

# Thabiso 'TT' Tema - *Destiny Man* editor



By [Louise Marsland](#)

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Editor of *Destiny Man*, Thabiso 'TT' Tema, took up the reigns of his new position in February. With two decades in broadcast media, this is his first foray into print and digital journalism.



Tema presents the drive-time current affairs show on Power FM talk station and is an anchor on Supersport. He was part of the team that launched eNCA in 2008 and Power FM in 2013. This versatile and respected media practitioner has worked across SAfm, Metro FM, Classic FM and BBC Radio and TV.

He has won two SAB Journalist of the Year Awards in the past for his work. Khanyi Dhlomo, CEO of Ndalo Media, said Tema's diverse journalistic experience and his understanding of who the modern, "black, bold and distinguished man is", made a dynamic new voice for the publication.

**Q: What is at the top of your to do list?**

**A:** On my first day in the office I was immediately handed copy to read, so I had to hit the ground running. For the moment though, I'm taking time to familiarise myself with my new environment and getting to know the team, and generally just settling.

**Q: What is your core strategy as editor?**

**A:** As digital space continues to grow, competition has become ever more intense. The challenge to keep ourselves relevant and upper-most in the minds of readers has become greater. To this end we need to continue to build on our already considerable presence in order to complement and enhance our print offering. My priority is to stay true to the ideals and values of the *Destiny Man* brand, and needless to say the battle for eyeballs continues. Ultimately, we'll be judged on how much of our target audience we reach.

**Q: Describe the ideal 'Destiny Man'?**

**A:** We describe the Destiny Man as bold and distinguished. He is well educated and informed, upwardly mobile, self-aware and conscientious and a passionately African man.

**Q: As someone from a broadcast media background, how do you feel about print?**

**A:** I am passionate about news, current affairs and telling stories. Through the various platforms I've worked on, the main task has been to produce compelling and engaging content irrespective of whether it's for print, broadcast or digital media. While most of my experience has been in broadcasting, I contributed to a few print publications on a freelance basis in the past, so the terrain is not completely alien to me. I am, however, really excited by the opportunity to fully immerse myself in the end-to-end process of putting a magazine together.

**Q: What important attribute is needed to do your job?**

**A:** The ability to connect with readers, to grasp and understand their needs and aspirations. As a leader one must also be a team player and have the ability to inspire and support your team to create and produce the best content.

**Q: The biggest trend to note in your industry?**

**A:** Many commentators have been quick to write the obituary of print media, but I believe talk of the demise of print is premature. On the contrary, I believe print has improved because of the advancement in technology and the boom of social media. For example, *Destiny Man* is no longer just a print publication; we are a truly a multi-platform title, with interactive content on varied platforms. This trend has to continue because our readers now have access to multiple sources of information, all of which work together.

**Q: How will you make an impact?**

**A:** I hope that my nearly two decades of experience in radio and television and the network established in that time will be a major asset in my new role.

**Q: What inspires you?**

**A:** I'm inspired by people who have overcome great personal obstacles to achieve greatness.

**Q: Your life philosophy?**

**A:** Live and let live.

**Q: At the top of my 'bucket list' is...**

**A:** I haven't really compiled a bucket list yet. I do have a number of things I'd like to achieve, but in no particular order.

**ABOUT LOUISE MARSLAND**

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mix magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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