



WINNER

PAULA SLIER | NEWSHOUND



International war correspondent Paula Slir runs Newshound Media International, a one-stop global media production company providing television, print, radio and online services to leading international broadcasters and private clients, serving as the Middle East office for the largest Asian and Russian world networks broadcasting in English.

She founded the company in 2008, but started her career in the Middle East a few years earlier with that camera and R10 000 she borrowed from a friend.

"We provide newsworthy content from different continents and conflict areas such as Egypt, Tunisia, Yemen, Iraq, Libya, Syria, Palestinian territories, Gaza, Israel, Ukraine and others, in several languages from Hebrew and Arabic to Spanish and French.

Newshound has provided satellite services to Israel's Channel 9, Al Jazeera, Russia Today and BBC and is Middle East office for Channel News Asia, the largest English speaking broadcaster in the Asian world.

She is also a reporter for Radio 702 Eyewitness News and a freelance writer for several South African magazines and newspapers and the Jerusalem Post.

"I believe our work makes a difference – telling stories touches peoples' lives and gives a voice to the voiceless. It also shapes those who work behind the lens."

She adds: "People often tell me I'm brave, but I'm not. It's the people who live in conflict zones, who don't have the option to leave like I do after a few weeks, who are brave. I am merely in the privileged position to tell their story."

While not a main activity of the business, training and development in Newshound's area of expertise has developed into a global internship programme with the vision for a training academy.

She cut her teeth in broadcasting during the first years of post-apartheid South Africa and has gone on to report from some of the world's most volatile regions.

Her multiple awards include twice being a finalist for Africa's Most Influential Women in Business and Government Award and recognition by the Kremlin for her reporting in Ukraine.

After matriculating from Waverley Girls' High, she obtained a BA (Hons) in journalism in 1995.