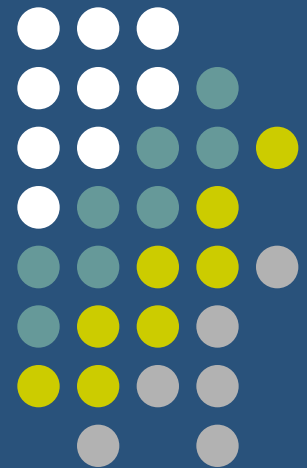


# The role of the media in forming public opinion

Hillary Erasmus  
Editor – African Energy Journal  
BrookePatrick Publications  
011 603 3960  
[herasmus@brookepatrick.co.za](mailto:herasmus@brookepatrick.co.za)



# The role of the media in forming public opinion



- What industry should expect from the media
- What the media expects from industry
- Unique partner

# What industry should expect from the media



Independence  
Objective/fair reporting  
Informed editorial



# Cost crunch kills nuke plan

**Published: Dec 07, 2008**

Power utility Eskom has decided to halt its investment in the Nuclear-1 project because of the high cost.



# What industry should expect from the media



# What the media expects from industry





# Accessibility and transparency





**Unique partner –**

**A ‘reaction’ partner**

**Not a silent partner  
Not a compliant partner**



**Thank you**