Retha van Zweel's management," says Val de Klerk. Barry Barnett of Web2000 has taken over the selling and marketing function. He mainly focuses on putting websites together for Real Estate companies. In turn their banner or block ads appear for set rates. However, the odd firewood for sale, recruitment agent, and mattress ads have been spotted as well. "Barry gets paid a percentage as commission like we'd pay our representatives," says Dr Botha.

¹⁴ http://www.news24.co.za/Content_Display/Level_3/Regional_JumpList/0,2702,,00.html

Sias says, "Advertisements are still sold on helderberg.com, but it takes a definite back seat to the main paper. A lot more can be done in this regard. But at this stage we are optimising our resources to the full, and now mainly leave the marketing up to Web2000. The most important thing is that we are in cyberspace, so we'll be ready if and when any threat comes from competitors in that area."

Fink (1996: 437 and 451) says, "Modern technology and managerial techniques are characteristics of successful weeklies today. Rapidly disappearing: 'Ye Olde Country Editor' of lore, and independent owner struggling with a single ill-equipped, under financed weekly based on a narrow (and perhaps shrinking) rural or small town market. Like dailies, many weeklies uniquely reflect their own market and competitive conditions and the news and management strategies of their individual owners. If you want to get quick experience in all dimensions of management, weekly newspapering gives you best opportunities. A weekly manager does it all. And if you want to own a paper, weeklies offer your best chance for relatively low-cost entry into entrepreneurship. (But even the cheapest weeklies are expensive these days.)"

The Financial Mail¹⁵ reported on 13 August 1999 that, "Growing affluence, no matter how modest, is good news for the media, and there's been a reassuring reversal in the downward trend of reading habits. Readership of daily and weekly newspapers bottomed in 1997, and in the case of weeklies, has risen from 26,6% then, to 31,1% now. Magazine readership has risen from its nadir of 33,2% of the adult market in 1995 to 39,3% now. These figures are for the whole population. Among speakers of English and Afrikaans there's been a similar reversal of

¹⁵ The article is called, "Despite it all, we're richer on average." (<http://www.fm.co.za/99/0813/admark/bam.htm>)

the downward trend, but at a higher level. Magazine readership, for example, is now back up to 64,9%."

Managerial techniques, movements and decisions influence the dynamic of the community newspaper internet project. The internet website of a community newspaper cannot be separated from its printed bigger/older brother. This also has to do with branding¹⁶. And it's imperative managers keep up to date with trends.

5. Content Is King Or Is It?

According to Dr Jacob Nielsen¹⁷ whose studies since 1993 show users look straight at the content and ignore the navigation areas when they visit a webpage. This has held constant as users have cycled through the dominant browsers: Mosaic, Netscape 1 - 3, and IE 4 and 5. His findings been confirmed in other independent studies. Typically users react to the content first, and if it is not relevant to what they are looking for they don't consider any other aspect of the design when they arrive on a page. "Seven years of user studies; six browsers; three software vendors; one user behaviour." (<http://www.useit.com>)¹⁸

¹⁶ Branding is a marketing term and refers to a process by which a product is given its own identity.

¹⁷ Jakob Nielsen, Ph.D., is a User Advocate and principal of the Nielsen Norman Group which he co-founded with Dr. Donald A. Norman (former VP of research at Apple Computer). Until 1998 he was a Sun Microsystems Distinguished Engineer. He holds 52 United States patents, mainly on ways of making the internet easier to use. The New York Times has called him "the guru of webpage usability." (<http://www.nytimes.com/library/tech/98/07/cyber/articles/13usability.html>) Dr. Nielsen was usability lead for several design and redesign rounds of Sun's website and intranet (SunWeb), including the original SunWeb design in 1994. His earlier affiliations include Bellcore (Bell Communications Research), the Technical University of Denmark, and the IBM User Interface Institute at the T.J. Watson Research Center. He holds a Ph.D. in user interface design/computer science from the Technical University of Denmark. Website: <http://www.useit.com>.

¹⁸ <http://www.useit.com/alertbox/20000109.html>

Conversely Fortune Magazine reported on 22 June 1998¹⁹ that although in traditional media, content may be king, it isn't so in new media. The internet was thought of as a branch of 'proper' media - an alternative delivery method for content distribution. But it has become clear that the internet has little to do with traditional media. In cyberspace what counts is not text but tools for transactions. People use the internet for services: to buy cars; send flowers, do banking, read movie reviews, book tickets, study or buy stock or send SMS²⁰ messages. Techies²¹ don't seem to have a problem adjusting to that truth. In the tech world, engineers are a source of intellectual property and inspiration. Old media types may yet play a role on the internet, but it is likely to be a small part, and 'not the kind of star turn they're used to'. Furthermore, a website for women called iVillage, found there is no demand for the windy pieces found in the likes of Working Woman magazine. Women prefer chat rooms - they like to talk about sex, family and work - and mindless interactive quizzes."

No matter how it seems, content might have been slated in this Fortune article, but wisdom would suggest that content and killer applications need to work together, for the one hand washes the other. In other words you need to find good depth of news, but your website needs applications that enable fast and effective searches, allow polls to be taken and a database of have archives.

Helderberg.com tries to bring the notion of old media and new media together. According to Dr Botha that's

"Helderberg.com tries to bring the notion of old media and new media together."

¹⁹ The article is called, "New-Media Nightmare." (<http://library.northernlight.com/SG19990714120005822.html?cb=13&sc=0#doc>)

²⁰ Short Message Service

²¹ A computer expert involved with the technical side as opposed to the content side.

why helderberg.com isn't just a dumping ground for any old content, but information is reorganised in such a way that it takes best advantage of technology as it becomes available.

(i) The internet journalist

In 1997, an internet journalist as opposed to a webmaster²² was appointed with the title internet sub-editor. Bernard Hoffman holds an Honours Degree in Journalism from the University of Stellenbosch. "Sub-editors are specialists who polish stories, they check verifiable facts, including the spelling of names and addresses, and write headings." (Nel, 1994: 23). He spent two and a half years writing for, generating new content, editing and updating the website on a daily basis, designing and coding (raw HTML²³ and a bit of JavaScript²⁴), canvassing advertisers, training representatives, and promoting helderberg.com.

He was also responsible to interact with visitors via email, and to generate fresh ideas to ensure helderberg.com stays economically successful and keeps attracting an increasing number of visitors. He also oversaw the implementation of email accounts for the whole business of 30 employees. In 1999 he delivered a talk at the Editor's Forum for Community Newspapers on the Role, Function and Future of the Internet Journalist. In 1998 he attended the three day New Media in Africa Conference hosted by the Department of Journalism an

²² A webmaster develops and maintains the company's portal. He performs backups and ensures user accessibility to the site. He monitors site traffic and helps scale site capacity to meet traffic demand performance. He improves the company's efficiency and designs the look and feel for the site, and may require a bachelor's degree and 2-4 years of experience. He must have a working knowledge of HTML, JavaScript, and SQL, and relies on experience and judgement to plan and accomplish goals. He performs a variety of tasks, works under general supervision - typically reports to a manager. A certain degree of creativity and latitude is required. (<http://www.salary.com>)

²³ Hyper Text Mark-up Language - this is the language used to create documents on the world wide web.

²⁴ A scripting language for use on server or client side in development environments, and not the same as Java which is an object-orientated language.

Media Studies in Grahamstown. He was asked to host a workshop and to submit an article that was published in the Rhodes Journalism Review²⁵.

On 11 June 1999 helderberg.com's internet journalist was asked to present a talk on the role and function of the internet journalist, at the KWV conference Centre in Paarl. The conference was attended by journalists and reporters from virtually all the community newspapers in which Naspers had a stake.

According to the convenor, Riaan Gerber, Editor of Eikestadnuus, he expected the levels of internet knowledge to be low. Of the 100 delegates, roughly 40% had personal access to the internet. In most cases they had one modem shared by the whole business - which usually meant the editor had exclusive use of it.

Nonetheless, the feedback was excellent, and convinced the DistrictMail web team that they were on the right track. And even more than that, that community newspapers should have proper websites as a matter of course. And fits with what Bill Gates, CEO of Microsoft, once said, "The internet is like a tidal wave, drowning companies that don't learn to swim in its waters."

"The internet is like a tidal wave, drowning companies that don't learn to swim in its waters."

An internet journalists at a community newspaper website needs to be familiar with certain terms, concepts and trends in order not to be a dead fish in the water from the outset.

²⁵ Rhodes Journalism Review, 17 March 1999. "Community Media Online," published in *New Media 2000* supplement.

A server is a powerful computer, usually maintained by an internet service provider (ISP), where websites can be stored and made available 24 hours per day.

A browser is a piece of software which enables the user to read what's on the internet. The most favoured are Microsoft's Explorer 3, 4 and the latest 5.5 (which includes all sorts of patches to protect the user from intrusion while online.) Netscape have Navigator and Communicator 4.5, while Opera 5.0 seems to be winning a few battles in the browser wars by offering its latest release for free.

Opera picked up 1,5-million registered users while being a paid-for browser, selling at \$39 per registration. Version 5, released on 6 December, is free, provided the user is willing to accept a weekly-updated banner ad within the interface of the browser. This should make a huge impact on its popularity in a world that is fed-up not only with the domination of Microsoft's Internet Explorer and AOL/Netscape's Navigator, but also the habit of those giants to ignore industry standards for browser architecture." (<http://www.mg.co.za/pc/feet/ft20001207.htm>)

The story is told of a member of IBM's technical support team who fielded a call in which a person complained that her keyboard was broken. After some investigation, it turned out the keyboard was cleaned by washing it with soap and water in a bath tub. The same company is considering changing the "press any key" command to "press the return key" due to the amount of calls received from customers wanting to know where this "any key" is.

(<http://www.ibm.com/press/prnews.nsf/homepage>)²⁶

²⁶ Article last seen in 1999.

The above scenario even today, describes many peoples situation. However, this is changing rapidly as computers become everyday consumer items, and computer courses become more available and affordable.

An internet connection's value really only comes to the fore when it comes to research for articles and stories. Search engines are popular ways of finding facts and information on any topic. There are even websites that are dedicated in helping the journalist find the right sources. Today, more than ever, journalists are learning which of these sites are trustworthy. Those are the ones that he will return to.

The most popular are Yahoo, Infoseek, Hotbot, Lycos and Altavista. Google is the latest to appear on the scene, and the South African search engine ananzi.co.za is also powered by google software. According to Steve Outing of Editor & Publisher in *Keep It Simple In the Age of Overload*, Dr Nielsen speaks highly of Google's plain vanilla²⁷ layout with the resultant fast download speed even when the net is slow. He also encourages those responsible not to turn the homepages of their newspapers into magazine covers. "The printed magazine cover is meant to entice the newsstand browser into buying a copy. By the time online users have hit your home page, they've already been enticed elsewhere, by an ad or a link on another site to visit you." (<http://www.mediainfo.com>)²⁸

There are thousands of search results for the term internet journalist. The definitions for internet journalist are all-encompassing. So there are very few media people who can't in some way call themselves internet journalists, even if you do not have direct access to a server.

²⁷ This is a keep-design-simple approach adopted by website like America On-line (AOL).

²⁸ <http://www.mediainfo.com/ephome/news/newshtm/stop/st120899.htm>

Most journalist have done interviews via email, searched for information or have had their articles published somewhere on the internet and got paid for it.

Today it's difficult to find a school of journalism that doesn't offer courses about internet related subjects ranging from raw HTML coding, putting a website together, managing it, and doing research online, to special considerations when writing for the web.

Some, like Columbia University (read the Columbia Journalism Review at <http://www.cjr.org/>) in the United States and Rhodes University's Journalism and Media Studies Department in Grahamstown, South Africa, (<http://journ.ru.ac.za/newmedia.html>) have special departments dedicated solely to the research and teaching of an internet related nature.

For the modern journalist it isn't enough to be able to type only, today he should be familiar with and able to utilise properly a notebook, cellular phone, digital cameras, and often even satellite communication and link up, as well as the use of email, and news groups for doing research.

It has been happening for a couple of years now that journalists write exclusively for online publications (<http://www.itweb.co.za/> and <http://www.ice-africa.com>) or photographers who sell their work in this way (see <http://home.intekom.com/johann/> for Johann van Tonder's²⁹ website). Numerous newsletters are also distributed solely in electronic format (find Steve Outing's column on <http://www.editoranpubliser.com>).

²⁹ Johann van Tonder is an award-winning photographer, based in Cape Town, South Africa. He works for die Burger, lectures photojournalism at the University of Stellenbosch, and is a consultant in photojournalism education at Rhodes University.

Like with most things new it might even seem to the uninitiated that a kind of sorcery is happening in cyberspace, where information moves freely, money is transferred and websites hacked into. However, certain principles have been established by which work is done and problems solved. (More about how these principles manifest themselves in sections and chapters that follow.)

The next section may seem trite. But it is an issue that comes up too often for comfort, and due to its pivotal importance for the internet journalist, a couple of issues need to be addressed.

"Very often senior people either don't want to or cannot come to grips with rapid technological change, causing a resistance that is detrimental to a company," says Collins.

(a) HTML in the age of WYSIWYG and XML

With the aid of a sophisticated web authoring packages it is possible to create functioning webpages without hand coding. It is also said that more dynamic languages like XHTML³⁰, JavaScript, and XML³¹ are replacing HTML.

³⁰ HTML + XML = XHTML (sort of) XHTML is the reformulation of HTML 4.0 as an application of XML.

³¹ eXtensible Markup Language (XML 1.0 is the current version) is a standard created by the W3C (Word Wide Web Consortium) and is a simpler set of rules for markup than SGML (Standard Generalised Markup Language providing a complex set of rules for defining document structures, and the parent of HTML, XHTML and XML), while offering more flexibility than HTML.

However, all WYSIWYG (what-you-see-is-what-you-get) authoring tools will dictate the entire look and feel of your webpage. When you modify your publication, you'll require a basic knowledge of HTML.

Hand-written scripts (HWS) are usually much more compact and lead to far quicker download speed³². Even the best web authoring packages produce scripts that don't work the way you want them to. Some packages (notably the Microsoft version) rewrite your code to comply with its standards.

HWS are usually easier to read and edit, and don't place empty tags in pages you don't need. Even Adobe GoLive often creates code far more complicated than it needs to be, and very importantly, knowing the code gives the internet journalist an important understanding of how webpages work, what is possible and what is not. You will benefit by knowing what goes on 'underneath the bonnet' even if you return to a WYSIWYG or drag-and-drop package. You will also be able to take advantage of tricks and tips that simply aren't possible with the WYSIWYG types.

It's easy to distinguish sites that have been designed using WYSIWYG packages. Once the subconscious has labelled the design of a site as being unprofessional, it's unlikely visitors will ever trust its information, forget about parting with credit card details.

To learn HTML is very easy. As long as the tags or elements are properly opened and closed and in the correct place, it will function.

³²The download speed of the previous design of <http://www.helderberg.com>, which was hand coded for speed can be compared with download speeds of other websites. The URL is <http://196.2.63.155> (this site is in the process of being changed over to news24's systems, and therefore it is not sure how long this page will be available, but was still available January 2001).

By knowing the code, you can learn from other developers by examining the source code of their pages.

There is no standard for the development of HTML, but the World Wide Web Consortium³³ (W3C) develop, document and verify web authoring languages. They host tutorials on XML and JavaScript. These formats are becoming the standard used by website developers today. With a strong grasp of HTML it will be much easier to learn.

HTML isn't patented, and owned by a single person or group, so there's no danger that it will stop being sustained, certainly not in the near future. Therefore there is no real excuse not to come to grips with it. And it is surprising how many other aspects of computers become clear as well.

Lastly, and most importantly, by learning HTML you're not just learning a package, by understanding the basics you will understand how to use any of them.

The internet is a fourth medium, a unique instrument, with a landscape and characteristics of its own.

(ii) Sources, editing, repackaging

According to Dr Nielsen, if everything is equally prominent, then nothing is prominent. It is the job of the designer to advise the user and guide them to the most important or most

³³ <http://www.w3.org>

promising choices (while ensuring their freedom to go anywhere they please).

(<http://www.useit.com/alertbox/991017.html>)

News is the soul of a newspaper. In a very real sense news is the historic reason behind any newspaper. It has a unique position among the institutions in our society and communities, and it comes from its purpose of collecting and distributing news and information needed to keep especially a young democracy like South Africa's, alive and full of life. From a business point of view, a newspaper's financial foundations rest on news "the quantity and quality of news sold to readers who, in turn, are sold to advertisers." (Fink, 1996: 187)

The internet is quite expensive, and still only a middle class luxury. To get connected takes up resources. A person needs a computer, software, a connection, and a monthly subscription.

Nevertheless, it remains the most democratic force in the world, because it offers easy access to information, and it will not be long before even the poorest have reasonable access to it.

"Nevertheless, it remains the most democratic force in the world, because it offers easy access to information, and it will not be long before even the poorest have reasonable access to it."

News is difficult to define, but a few things are certain. It must be new, should awaken a sense of community or familiarity and it must have commercial value. News items are traditionally measured by the following: timeliness, audience, consequences, proximity, amusement value, loftiness, conflict and general news packaging. News is never objective, however, it is possible to write a balanced and fair account. Fairness also refers to how it is written, which report is used, and how it is employed. (Nel, 1994: 17)

The DistrictMail has a full compliment of journalists. Most of them have years of experience. They have unique contacts in the Helderberg Basin, therefore when their articles get selected for use on the website, it is often used to a fuller extent than in the paper, because the same space restrictions don't apply.

The internet journalist also writes copy, and regularly interviews people for this end, although his main job function is that of sub-editor. He works closely with the journalists, and therefore knows which important articles or issues are coming up. This contributes to selection of rank and importance of stories on the website. After planning, articles are retrieved in electronic format, translated into HTML, and loaded together with the re-sized images onto the server.

(iii) Categories and rotten links

"It is unbelievable how quickly information becomes outdated, especially in a community set-up. Municipalities move offices, businesses shut down³⁴, while others excel. That's why it is important for a community website, and I can imagine the bigger ones as well, to appoint someone full-time to make sure content is organised properly. It is extremely important to choose the right categories under which the website must be organised," says Dr Botha.

Retha van Zweel³⁵ says, "It is very important to supply fresh up to date searchable information regularly, neatly packaged and online 24 hours a day. Newspapers, of course, are in an ideal

³⁴ Local IT company Rorke Outsourcing is to be put into liquidation this week (14/12/2000), although the man who started the company and was voted the Helderberg's Business Person of the Year last year, Tony Rorke, was not informed of this development. (http://www.news24.co.za/Regional_Papers/Components/Category_Article_Text_Template/0,2430,303-307-308_954603~E,00.html)

³⁵ Advertising manageress at the DistrictMail, responsible for initiating helderberg.com's marketing strategy in consultation with Dr Botha.

position, because they can let out fresh information on a daily or weekly basis - information people want, and are willing to pay for."

The creation of good relevant content takes time, money and effort. This all exists within the newspaper, and especially local newspapers sit on a gold mine, that, for little extra sweat, they can excavate cost-effectively.

"One thing that I think is a good thing is how Naspers employs communication as a strategy. All the personnel are kept informed and ample opportunity is organised for different levels of personnel to get together and interact in more than just a work situation," says Van Zweel.

According to Christoff Botha, who was advertising manager for a couple of months after Van Zweel, an open flow, as described in the paragraph above, motivates employees even further. Especially in the fast paced, competitive and cutting edge internet world this becomes even more important.

"For example the conference we had in the Breakwater Lodge in the V&A in May 1998, brought all the content and technical guys together. There were about five sessions, all of which had interactive time at the end for discussing ideas," says Geldenhuys.

The wrap for the above mentioned conference, was done by Meyer, and concerned the transformation of Naspers's media products into the major 24.com portal. In conclusion he spoke about the importance of the four C's: content, community, communication and commerce.

Content should include news, sport, health, relaxation and money or business. Community refers to things like weather and traffic reports, tide tables, geographic location, and politics. Communication includes email interaction with clients and visitors, discussion forums, quick polls and friends online. Commerce is a facility that allows readers to pay for advertisements, a small section, advertisements and partners section.

"All this goes to show that we do not just suck content categories out of our thumbs, but spend reasonable time and effort to research in conjunction with big players to find out what works," says Christoff Botha.

(iv) A change is as good as a holiday

Another valuable experience for the DistrictMail's web team was a three day conference in Grahamstown, that was co-sponsored by Naspers.

The New Media Lab of the Department of Journalism and Media Studies at Rhodes University hosted their first Highway Africa Conference in 1998. All the big media houses announced their internet plans. Times Media Limited (TML) came with I-Net Bridge, and Naspers with 24.com.

Here the 'Mail's web team workshopped for three days solid and learnt important skills concerning intranets, digital manipulation, online research, data base creation, and had talks on every possible angle regarding the media and the internet. They were asked to submit an

article which was published in the Rhodes Journalism Review³⁶, and approached to lead a workshop on community newspaper websites.

During one of the workshops (7 September 1998) with professor Guy Berger, Dean of the Department of Journalism at Rhodes University, he made the importance of re-evaluating websites clear. According to him they learnt valuable lessons from the Rhodes website:

1. Techies³⁷ should be kept in place, because the aim of any website is communication.
2. Give careful consideration to who maintains the website.
3. There should be ample interactivity.
4. Promotion is an ongoing process, be it through search engine registration or other media products.
5. Avoid the site from becoming 'dead meat'. Keep it up to date, make sure all the links work, and clear it of all spelling and language mistakes.
6. Have a strategy for constant evaluation in place.
7. Have a strategic overview: how much money will be pumped in, what are the cost benefits, and over what period of time? Track visitors.
8. Have a conflict resolution strategy, be it within the company or toward outsiders. Different things may cause resentment to different people.

"Never underestimate the work that goes into web strategy."

According to Berger it's a mammoth undertaking. Never underestimate the work that goes into web strategy. To learn from your mistakes is to quench your thirst after wandering through the desert.

³⁶ Rhodes Journalism Review, 17 March 1999. "Community Media Online," published in *New Media 2000* supplement.

³⁷ A computer expert involved with the technical side as opposed to the content side.

"Helderberg.com should learn from the mistakes of other. You know as well as I do that in the media world it's important to keep the look of your newspaper fresh³⁸. A change is as good as a holiday. On the web it's even more important. Even if you change the colour of one line, or the size of the homepage graphic, people need to be kept interested," says Dr Botha.

(v) Images - the need for speed

From June 1999 helderberg.com reached a position where 90% of the photographs on the website was used in colour.

In *Keep It Simple In the Age of Overload*³⁹, Steve Outing, writes about an interview he conducted with Dr Nielsen⁴⁰, where he [Dr Nielsen] urges websites not too fall into the trap of becoming too flashy. In an attempt to capture the attention of their visitors, they load flashy graphics, add more and more features, and include more marketing hype. According to Dr

³⁸ Appendix C shows three of helderberg.com's designs.

³⁹ Steve Outing reported in Editor & Publisher (Wednesday, December 8, 1999) on two books hitting the market in December 1999, Outing writes: "One by web usability guru Jakob Nielsen, the other by Data Smog author and technology critic David Shenk. While there's little similarity between the books - one is a prescription for creating better websites, the other a series of essays about living life in a technology-driven age - their respective authors write with a similar premise: The internet is the ultimate tool of information overload - providing hapless consumers with an ever- and faster-growing data stream and millions of channels of news and information. It's too much for we mere mortals to absorb, and the purveyors of websites must therefore act in accordance. Shenk's book, *The End of Patience: More Notes of Caution on the Information Revolution*, (Indiana University Press), is a follow-up to his 1997 book, *Data Smog*. It consists of a series of previously published essays on the theme of information overload and media trends. Nielsen's latest is *Designing Web Usability: The Practice of Simplicity*, (New Riders). More massive (432 pages) than Shenk's thin volume, Nielsen's book is meant to offer those involved with designing and running websites a philosophy of webdesign based on solid principles and research."

⁴⁰ Jakob Nielsen, Ph.D., is a User Advocate and principal of the Nielsen Norman Group which he co-founded with Dr. Donald A. Norman (former VP of research at Apple Computer). Until 1998 he was a Sun Microsystems Distinguished Engineer. He holds 52 United States patents, mainly on ways of making the internet easier to use. The New York Times has called him "the guru of webpage usability." (<http://www.nytimes.com/library/tech/98/07/cyber/articles/13usability.html>) Dr. Nielsen was usability lead for several design and redesign rounds of Sun's website and intranet (SunWeb), including the original SunWeb design in 1994. His earlier affiliations include Bellcore (Bell Communications Research), the Technical University of Denmark, and the IBM User Interface Institute at the T.J. Watson Research Centre. He holds a Ph.D. in user interface design/computer science from the Technical University of Denmark. Website: <http://www.useit.com>.

Nielsen this should be left up marketing efforts outside that particular website. People should be impressed by a websites actual delivery of the goods. (<http://www.mediainfo.com/ephome/news/newshtm/stop/st120899.htm>)

In a Jayde.com Member Newsletter⁴¹, states that research has shown it takes a customer six seconds to decide whether to buy a publication off a news-stand or not. On the internet readers linger up to 15 seconds before moving on. If the page is laden with graphic the chances of losing the surfer becomes too great, because the load time takes longer. Valuable information should always be contained within HTML, and not graphics⁴². Many serious researchers surf with graphics disabled to shorten the time spent online. Search engines also don't pick up information presented as a graphic.

Helderberg .com had a policy of ensuring graphics were optimised for the fastest download speed by utilising special software. It was also decided to change the look and feel every three months or so. Most of it was done in-house, but outsourced if it required specialised skills.

"Helderberg .com had a policy of ensuring graphics were optimised for the fastest download speed by utilising special software."

⁴¹ The article is called, "Webdesign Essentials." (January 3, 2000) by S Rarick. Jayde.com specialises in website marketing and promotions.

⁴² "It's better to add BGCOLOR to a <TD>, to add colour to a page, because it doesn't affect the download times. That same trick can be used in place of graphical buttons. It loads almost instantly and has the same appearance as buttons on a proper layout. Tables remain the best placement. With tables it's possible to put text in artistic patterns and place graphics exactly without increasing loadtime. I've revised my page size upward. It used to be I had a 10 KB limit. Now, with the majority of people using faster modems, I have a 15 KB limit on my pages, although I still try to keep them down to 10 KB. Graphics can easily raise total page size to 100 KB. Still a decent load time, but getting near the limits. Many of my pages, minus banners, have a total size under 50 KB. One trick I've found that's worked over the years is to use thumbnails when numerous pictures are called for. The trick here is to remember that a thumbnail can be of remarkably poor quality, hence the low file size. It only has to be good enough quality to encourage a visitor to view the larger picture or photo." Jayde.com Member Newsletter, in an article called "Webdesign Essentials" (January 3, 2000) by S Rarick.

Outsourcing can occur between two departments within a company as well. Geldenhuys explains, "We found that with the amount of images the internet journalist selected every week being around 50 it would be wiser to leave at least the initial preparation up to the DTP department. With the internet sub-editor then overseeing this function, he's free to focus on his core business of editing the pages for the web."

6. Marketing and the Death of Distance

The internet has killed distance, and created a global village not seen since the Fall of man spoken of in the Bible. Just like the internet journalist has to work closely with management and the editorial team, so he has to work closely with the marketing team, in order to effect better service to the community.

"Just like the internet journalist has to work closely with management and the editorial team, so he has to work closely with the marketing team ..."

Robin Parker, the managing director of iafrica said at the Highway Africa Conference in 1998, that there would be 2 million internet users in South Africa by the year 2000 and 250 million in the United States. "The emphasis will be on the speed with which a website downloads, compression of especially graphical elements, broadcasting and video quality, internet services to remote areas, new editing packages, and a greater focus for internet journalists on marketing and business administration. The lines between editorial and marketing will become even more narrow, therefore the internet, and by implication the internet journalist, will have to constantly seek to improve his credibility."

The year 1999 saw more than half a million people connected to the internet in South Africa, bringing the total number of users to 1,82-million.⁴³ The internet can be viewed as the fourth medium, besides radio, television and newspapers. Initially this process was driven by technology, followed by content, and now it's in a third phase of connecting people. The internet is like a fancy telephone connecting people to people, and people are creating their own experiences out there in cyberspace.⁴⁴ Everyone expected to get rich quickly on the internet. People saw Bill Gates's accomplishments and uncritically thought that could be them.

Dr Nielsen wrote in an article⁴⁵ that advertising is the only way for sites to generate revenue, excluding sites that support direct sales⁴⁶. He foresees a change in this situation once micropayments on a pay-per-view at the page level is supported. Old media only understand the mass media business models. Many new media analysts make a similar mistake by using television as a metaphor for the internet, while the telephone is much better suited to liken it to considering its networking potential.

Especially media companies saw websites as extensions of their printed products. As discussed in Chapter 5, large differences exist in what works and what does not in this fourth medium.

⁴³ This was the key finding of the 4th South African Internet Services Industry Survey 2000, the latest version of the survey conducted annually by Media Africa.com since 1997." (<http://www.mediaafrica.co.za/3.html>).

⁴⁴ Notes taken during the plenary session Highway Africa Conference in 8 September 1998. The speaker was Jason Probert executive producer at M-Web.

⁴⁵ "Why Advertising Doesn't Work on the Web" that appeared, on 1 September 1997. (<http://www.useit.com/alertbox/9709a.html>).

⁴⁶ For example Amazon.com and the local Kalahari.net. Amazon.com also has an alternative income model based on commission for people directed to them by other sites.

Dr Nielsen also says⁴⁷ that according to a survey search engines and hypertext links accounted for the most important mechanisms through which people

"Appropriate URLs⁴⁹ should always be included in press releases, PR efforts, and print advertising."

were attracted to websites. Sites link to content rich sites. Appropriate URLs⁴⁸ should always be included in press releases, PR efforts, and print advertising. When a product is offered in print that URL should be the that of the payoff page, and not the homepage. Classified advertising works on the web, and is the one kind of ad that is a perfect match for the web."

"We had big plans for the internet at the outset, sure. It was quickly tempered by reality. We had plans of animated banners, buttons and blocks. Articles were rife about why web ads don't work. That's why we opted for no more than five block ads on the right hand side of the helderberg.com homepage. After all, we are still a newspaper, with the emphasis on content, and were not going to sell our souls - that would be like selling a wrapper that goes around the outside for our flagship DistrictMail," says Dr Botha.

"However, after the transition and link up with News24, we chose to keep our blocks on the right hand side, they give our site identity, and are sought after by the main players in the Helderberg," says Val de Klerk, senior advertising consultant and specialist property advertisement representative.

⁴⁷ "Why Advertising Doesn't Work on the Web" that appeared, on 1 September 1997. (<http://www.useit.com/alertbox/9709a.html>)

⁴⁸ Uniform Resource Locator commonly know as a website address and prefixed by <http://> or <http://www>.

⁴⁹ Uniform Resource Locator commonly know as a website address and prefixed by <http://> or <http://www>.

(i) Reps - the quick and the dead

The advertising team⁵⁰ consists of nine staff members and a manageress. Three are responsible for classified and display tele sales, one is a booking clerk and five are representatives.

"In some instances you rather shoot yourself in the foot, before someone else shoots you in the head."

"In some instances you rather shoot yourself in the foot, before someone else shoots you in the head. You either learn quickly to adapt to new technology and the internet, and be the first to sell, or someone else will do it for you," says Dr Botha.

Among the reps the ones who started first have the most clients. Internet advertisements are low maintenance, because of the time it runs for. De Klerk says, "The minimum we sign a client up for is three months. Some we even run TC (till cancel). For example PhilWest pays roughly R100 per week for his ad on our homepage. He was one of the first to go on, and his ad has been running since 1997 non-stop. It sounds like small change, but can easily make a difference to our earnings and whether we make a higher category of sales. Especially in slow months, R100 could change the percentage we earn. The reps who came in first and learnt the quickest, have mostly kept there internet clients, and it looks good on the CV to say we sell internet ads."

Selling on the web all begins with a trained and motivated advertising team who comes up with ideas for valuable internet products to sell.

⁵⁰ See Chapter 3 for particulars.

(ii) Training - eyes on the ball

"When I go out selling internet advertisements one of my most important assets is the monthly statistical report⁵¹ that I receive from the internet sub-editor.

Besides internet training we need to be up to date with accurate statistics. When I tell people we had 20 000 page impression this month, and 15 000 last month, they give their attention," explains De Klerk.

"Reps need to guide customers in this regard so that a fair deal is mutually reached."

It's important that the reps have confidence in the internet products they are selling. They need to be web savvy. Therefore initially one hour each week, which usually turned into more, was used to discuss general internet concepts and statistics, by the internet journalist. Especially clients with their own website know that helderberg.com's page impressions far outsmart that of their own website, so reps need to be ready with answers. Since these clients have already spent a lot of money they try to get as much for free as possible. Reps need to guide customers in this regard so that a fair deal is mutually reached. This time of feedback from the reps turned into the development of new internet products, like a property index, and others, like the business index, were fine tuned.

Training spanned topics from 'What is the internet?' to more nitty-gritty selling schedules (explained in more detail further down). Reps should at least know where the internet originated and that it was developed in the late 80s / early 90s by scientists at the European Centre for Nuclear Research (CERN) in Geneva Switzerland as a simple solution for linking information systems.

⁵¹ More about statistics in Chapter 12.

The United States military took to the idea of fast information interchange, next came universities, followed by commercial, and business networks from across the world. linking together into a massive web of knowledge allowing users easy access to information at the cost of a local call. No-one owns the internet, and it is more than websites, with email being the most popular.⁵²

The Editor of Daily Mail & Guardian's PC Review, Rupert Neethling, defines it like this: "The internet is a diffuse global data network based largely on the Transmission Control Protocol / internet Protocol, and which can be accessed via email, HTTP, FTP, Usenet and Archie/Telnet. Technologies such as WAP and Bluetooth are expanding access to portable, wireless devices."

"It is also important for rep to know the tariff card off pat, because there are so many other important issues to marketing that it looks very unprofessional, when a rep looks like she doesn't know what she's talking about," says Van Zweel.

"A button on the homepage costs R410,40 per month and R136,80 on any of the topic pages."

Prior to June 1999 the following applied, and all the ads were sold according to this tariff card model. A button on the homepage costs R410,40 per month and R136,80 on any of the topic pages. If the business has their own website it is linked for R159,60 per month. This is called an accommodation fee. In the event where helderberg.com constructs a website of advertising page R159,60 is charged per week for the first page, and R125,40 for any additional pages. The accommodation fee is dropped in the last instance. Design and development is charged at

⁵² This section is based on an article that last appeared on 24.com and was written by Andrew Collins, content editor at the time.

R319,20 per hour. All these prices are inclusive of VAT. A free listing is included on the business index. Clients with web ads are asked to sign for a minimum of three months. "This gives them time to properly evaluate advertising online with helderberg.com," says Christoff Botha.

(iii) Core business is no myth

An article⁵³ that appeared on Smart-Traffic.com in May 1999, brings the business of selling on the internet into sharp focus. Free is overrated. Free marketing doesn't work. Not all traffic is useful. Not all businesses should be on the internet. Don't try fancy tricks. There are no marketing secrets. Make sure your website is in pristine condition, contains good clean layout and has no spelling or grammatical errors. Banner advertisements don't work, try other models, like blocks, buttons and sponsorships. Prices must be reasonable. Through focused hard and persistent work, and by giving customers what they want, results come.

Van Zweel emphasises this point, "All we are interested in is supplying in the needs of our customers. For those who want to advertise on the internet we have created a facility to do that. Businesses aren't flocking in droves, but a fair amount has expressed an interest, and have put their money where their mouths are. Most of them received their money's worth. After all, we deliberately didn't ask exorbitant prices from the outset with the aim of attracting the highest number of clients to advertise. We focus on our core business by analysing our web traffic, reading as much as we can, as well as meeting regularly with industry leaders, like the Naspers internet team, M-Web and other local players."

⁵³ Article by L Cox.

Van Zweel finds selling on the web to be an exciting challenge, with a huge learning curve for everyone involved. "But we've tasted a certain amount of success, and that makes it all worth it."

(iv) Marketing management not tub-thumping

Western culture thrives upon creating demand out of a profound sense of dissatisfaction and need. True as this statement may be, and even though it might even speak to the moral sensibilities of people, that is the task of the advertising manager. It is his task to convince even the Inuit to buy ice in the middle of Greenland. And it is his job to motivate the sales staff that report to him to do the same.

"It is his task to convince even the Inuit to buy ice in the middle of Greenland."

"Friedman & Cohen, a department store in the Strand, even went further in an attempt to stay ahead of the pack. Their weekly specials are updated online, on a weekly basis. The important players have moved away from clever techniques that take long to download (and usually gives JavaScript errors), or too many flashing elements, or huge graphics that take ages to download. Nevertheless content remains the *raison d'être* of any newspaper. Without relevant content a website robs itself of its right of existence," says Van Zweel.

A community newspaper website should be managed according to sound business principles. It takes consistent hard work to keep a website alive, viable and feasible, because investors are plucky, and hard to come by. It's very often necessary for an internet journalist to stick his head out in meetings to say it like it is.

"People come up with thousands of ideas, especially during meetings. It's quite amazing how some people just do not learn to keep their mouths shut, resulting in hours of time being wasted. Week in and week out they come with astonishing ideas, and they even differ from one week to another. But, and this is a big but ... draw them in to execute one of those ideas - then you hear thousands of excuses why they cannot," surmises Goldenhuys.

Burrows-Hugo (1999:6) explains that business communication should occur in times of crises and calm. "The business communication process is continuous and interactive, with consecutive messages flowing to and from different senders and receivers."

According to Van Zweel experience shows that managers should constantly understand what his employees are faced with every day. In the new-media arena this becomes more difficult. Either managers are a generation ahead or they rely on the employee to keep them updated. As you can imagine this can lead to unhealthy situations where managers are misinformed or where they take management decisions through thumb sucking, or someone's noisy ranting.

Van Zweel believed strongly in a circle of advertising the website in the DistrictMail and HelderPos and vice versa. Every week prime space was used to advertise helderberg.com. Usually the ear space next to the masthead was used to advertise the URL. The business index was also advertised at least once a week with a cut-out section to make it simple for potential clients to fill in their particulars and post it in.

Keeping a community website on the cutting edge all begins with a capable, strong and motivated advertising manager. People sense when leaders are out of their depth, and has a negative influence on the way business is done

(v) Email as marketing tool: mission critical but still no respect

The internet journalist must be able to facilitate and supervise the installation of email accounts for the whole staff. After all, email is the most used part of the internet.

In 1997 it was seen as a luxury only given to managers.

Today email is considered mission critical⁵⁴, and very few new employees do not receive their own email account, and

then only for good reasons. Email is the primary vehicle for knowledge exchange, yet it is so pervasive that it is often overlooked.

"In 1997 it [email] was seen as a luxury only given to managers. Today it is considered mission critical ..."

Email leads to fruitful discussions, and makes available knowledge from key individuals in a company at an unprecedented pace, and allows for communication not possible before between peers, managers and social contacts. It strengthens human relations that underpin business links, and it contains a wonderful feature called the signature, that allows the placement of the websites name at the bottom of the message.

Most of helderberg.com's marketing personnel, share one account - adverts@helderberg.com.

While the journalists, managers and key administrative staff also have their own helderberg

⁵⁴ See the analysis by Simon Hayward, "Mission-Critical - But still no respect," in *The Weekly Channel* of 7 November 2000, pg. 10.

account using their first names followed by the domain name. The advertising value of email accounts with the domain name of the business is obvious.

At helderberg.com out of hundreds of emails⁵⁵ only two were received that found fault with the DistrictMail's web service. One picked up a spelling mistake in an article, and the other had a gripe about the website not being updated on a daily basis.

Even though the DistrictMail is a weekly publication the 'Mail's web team carefully considered the criticism, and decided to stick to one update of the HelderPos webpages on Tuesdays, and one update to the DistrictMail's content by Friday afternoons. Preparing the DistrictMail's content for publication took a good two and a half days. The rest of the time went into site management, advertising, marketing, preparing statistics, writing articles and readying the HelderPos content.

The reps also receive a substantial amount of new email due to the website, and in many instances it has turned into business.

"Nowadays helderberg.com isn't only used by locals, even though locals constitute the most important segment, and has attracted many overseas clients. Assad Toorab placed an advertisement for his book 'Kiss your boss goodbye' in the printed version after learning about us on the internet, and finding all our details there. We completed the whole transaction via

⁵⁵ Some of the comments received via email during February 2000: "We are relocating to Somerset West in April and due to this decision we visit your website every week to keep up to date with the news in this beautiful part of South Africa. We think you have a wonderfully laid out site. Thanks for the great, informative and up to date pages," wrote the Kinnaird family. And Charl Marias remarked: "Us folks here in Europe want to reach estate agents for inquiries at low cost and not phone them on their cell phones ... Europeans are willing to pay for the right houses, land, hotels, businesses and other properties. And Troy Derick Smith noted, "I just wanted to say how nice it is to be able to read your own newspaper [DistrictMail and HelderPos] on the web, even though being far away."

email, one doesn't have to wait for snail-mail anymore," explains De Klerk, impressed by the speed with which the whole deal was completed.

It happens on a regular basis that people advertise their homes, and this part of the business brings in good money for little effort. In one case an engineer from Bulgaria who searched for work on PowerSmalls⁵⁶, contacted the 'Mail to thank them for their service. Research conducted by the web team through phoning all clients a couple of weeks after their advertisement went live, indicated positive feedback in all instances, and many generated business directly off it, and some even from places like America, Singapore, Australia and Germany.

Dr Botha sums the situation up succinctly: the most important is to communicate clearly with readers, and handle them very carefully. Readers and clients aren't always right, and sometimes it's important to indicate this to them. But emails are an advertisement, and word tends to get around if a staff member is rude to a client.

"We're not selling diamonds here, we're like the cafe on the corner selling cans of fish to people because they are hungry."

When employees are rude to clients or the public it reflects poorly on the business, and may even indicate that something is very wrong with that company. "We're not selling diamonds here, we're like the cafe on the corner selling cans of fish to people because they are hungry. And we apply the same principle to our web project."

⁵⁶ <http://196.2.63.155/PowerSmalls/default.htm>

7. Advertisements

Helderberg.com has a business index, property for sale, classified PowerSmalls section and block and banner advertisements that generate an income.

"The tariff card was the first thing we worked out toward the end of 1997. It offers the customer some sort of assurance that he is paying the correct and market orientated price. Generally, as policy, I do not allow the free distribution of tariff cards. This lesson we learnt on the print side. It becomes too easy for competitors to undercut our prices," says Dr Botha.

Advertising space available on helderberg.com as of 21 June 1999, offered the following types of advertising space for sale according to the tariff card, after a decision was taken to include banner ads, but only text type. Due to an overhaul of helderberg.com, a type banner ad of 300x100 pixels (width x height) became available. helderberg.com began using liquid pages⁵⁷, allowing pages to load according to the settings of the individual reader's computer.

Regarding the width of such a banner ad on pages with no right-hand column the banner becomes 300 pixels wide. But may be reduced, unilaterally by the publisher, if a right-hand column is added for whatever reason, or if the page layout requires it. The height of 100 pixels is an estimate and depending on the amount of text used, up to three lines deep. The graphic used (e.g. corporate logo) by the advertiser may be 2.5KB⁵⁸, with a surface size of 60X60

⁵⁷ A liquid page refers to a design built into a website, that cause it to size according to the screen resolution of the clients computer.

⁵⁸ Kilobyte.

pixels (width x height). For each extra kilobyte over 2.5KB, R50/week is added. Graphics or images are allowed, but KB value restricted to 2.5KB.

In cases where clients want non-standard sizes, or a bigger graphic, R50 is added for every extra 10 pixels per square. 60x60 is 360 pixels square, if

he wants a 70x60=420, R400 is added to the total

monthly price. The banner ad goes on the bottom of the page, and includes a link to the advertisers page.

If a client requires a website - the normal rate of R319,20 per hour applies. The rep will quote once all the information is received as to what is to be contained on such a site. Updates are charged at the same rate.

Confer <http://www.heritageprk.com> as a prime example of websites constructed and maintained by helderberg.com.

<http://www.helderberg.com> 99/00

Month	Turnover
1 April	R 7985
2 May	R 8101
3 June	R 8283
4 July	R 8385
5 August	R 8568
6 September	R 8526
7 October	R 9003
8 November	R 9118
9 December	R 8997
10 January	R 9087
11 February	R 9282
12 March	R 9240
Total	R104 575

Average/
month R 8714.58

Turnover for helderberg.com
April 1999 to March 2000.

A banner ad on the homepage of helderberg.com will cost R2000 per month. Extra costs are incurred if the KB or pixel sizes exceed standard specifications. Other pages are charged at R500 per month, and refer to subsections like news, sport, business and entertainment. Only one main page and one other page in that section is available for sale, because the size of the sections differ from week to week.

On the HelderPos pages a package is offered at R2000 per month. This includes a banner at the bottom of every other page - a minimum of 4 pages, including home, news, community life

and sport. In the event of the KB size or pixel sizes exceeding the standard specifications, and extra cost is to be added as specified above. If not taken as a package, a banner ad on the HelderPos homepage will cost R850 per month, and on other pages R600 per month. (With the integration with News24 the HelderPos was dropped off the web.)

Another exciting advertising possibility is to update ads on a weekly basis. Friedman & Cohen, <http://www.helderberg.com/friedman&cohen> serves as an example in this regard. If a client is interested, the representative is to contact the internet sub-editor who will supply a quote and the appropriate update times. The cost is roughly around R1000 per month depending on how many times an ad is to be updated, and the type of changes it requires.

The ear space (the ad next to the masthead and double in size to that of a block ad) is popular among advertisers, and is the most visible. The specifications are a maximum KB value of 10KB, and a maximum size 140X104 pixels (width x height).

The block ad's size is up to a maximum KB value of 6KB, and a maximum size 140X52 pixels (width x height). Animations will cost at least double the standard price. It isn't recommended at this stage due to the general bandwidth limitations of the world wide web. The price is double that of the block ad, e.g. a normal block ad on any other page costs R28,59, therefore an ear will cost R57,18. The client pays double for this. The accommodation fee (if he has his own website), and the cost of pages, if he should have any, is charged as normal. The ad is placed in the right-hand column to a maximum of 5 per page, 4 if an ear is sold, (if exceptions are made it will be a management decision in collaboration with the internet sub-editor).

A listing in the business index is always offered as an added bonus. An advertiser who takes a block, banner, ear or webpage gets a free listing (as a selling point).

On the business index page the same recommendations apply as with standard banner ads, but the difference is that no images or graphics are used in the banner, because it is a text only type. This rule applies in the interest of quick download times. There are always exceptions to be made. Representatives are encouraged to act in their client's best interests, without allowing customers to lead them up the garden path. Especially in the world of computers and the internet, many people are learning about their machines and software, and think that they are experts. Reps contact the internet department in cases where they are not sure. Advertising personnel are more like brokers who advise clients as to what will best serve their interest. Reps must know the tariff card off pat, and stick to the standards. That way it will be possible to close the "gap" - i.e. the difference between what clients expect, and what they actually receive. None of the archived sections carry advertisements.⁵⁹

"... close the "gap" - i.e. the difference between what clients expect, and what they actually receive."

(i) Who advertises on helderberg.com?

Many businesses advertise on helderberg.com with varying amounts of success. Although it falls outside the scope of this paper to investigate the reasons for either the success or failure of advertisers on helderberg.com, the ones that either stayed the longest or achieved the most success are discussed shortly below. The ones that didn't make the cut are mentioned as well.

⁵⁹ Bigger newspaper websites carry banner advertisements on their archived sections as well e.g. <http://www.nytimes.com>.

Heritage Park was the first to advertise⁶⁰ on helderberg.com, and the first to pay for an advertisement on a community newspaper website in South Africa. The whole internet operation was managed for George Hazelden by the Mail's web team, and included registration of his domain name, sorting, sourcing and editing his content, and constructing his webpages. <http://www.heritageprk.com> discusses how George Hazelden plans to redevelop the prime piece of land known as Die Bos, bordering the N2 highway in Somerset West, into a complete secure town.

Heritage Park's website was regularly updated with news, plots and land available. "My Chinese clients and lawyers are already using the website successfully to get hold of information," says George Hazelden, director of George Hazelden Properties.

Straightway Head, is a country house in Somerset West. And the first webpage advertorial designed and paid for on helderberg.com. "They decided to host their own website, but they used our design without permission. We caught them out when someone coincidentally searched the web for something else. At first this client didn't believe that by using our design, he was committing plagiarism. He said that he paid for it, which he didn't. All that the contract stated was that he paid a weekly fee to have a button advertisement linked to his pages," explains Andrew Collins, who was given the task of coding and coordinating the graphical design elements of the Straightway Head webpage.

Friedman & Cohen used to have a button advertisement linked to their own homepage. Today for a small extra fee they have a display page specially made for them and updated with one of

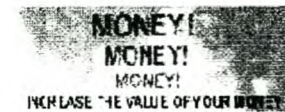
⁶⁰ Heritage Park went live on helderberg.com in December 1997. And probably one of the first to pay for an advertisement on a website in South Africa.

their specials every week. From there links are available directly to the different sections of their website.

For Philwest Motors four different display pages were designed, one for each of the Polo, Playa, Audi A4 and Chico. The deal was to change the ad every week in conjunction with the version that appeared in the DistrictMail.

Unit Trust World also had their stint online. "We have had some results, and believe that it will increase with further exposure," says Unit Trust World's financial advisor Keith Munnik. There are many advantages in having your own website. Besides the professional support and very reasonable prices offered by helderberg.com, a company with a website seems more professional than those without.

Virtual You Image consultant was the sixth to advertise on helderberg.com. "First impressions make up 80% of what people think of you." Virtual You, international school for image consultants, had opened its doors in October 1997 - the first of its kind in South Africa. Director, Anne-Marie Peyper has a long history in the personal care and beauty industry. She chose the internet as one of her advertising options, because she felt it would give her business the right kind of exposure.



PowerSmalls sponsored by
Power Civil Engineering
Contractors.



Examples of button ads that appeared on helderberg.com, created by the 'Mail's web team, and links to websites and/or display pages.

The homepage was by far the most popular page. Some advertisers waited until a place opened there before they wanted to advertise. These businesses have all advertised on the homepage: PhilWest Motors, Friedman & Cohen, Dr Ron Beare, Dillon Hare-Bowers (Old Mutual personal advisor), Unit Trust World, and Heritage Park. According to statistics the second most visited page was the news page. Somchem advertised their new ecologically sensitive land development project there. Markus Fourie Eiendomme, Grahams Panasonic, Sanlam Helderberg, Waterscapes Landscaping, Pam Golding, and Erinvale Golf Estate all had button ads.

Computer Based Training Centre advertised on the computer page, and Room in Roof on the business index page.

Sanlam sponsored The Print Media in Education (PMIE) project of which a portion of the funds⁶¹ were allocated to helderberg.com for the development of a DistrictMail PMIE website. As part of the deal a Sanlam Helderberg webpage was developed. This page, sponsored by Sanlam and the DistrictMail, chronicles the progress of the programme that uses newspapers as an educational tool in the Helderberg to promote outcome-based education, especially in schools with limited resources. Sanlam was the first to receive a text banner type ad on the HelderPos pages.

Many advertisers that have button advertisements on helderberg.com have their own websites. They then pay an accommodation fee to have it linked. GrahamsPanasonic offered air-conditioning products, other appliances and services. Pam Golding offered web surfers

⁶¹ R16200 (R1350 per month) for 1990.

looking for houses in the Helderberg a link straight to the correct page. Magical Moments offered a complete guide to function planning on the internet.

Helderberg.com also does charity work for organisations like Prevention and Treatment of Child Abuse (PATCH), The Society for the Aged, and the Helderberg Cardiac Support Group, by constructing webpages for them and placing advertisements on the website.

(ii) Tourism

To the marketing manager tourism seemed like a lucrative and obvious area for helderberg.com to invest in. Lloyds Lodge and Serendipity guest houses, whose websites were designed and maintained by helderberg.com, were hosted on the tourism page and enforced this idea.



Examples of buttons on the tourism page that linked to guest house display pages created by the 'Mail's web team.

Interesting articles and important tourist information were kept on these pages. But just as the Helderberg Tourism Bureau's website didn't catch on, so the visits to helderberg.com's tourism page remained relatively small.

(iii) Real Estate

Similar to tourism, real estate was focused on as a potential growth area, again due to the high interest of clients and the relatively high number of page impressions it received. Therefore special attention was given to these pages. It had its own advertisers: Heritage Park, Pam

Golding, Hodge and Company as well as Richmond House Properties. Heritage Park and Pam Golding had two button advertisements, one on the homepage and one on the real estate page. It also carried specialised articles for longer periods, and had a special section for advertising homes.⁶²

8. Business Index

The original idea for a list of businesses in an area was tried out by Andrew Collins of Destiny on the Eikestadnuus⁶³ website, but with hardly any success. Helderberg.com picked up on the idea. Initially a free listing was offered, and advertised on the website and in the DistrictMail. The list topped 150. However, a fee of R11,43 per week was introduced after three months. This proved disastrous. The result was a very reduced business index.

9. PowerSmalls

In 1997 a business index was developed by a Naspers technical team. It was frames⁶⁴ based and linked to the tele sales system of the printed version via computers, from where the classifieds are netted. A link was created that with minimal effort⁶⁵ from DTP or the internet-subeditor could be published⁶⁶ on the internet.

⁶² See Chapter 10. Property Index.

⁶³ <http://www.news24.co.za/Eikestad/>

⁶⁴ A frame is an HTML design element that allows document from different sources to be displayed on a single webpage.

⁶⁵ Even though it's an automated process, it still needs the intervention of someone outside the tele sales department to publish it on the web. This person was to monitor and check the system after publication for errors. So in that regard it took a little bit of time. This function was usually executed by the internet journalist, but is in fact a DTP function.

⁶⁶ Popularly known as the classifieds dump.

The success story, or big bucks story of helderberg.com is a sponsorship of R2000 per month by the Power Group of Companies for 1999 and was renewed for 2000.

The classified section⁶⁷ of the DistrictMail went online middle 1997, and the content of the DistrictMail's classified section was simply 'dumped' onto the internet. In exchange the DistrictMail offered to change the heading of the classifieds to PowerSmalls accompanied by an advertisement and the URL to complete the circle. An intermediate webpage was also created with a clear link on the homepage, and the PowerSmalls masthead was linked to the Power Group⁶⁸ website. The newspaper hits the street on Thursday mornings, and the internet version is held off for a couple of hours to avoid any competition to the DistrictMail.

10. Property Index

On the real estate pages a special section was developed. For R16.01 per week clients could list their homes for sale and include a photograph. The hit rate on these pages were high, and with an average of up to ten houses each week this section proved to be good business.

⁶⁷ Appendix D contains a screen shot of the PowerSmalls page.

⁶⁸ <http://www.powergrp.co.za>

PART 2: EXTERNAL ISSUES RELEVANT TO THE MAKING OF HELDERBERG.COM

11. Allies and Competitors

Van Zweel says, "We have many advertisers and clients. But there were two prospects that apparently didn't understand the depth of patronage and goodwill that exist between the DistrictMail and its readers, and the extent to which this would rub off and was tapped into by helderberg.com. Now with hindsight, it is even more clear, that their refusal to cooperate not only caused damage to their business, but ultimately the loser was the Helderberg."

(i) Tourism Bureau

According to Dr Botha helderberg.com put forward a detailed and in depth proposal to the Helderberg Tourism Bureau, after thorough investigation. Dr Botha says, "After all, they came to us, wanting a solution. We gave them a very good one, and to this day I cannot quite understand why they didn't accept our proposal."



Screen capture of the Helderberg Tourism Bureau's (HTB) website.

In the proposal to the Helderberg Tourism Bureau (HTB) the following was proffered:

- Completion of phase 1 with the URL <http://www.helderberg.com/tourism>, by 4 November 1998

- This will include links from partner sites as requested by HTB
- Registration with the top international search engines
- To publish the content as required concerning general information, attractions, and PR about the Tourism Bureau
- A design with a balance between text, graphics and photographs
- To assist in possibly deriving income off the site, including banners, inviting advertisements, a guest book, a link to request more information, and key word searches facility (phase 2)
- To track the number of hits, page impressions and their countries of origin
- Link to computicket
- Assistance in sorting out technical questions concerning bandwidth, types of machines, dedicated lines and further reliable back up
- helderberg.com will keep the HTB site updated on a weekly and/or monthly basis. Costs can be negotiated
- A listing on helderberg.com's business index
- Currently helderberg.com's tourism page is among the top ten most visited pages on this site
- By 1 October 1998 the classified section will be sponsored by Power Services
- Like the case of Power Services, it is quite possible (and cost saving) to build the Tourism Bureau's corporate image into the existing tourism page, and expanding it to meet all the requirements
- George Hazelden's <http://heritageprk.com> was created by helderberg.com, and serves as a good example
- Cost: The design cost is R171 (incl. vat) per hour. To host your website will cost R28,50 per page per week. A page is roughly two scrolls, or an A4 size page.

(ii) Gondwana designs helderbergcompass

The Belgian, Dr Paul Goddard, is a Biologist turned photographer and multimedia person. He spent 1997 in his Landrover touring Africa, with a Notebook and satellite linkup teaching people in remote areas about the internet.

He settled in the Helderberg against the slopes of Sir Lowry's Pass, and began helderbergcompass.co.za⁶⁹. He tried to advertise his online business index in the DistrictMail.

He was turned down and threatened court action. "We explained to him that just as Fair Lady doesn't advertise in Femina, in the same way his

advertisement would constitute a conflict of interests with our website's business index. Our internet sub-editor had meetings with him, and offered partnerships. Basically he wanted everything for free. Although he says he wants partnerships we get the impression he is only trying to make a quick buck, and grab 100% control for himself," says Dr Botha.

"We explained to him that just as Fair Lady doesn't advertise in Femina, in the same way his advertisement would constitute a conflict of interests with our website's business index."

(iii) Helderberg Sun

Independent Newspaper relaunched their free Helderberg Sun in 2000 again, by giving away free and reduced advertising rates. "They tried a couple of years ago, but were forced to close after a couple of months, after we launched the free HelderPos. You'd think they'd have learnt

⁶⁹ <http://www.helderbergcompass.co.za> and <http://www.gondwanastudio.com>.

their lesson. Now we have the HelderPos and helderberg.com. I don't think they stand a chance," says Geldenhuys.

(iv) Chamber of Commerce

Alternative to the business index Dr



Welcome to the
**Helderberg Chamber of
Commerce & Industry**

Search our Site

Members Listing

Categories

Goddard is trying, the Helderberg Chamber

of Commerce (HCC) has launched a business

Masthead of the Helderberg Chamber of Commerce (HCC) website.

directory free to their paid up members. They use a program written by Paul Camphausen that runs on an ASP⁷⁰ server. The HCC and the DistrictMail have strong ties. It is still a future possibility for these come to some sort of agreement that will facilitate integration of the HCC's business index with that of helderberg.com.

(v) Helderberg Municipality

The DistrictMail came into possession of a powerful database of 2000⁷¹ businesses in the Helderberg. The Mail's team managed to get this public document after numerous and tough negotiations. Barring it wasn't used for direct economic gain, utilisation was free, nevertheless it became apparent that some of the parties involved were trying to stonewall the DistrictMail's web team from getting hold of it. Even though the same database was used by other businesses in the helderberg.

⁷⁰ Active Server Pages is a server side tool created by Microsoft that combines scripting and objects with markup to create dynamic websites.

⁷¹ Research commissioned by the Helderberg Municipality, completed by a Cape Town based company on every business operating in the Helderberg in 1999.

Another option that remains open is for helderberg.com to list all these businesses for free.

"By saying we are the first with all the businesses in the Helderberg we have a selling point," says Dr Botha. It should also be possible to get a sponsor willing to be associated with it, similar to the PowerSmalls. This would be very easy to do by assigning a DTP person to design and set the pages up.

(vi) Web2000

Banners, buttons and block ads are standard types of graphic advertising found on websites, and are used to promote awareness, build brand image, and develop relationship marketing. In general these ads, as well as having a visual impact, link the audience directly to the advertiser's webpage through hyperlinks.

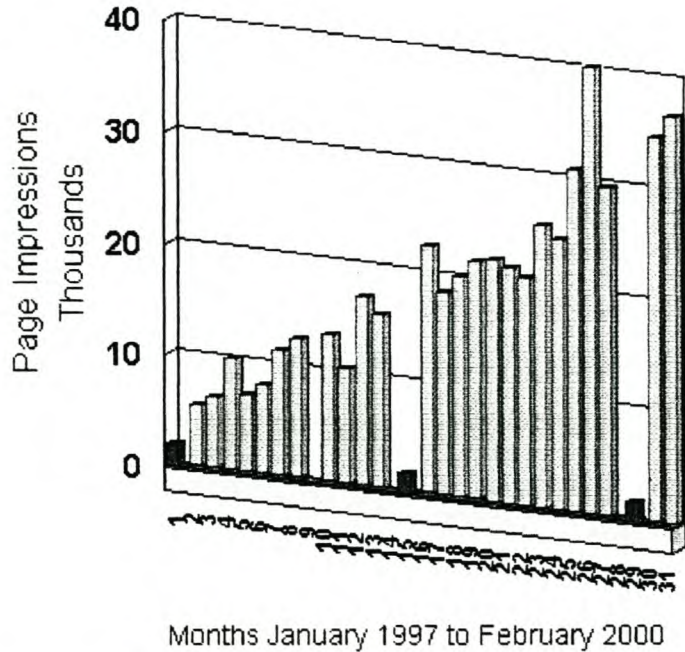
On helderberg.com, the long rectangular banners, can usually be found running horizontally across the top, and bottom of the most popular pages. The smaller buttons are generally found on the right hand side of the pages, adjacent to the main body of text.

The last mentioned was the result of a deal struck with Barry Barnett from Web2000. Barnett is a marketer turned webdesigner. He had a whole lot of Realtors who wanted their own websites and left the design and marketing up to him. Barnett says, "I simply assist with the marketing of banners, and if one is sold today, I will send it to them to update as soon as they can. I also think that the website is more important than the attention that it possibly receives, and would like to see as many designated people improving the site."

The agreement with helderberg.com and Web2000 was that for every paid up customer he'd get paid a commission similar to what the DistrictMail reps were paid.

12. ABIS and Page Impressions

Audited Bureau of Circulation (ABIS) requires page impressions⁷² and not hits⁷³ as the standard to measure traffic to a website.⁷⁴ The aim of creating ABC-endorsed internet measurement standards is to provide advertisers on websites with standardised information.⁷⁵



The chart indicates the increase in helderberg.com's page impressions from January 1997 to February 2000.

This will give advertisers a common base with which to compare advertising options quantitatively. These pages need to be audited by a recognised firm of accountants. News24 is recognised in this way. Helderberg.com forms part of News24, thereby ratifying those statistics.

⁷² Page Impressions: A page access is a single page requested by a user and fulfilled by the server. Non-requested files (e.g. images, gifs, surplus html files served to build frame-sets, etc.) are excluded.

⁷³ Hit: Any action on a webpage, such as when a user views a page or downloads a file.

⁷⁴ http://www.abis.org.za/frameset_abc.asp

⁷⁵ Appendix E contains the ABIS second and third quarter results for 2000, and indicates that News24 received more than 5.5 million page impressions, which includes helderberg.com's contribution.

Page impressions has also been accepted as the internet standard by the industry to determine traffic to a website.

Because graphical elements are not counted it gives a much more accurate indication of how many pages are being read on a website. Accurate measurement is important in order to give advertisers assurance the website is getting the necessary 'eyeballs' visiting.

(http://www.abis.org.za/frameset_measure.asp)

A report⁷⁶ is compiled by the internet sub-editor for the reps that will show a potential advertiser to what extent helderberg.com attracts eyeballs. He will also write an article for publication both in the DistrictMail and on helderberg.com⁷⁷.

13. Current Trends, New Technology

(i) Gold rush - where's the gold?

On Thursday 11 January 2001 internet giant America Online won the conditional Federal Communications Commission's approval to acquire Time Warner that will create the world's

⁷⁶ Example report: During April 1999 helderberg.com received 21 262 page impressions, that's about 110 000 hits. That's around 5000 individual user sessions. A large percentage of users came from overseas 29% during that period, and the most used search words that got them to helderberg.com was south, africa, somerset, west, helderberg and western. The top five countries where hits generated from were, after South Africa - United States, Hong Kong, UK, Australia and the Netherlands. A couple of user sessions also came from Canada, New Zealand, Germany, Switzerland and Namibia. Virginia again topped the log for States in the United States, followed by California, New Jersey, Minnesota and Washington. The home page received the most hits, followed by the news page, the PowerSmalls (vacancies, houses to let and vehicles for sale), real estate (houses for sale), the business index (tourist accommodation), followed by the HelderPos pages (updated every Tuesday by 17h00 with fresh news), sport and tourism. The advertiser who got the most user sessions was Erinvale with Philwest's Audi A3 coming a close second, followed by Golden Acre Realtors, Heritage Park and the new link to Sanlam and DistrictMail's Print Media in Education Project that gets updated weekly. There is also a link to Sanlam's award winning financial website. Friedman & Cohen, and Graham's Panasonic also have block advertisements, which generates traffic to their websites. The most popular search engines were Alta Vista, HotBot, Yahoo, Lycos, Excite, Infoseek, WebCrawler. Nissan, africa, south, terrano, helderberg, cape, somerset, western, model and new were the most popular key words during that week, which led to helderberg.com.

⁷⁷ http://www.news24.co.za/Regional_Papers/Components/Category_Article_Text_Template/0,2430,303-716-743_934746~E,00.html

largest media company. This is significant. America Online has 29 million subscribers and a cable backbone to match. Time Warner owns Time and Sports Illustrated. If this blending of new and old media is an indication of things to come then the web is in for a good 2001.⁷⁸

On the other hand on Sunday 7 January 2001 Media company New York Times announced it would cut 69 jobs, or 17% of the work force, at its money-losing internet unit.⁷⁹

In Chicago 496 dotcom companies floundered since December 1999, ejecting 41 515 people from their jobs, according to widely quoted numbers from Chicago-based Challenger, Gray & Christmas Inc.⁸⁰

This state of affair doesn't augur well with what internet prophets say about XML either. XML derives from SGML⁸¹. SGML is a metalanguage, or a system for defining markup languages such as HTML. XML is also a metalanguage, a subset of SGML designed for use on the web. As with SGML, you can use XML to define different markup languages for specific uses, particularly for data representation, which promises to revolutionise content delivery.

A lot of people got burnt in 2000. It was a year when people realised technology wasn't on par with their imaginations. People have become more realistic, and no longer have the expectation of success everyone did and acknowledge that the new economic world is a risky entity. But with pent-up demands for multimedia delivery, a huge rise in email as preferred

⁷⁸ http://www.news24.co.za/News24/Technology/Infotech/0,1113,2-13-45_964419,00.html

⁷⁹ <http://www.itweb.co.za/sections/internet/2001/0101080906.asp?O=E>

⁸⁰ http://www.news24.co.za/News24/Technology/Infotech/0,1113,2-13-45_959869,00.html

⁸¹ Standard Generalized Markup Language.

form of communication and the promises of online learning it is unlikely that the web wave will slow down or get smaller.⁸²

CONCLUSION

Loose partnerships already exist between businesses with their own websites that realised, after spending thousands to have it designed and published, that it lies there dormant, and no one is looking at it, let alone reading it. Helderberg.com offers an economical solution by bringing 'web feet' to these internet sites at the right price.

Initially, and even today, there are people who expect the internet to do miracles, even save sinking businesses. This group can be divided into two separate entities: those who think that as soon as their website has been completed it can just lie there and the business will flow in and those whose enterprises are already on the downhill slope (further exacerbated by the current poor economic situation in South Africa) expecting the internet to save them.

Statistical projections estimated that website traffic should double at least every three months. Helderberg.com, unlike most other sites, did have an exponential growth in visitors. In May 1998 it was on about 250 separate individual users by August 2000 there were about 5000.

The fact of the matter remains, a community newspaper is a nodal point, a fulcrum if you like, in a community. It is rare to find more than one community newspaper in a specific geographical area, and usually one is small and weak.

⁸² http://www.news24.co.za/News24/Technology/Infotech/0,1113,2-13-45_959090,00.html

In other words, as happened at helderberg.com, all the major economic players, will want internet exposure on that website. Usually they have their own websites, that soon show to be a failure due to a lack of visitors.

Certainly it becomes an extended type of advertisement that says "we've arrived, we're on the net". And it doesn't matter even if twenty people visit their website, because the URL is printed on their brochure or menu creating a "we're savvy" impression.

Just like some companies don't even make use of these lateral ways of advertising their URLs in their marketing material, some don't see the worth of a focus point like a community newspaper website. Especially one that has the right name. And that clearly, considering its size and location, draw a significant number of "webfeet", making a paid advertisement, provided the right price, a sensible thing to do.

In a dynamic and entrepreneurial atmosphere the Helderberg was the first area in South Africa to have their own online virtual community, the first community website to carry its own advertisers, and the first to break even and make some profit in the notoriously difficult dotcom internet arena.

A website's worth is measured in economic terms. On the one hand it can be quantified in terms of the income or bottom line it produces - the profit. But in a community newspaper setup the goodwill in terms of the branding and image it creates for the company as a whole isn't easy to quantify, but certainly exists. It's more than the online readers, but it is also the URL advertised in the newspaper, on business cards and at the bottom of emails and faxes that say something about a company.

A website, in a community newspaper setup, really only has a reason to exist if it is economically sustainable, unless it can afford to have it only to enhance its image or offer some service that will only cause a financial drain on it. Or the more likely scenario of the competition introducing websites that eventually steal readers - and advertisers - away from the printed version and "golden duck", the DistrictMail. SomersetPress cast its bread on the water, and proved that a website can be all this and more. It works in the Helderberg, so it is more than likely to succeed in Paarl, Stellenbosh, Worcester and Hermanus. Other community newspapers should without a doubt, if these principles, tried and tested by helderberg.com are followed, succeed in making a handsome profit, even within the first couple of months, and not the three to five years normally given.

Dotcoms are based on a virtual business model, the likes of which we have not seen, but it constitutes the backbone of a world wide system that connects people. In a sense the internet reader can quickly move from one corner of the globe to another, thereby opening up the world.

Although helderberg.com started out as a Virtual Village, its roots are in the community newspaper from which it developed - the DistrictMail. It therefore quickly evolved into a full blown community newspaper website, with its own business model, and earned it's own way. Community newspapers should establish themselves as the mouth piece of the community (and from there the idea of a Virtual Village can be developed, and not vice versa). People trust a brand that's been around for a while, so to jump out of the woodwork with some new obscure product "that you can't live without" won't work.

Like the ultimate merger between old and new media in Time Warner and AOL that will create the largest media conglomerate the world has ever seen, helderberg.com perfectly matched bricks and mortar and clicks and mortar, in its part of the global village.

The stakeholders and board of directors of SomersetPress are among a handful in the world who see profit, and not only promise of profit, from their dotcom business. Forget dotbombs and notice the signboards of productivity. helderberg.com is based on a business model that has economic sustainability on which similar sized community newspapers, can launch or build their online enterprise.

BIBLIOGRAPHY

1. A heartfelt thanks to the staff of the various newspapers and new media publications, for their willingness to talk to me, and for their excellent input.
2. Audit Bureau for Internet Standards: six month figures. (ABIS)
3. All Media and Products Survey (AMPS)
4. Rhodes Journalism Review. "Community Media Online," published in *New Media* 17 March 1999. 2000 supplement, pg. 4.
5. The Weekly Channel. "Mission-Critical - But still no respect," Analysis by Simon Hayward, pg. 10. 7 November 2000.
6. Altschull, Herbert, J. 1990. *From Milton to McLuhan, The ideas behind American Journalism*, Longman: New York.
7. Buys, Reinhardt. (Ed.). *Cyberlaw @ SA: the Internet and the law in South Africa*, 2000. J.L. van Schaik: Pretoria.
8. Burrows-Hugo, R. 1999. *The Management of Information and Communication*. J.L. van Schaik: Pretoria.
9. De Beer, A.S. (Ed.). 1998. *Mass Media for the Nineties - The South African Handbook of Mass Communications (2nd Edition)*. J.L. van Schaik: Pretoria.
10. Fink, Conrad C. 1996. *Strategic Newspaper Management*. Allyn and Bacon: Boston.
11. Goldstuck, Arthur. 1998. *The Hitchhikers's Guide to the Internet, an African Handboek*. Zebra Press: Johannesburg.
12. Joubert, D. 1986. *Riglyne vir Opstelle in Sosiologie en Verwante Vakke*, Universiteits-Uitgewers: Stellenbosch.
13. Nel, François. 1994. *Writing for the Media*. Southern: Halfway House.

14. Puth, Gustav. (Ed.). 1994. *The Communicating Manager*. J.L. van Schaik: Pretoria.
15. St. Laurent, Simon. 1999 *XML™: A Primer, 2nd Edition*. CA, M & T Books: Fostere City.
16. Stuart, K. 1990. *Newspaperman's Guide To The Law (5th Edition)*. Butterworths: Durban.
17. Underwood, Doug. 1995. *When MBA's Rule the Newsroom*. Columbia University Pres: New York.
18. Van Rensburg, L.R.J. (Ed.). 1997. *Business Management: an introduction*. J.L. van Schaik:Pretoria.
19. <http://www.abis.org.za>
20. <http://www.computerweek.co.za>
21. <http://www.economist.com>
22. <http://www.editorandpublisher.com>
23. <http://www.fortune.com>
24. <http://www.fm.co.za>
25. <http://www.ibm.com>
26. <http://www.informationweek.com>
27. <http://www.innovacion.com/>
28. <http://www.istrategy.co.za>
29. <http://www.jayde.com>
30. <http://www.mediaafrica.co.za>
31. <http://www.mediatoolbox.co.za>
32. <http://www.mdcorg.co.za>
33. <http://www.mg.co.za>

DIAGRAMS AND TABLES

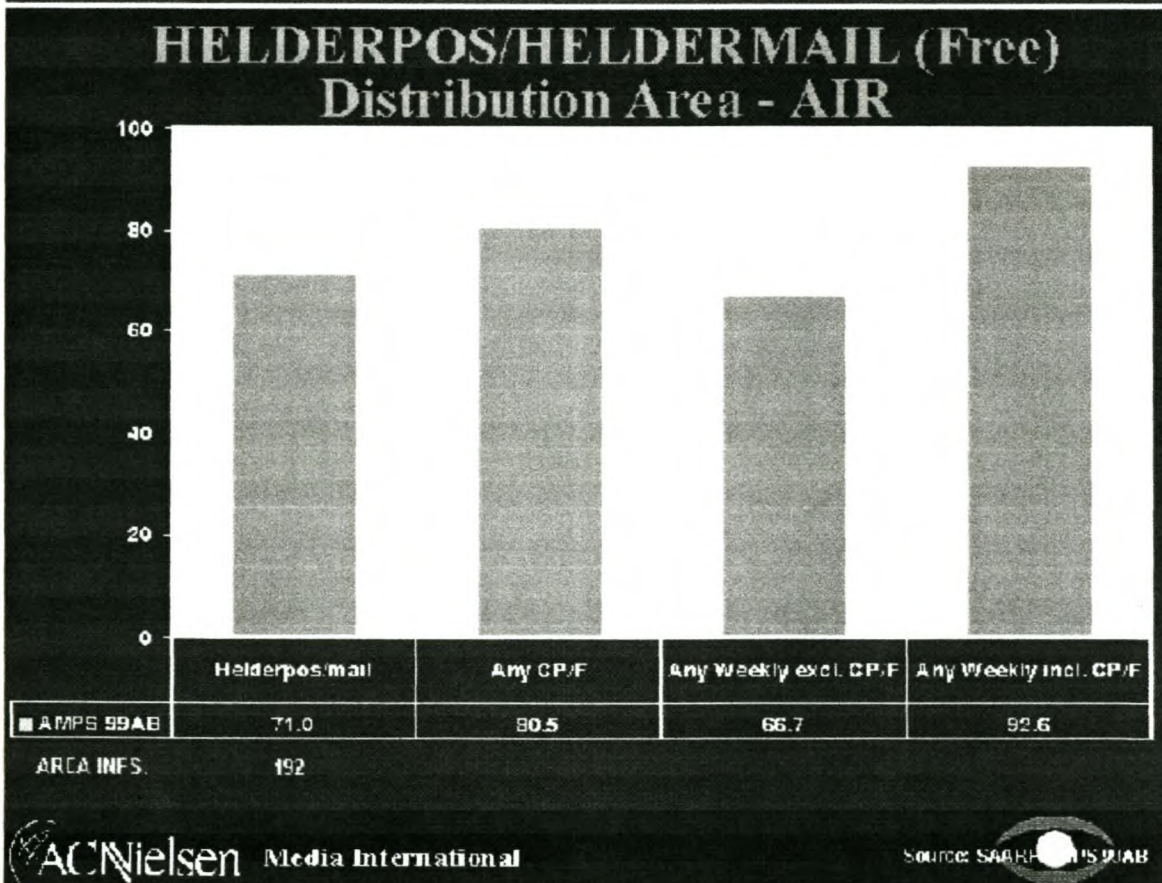
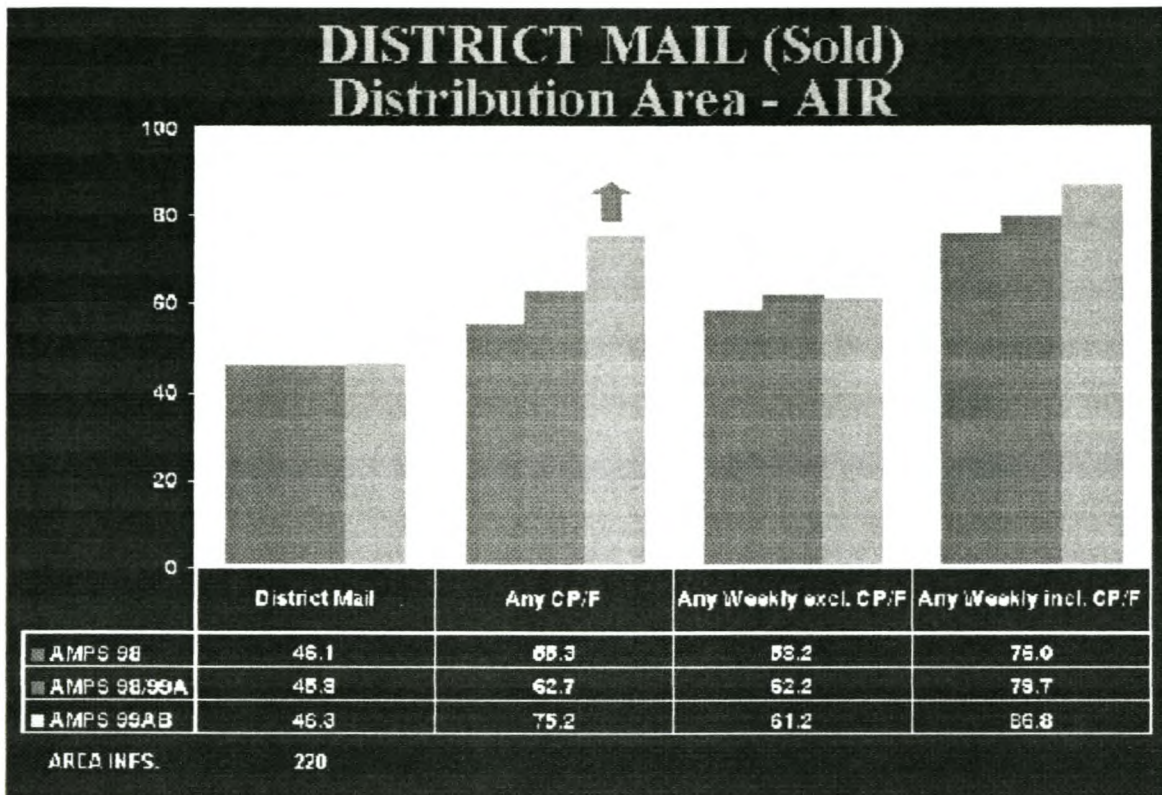
1	Turnover for helderberg.com April 1999 to March 2000.	48
2	Examples of button ads that appeared on helderberg.com, created by the 'Mail's web team, and links to websites and/or display pages.	52
3	Examples of buttons on the tourism page that linked to guest house display pages created by the 'Mail's web team.	54
4	Screen capture of the Helderberg Tourism Bureau's (HTB) website.	57
5	Masthead of the Helderberg Chamber of Commerce (HCC) website.	60
6	The chart indicated the increase in helderberg.com's page impressions from January 1997 to February 2000.	62

GLOSSARY

BMR	Bureau for Market Research
Browser	A browser is a piece of software which enables the user to read what's on the internet. The most favoured are Microsoft's Explorer 3, 4 and the latest 5.5 (which includes all sorts of patches to protect the user from intrusion while online.) Netscape have Navigator and Communicator 4.5, while Opera 5.0 seems to be winning a few battles in the browser wars by offering its latest release for free.
block, buttons and banner advertisements	Jargon names for different types of advertisements found on websites, and generally differ from one website to another.
dotbomb	Refers to an internet company that went under.
dotcoms	Companies (usually virtual) that do business on the internet.
DTP	Desktop Publishing
EMEA region	Europe, Middle East and Africa region
hit	Any action on a webpage, such as when a user views a page or downloads a file.
FTP	File Transfer Protocol
HTML	Hyper Text Mark-up Language - this is the language used to create documents on the world wide web. There are a lot ways to write in HTML, you can start with Microsoft Word and progress up to Frontpage or Net Objects Fusion or one of the other dedicated software packages.
http	Hypertext Transfer Protocol - the standard for transferring HTML-encoded documents between web servers and browsers.
IBM	International Business Machines
ISP	Internet Service Provider is a company that sells internet access.
IT	Information Technology
Java	Java is an object-oriented programming language invented by Sun Microsystems specifically designed for writing programs that can be down-loaded to a PC.

JavaScript	A scripting language for use on server or client side in development environments, and not the same as Java which is an object-orientated language.
KB	Kilobyte
LSM	Living Standards Measure
page impressions	A page access is a single page requested by a user and fulfilled by the server. Non-requested files (e.g. images, gifs, surplus html files served to build frame-sets, etc.) are excluded.
SMS	Short Message Service
Server	A server is a powerful computer, usually maintained by an internet service provider (ISP), where websites can be stored and made available 24 hours per day.
Techies	A computer expert involved with the technical side as opposed to the content side.
TCP	Transmission Control Protocol
Virtual Village	A village that in fact only exists on the internet, and resembles reality.
WAP	Wireless Application Protocol
W3C	Word Wide Web Consortium
WYSIWYG	what-you-see-is-what-you-get refers to the interface a computer operator works with.
XHTML	HTML + XML = XHTML (sort of) XHTML is the reformulation of HTML 4.0 as an application of XML.
XML	eXtensible Markup Language (XML 1.0 is the current version) is a standard created by the W3C (Word Wide Web Consortium) and is a simpler set of rules for markup than SGML (Standard Generalised Markup Language providing a complex set of rules for defining document structures, and the parent of HTML, XHTML and XML), while offering more flexibility than HTML.
URL	Uniform Resource Locator

Appendix A: HelderPos and DistrictMail's SAARF AMPS 1999AB for Community Newspapers and Magazines with Smaller Circulations. Comparisons are between 1999AB combined data and 1998/99A data. ([http://www.saarf.co.za/ppt/amps%202000a\[1\].ppt](http://www.saarf.co.za/ppt/amps%202000a[1].ppt)) (pg. 11).



Appendix B: AMPS 2000A Summary. ([http://www.saarf.co.za/ppt/community99ab\[1\].ppt](http://www.saarf.co.za/ppt/community99ab[1].ppt))
(pg. 15).

AMPS 2000A SUMMARY

- **AMPS 2000A is using new population figures for the first time since 1996 and must therefore be regarded as a new benchmark**
- **Education levels continue to improve**
- **Proportion of population in employment is stable but further rise in unemployment levels**
- **Daily newspaper readership up**
- **Increases for weekly newspaper readership, with the exception of Afrikaans weeklies which are stable**
- **Magazine readership up in total and for Nguni/Sotho readers**
- **Cinema levels are unchanged**
- **Radio levels follow the same trends as in the RAMS surveys over the past 12 months**
- **TV viewership has increased**
- **Claimed exposure to all outdoor media measured has increased**
- **Data is embargoed until Friday 18th August (midday)**
- **This presentation will be available on SAARF's Website from midday on Friday: www.saarf.co.za**

Appendix C: Various design changes to helderberg.com. (pg. 33).

Helderberg Virtual Village - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print Font Mail

Address <http://www.helderberg.com/> Link



The DistrictMail & HelderMail's
helderberg.com

THE HELDERBERG VIRTUAL VILLAGE

news
business index
HelderPos
classifieds
tourism
community life
real estate
forum
site map

Updated by 16h00 every Friday - last update 01 May 1998

Warm pryse vir vuurwaens: DIE spoggenge vuurwa met die pragtige Chariti Venter (20) agter die stuurwiel is 'n 1966 Jaguar 4.2l E-tipe. [MEER...](#)



Don't forget to visit the [HelderPos page](#) for more local news. updated

Citi
Philwest Motors
from R599 per month

riedman & Cohen
Service and Value you expect

INVESTMENT opportunities

FIRE UP YOUR LIFE!
THINK
WHOLISTIC HEALING
with Dr. Bob Beare

Start Helderberg Virtual Vill... Paint Shop Pro 10:18



HOME
NEWS
Sport
Business
Entertainment
COMPUTERS
BUSINESS INDEX
HELDERPOS
POWERSMALLS
TOURISM
COMMUNITY
REAL ESTATE
FORUM
SITE MAP

DistrictMail & HelderPos
helderberg.com

THREE DAY WEATHER: 1 December 1999
Visit the [HelderPos](#) for more news. UPDATED TUESDAY 30 NOVEMBER 1999.



Impreza
[Click for more.](#)



Miss Surf?
[Click for more.](#)



Trophy kob
[Click for more.](#)

News 26 November 1999 - UPDATED EVERY FRIDAY

Golden girl eyes crown (photo)
Lovely Anita Hohenstein (22) of Somerset West is another of the hopeful entrants who has set her sights on winning the title of Miss Surf 2000.

Oestyd vir Hoof Weg se sekswerkers
Die Southey's Vines terrein, waar gemeenskapsaktiwiteit gereeld aangebied word, is deesdae dikwels besaai met kondome, toiletpapier en leë drankbottels.

Murder mystery plot deepens (photo)
In her bail application, Du Plessis admitted she was present at the time her father was murdered. She said Dietersa killed her father so that he could no

Citi
Philwest Motors

HERITAGE PARK
click  here

riedman & Cohen
Service and Value you expect

GRAHAM'S
MONEY
MONEY
MONEY
HERITAGE HIS VALUE OFFERS

Grahams
Panasonic
Airconditioning Systems

Appendix C: Various design changes to helderberg.com (pg. 33).

Want to subscribe to the printed DistrictMail?

Specialising in academic and medical books

vsonline @

www.vsonline.co.za



Audi A4
Audi Philwest



helderberg.com

About Us Index Search Advertising

DistrictMail

News

- [Home](#)
- [General](#)
- [Sport](#)
- [Tourism](#)
- [Business](#)
- [Property](#)
- [Entertainment](#)
- [Computers](#)

[Helderpos](#)

[Powersmalls](#)

[Business Index](#)

[News24](#)

[Weather](#)

[Market Place](#)

- [Snuffels](#)
- [Food & Wine](#)

[Lets Talk](#)

Brought to you by:

Updated - 10/04/2000 09:16

HOOFBERIG / TOP STORY

Valsbaai se geelbek en kabeljou word oorontgin

Terwyl dit gons in Suid-Afrika oor die chaos met viskwotas langs die Weskus en elders, flikker daar gevaarlike vir van die lekkerste vis spesies in Valsbaai.

Volgens die minister van Omgewingsake en Seevisserye, Valli Moosa, word lynvis soos kabeljou, geelbek, rooi stomp neus, rooi roman, wit steenbras en "carpenter" oorontgin in dié gebied.

Mnr. Moosa het geantwoord op 'n vraag van Francois Beukman, NNP LP vir Valsbaai. [Meer...](#)




Kry jou rugbyburger môre: 'n Opvindende nuwe bylae vir rugbygees- driftiges, rugbyburger, verskyn môre in Die Burger. Robert Markram, egterspeler van die Stormers, wys hoe lyk die voorblad van dié bylae wat voortaan elke Vrydag as 'n los bylae sal verskyn.







Appendix D: Screen shot of the PowerSmalls page. (pg. 56).




helderberg.com

8 April 2000

POWERSMALLS

BY COURTESY OF THE **POWER** GROUP OF COMPANIES

CLICK  HERE

- [Home/ Tuis](#)
- [Business Index/ Sake Indeks](#)
- [General information/ Algemene inligting](#)
- [Classifieds/ Geklassifiseerde advertensies](#)
- [Display ads/ Vertoon advertensies](#)
- [Editorial/ Redaksie](#)
- [Help/ Hulp](#)

• When responding to ads please mention that you saw it on helderberg.com /

• Wanneer u antwoord op 'n advertensie noem asseblief dat u dit op helderberg.com gesien het.

- [001 Geboortes/births](#)
- [003 Huwelike/marriages](#)
- [005 In memoriam](#)
- [006 Bedankings/thanks](#)
- [007 Gelukwensings/congratulations](#)
- [008 Persoonlik/personal](#)
- [009 Wetenswaardig/wanted known](#)
- [010 Onderig aangebied/tutor offer](#)
- [012 Verlore/lost](#)
- [013 Gevind/ found](#)
- [014 Diere en vee/pets & livestock](#)
- [015 Te koop/for sale](#)
- [016 Gesoek/wanted](#)
- [018 Geleentheid aangebied/let off](#)
- [020 Betrekking gevra/situation wanted](#)
- [021 Vakatures/vacancies](#)
- [022 Voertuie te koop/vehicles for sale](#)
- [023 Motorfiets te koop/motorcycle](#)
- [024 Motorvoertuie te koop/motorcycles](#)

3-YEAR contract for reception, admin, accounting, R1 450/m. Fax your CV to: 852-8085.

A PRINTING COMPANY in Somerset West urgently requires the services of a Raobi printing machine operator. Pls. contact Albert on 8527828.

ACCOUNTS / ADMIN / CLERICAL:

Bookkeeper - Hermanus: 4 Month temp assignment. Immediate vacancy. Well established concern req. a trial balance bookkeeper to assist with all aspects of accounting and assisting the accountant with various ad hoc duties. Computer literacy is essential. Call NINA 419-2635 or e-mail cv@maryvanapel.doom.co.za.

Appendix E: ABIS third quarter results for 2000. (http://www.abis.org.za/press_21.asp). (pg. 62).

AUDITED					
Africam	34,954,009	-5%	36,804,001	23,302,333	
African Cellular	No results		1,515,763		
Ananzi	3,129,894	58%	1,975,570		84,679
Aucor	364,865	40%	261,207		
Business Day	847,848	28%	662,127		
Careerjunction	829,607	48%	560,442		30,761
CARtoday.com	568,474	22%	464,258		63,354
Financial Mail	641,538	2%	626,690		
ForzaWEB	161,640	-1%	162,480		
Getawaytoday.com	138,046	5%	131,144		10,265
iafrica.com	18,114,160	16%	15,664,743	315,364	
Ill	No results		295,839		
iol	4,338,740	16%	3,729,670		
IT Web	682,018	17%	582,713		381,486
Job Navigator	1,800,114		Not yet members		
Junkmail	3,586,299	63%	2,202,622		
M-Net	No results		300,994		
M-Web Network of sites	29,393,588	28%	23,027,719	10,952,788	960,800
MoneyWeb	411,147	6%	388,357		274,867
Moneymax	1,302,835	29%	1,006,674	227,813	835,400
mtnsms.com	61,409,605	22%	50,252,249	5,654,447	1,905,307
News24.co.za	5,638,770	45%	3,898,265	1,467,529	12,524
Pnet	1,766,974	3%	1,720,991		
Powerzone	365,977	-16%	433,144		
PSG-Online	2,117,116	65%	1,286,209		
Sharenet	2,318,830	-12%	2,632,477	75,378	
Sunday Times	1,290,912	9%	1,179,877		
Webmail	12,650,922	37%	9,205,574		
Woza	7,406,777	24%	5,988,851	2,646,915	
Total	196,230,705		166,960,650		
COUNTED					
Cape ads online	325,568	35%	241,807		
Classic FM	32,005	35%	23,730		
E-Data	40,062	17%	34,347		
Mobile Office	201,060	6%	189,745		
Motorshow	194,401	24%	157,200		
Steve's Auto Clinic	18,692		Not yet members		
The Look Guide	No results		5,991		
The Shopping Matrix	240,378	25%	192,178		41,000
Total	1,052,166		844,998		
Source: Audit Bureau of Internet Standards http://www.abis.co.za/					