

# Primedia's bursary projects

*Primedia's vested interest in tomorrow's talent has seen it award 124 bursaries since its bursary project began in 2001.*

## The Primedia Group Bursary Project

The Primedia Foundation awards a number of bursaries to deserving candidates studying at universities with which it has signed agreements. To pay for these bursaries, the Primedia Group enters into contracts with the various universities for advertising services from Primedia Limited's companies.

Bursaries are awarded based on three selection criteria. First, at least 70% of the students chosen to receive these bursaries are from the groups defined in the Broad-based Black Economic Empowerment Act. Second, students must be in their second or third undergraduate year and be registered for a marketing, communications, journalism or accounting degree. Students must also possess, in the opinion of the university, the academic aptitude to complete the degree.

In 2007, the Primedia Foundation increased the number of bursaries awarded annually from 43 to 60, at five universities:

- The University of Johannesburg – 15;
- The University of the Free State – 7;
- The University of South Africa (UNISA) – 26;
- The University of Limpopo – 4; and
- The University of the Western Cape – 8.

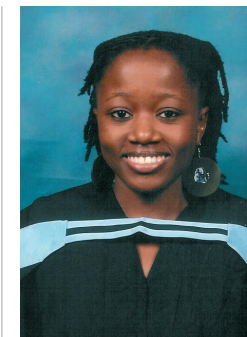
Two bursaries were also awarded to the top achieving matriculants at the Sangoni Senior Secondary School, to enable them to further their studies at university. The renovation of the school has been the focus of another Primedia Foundation Group project (see page nine).

Primedia's vested interest in tomorrow's talent has seen it award 124 bursaries since the project began in 2001. To date, 38 bursary holders have graduated, with many now pursuing successful careers.

One such graduate is Mahadi Sebaya, who was a bright, young student doing her BA in Sports Communication at the University

of Johannesburg (ex RAU) in 2003. Despite her dedication to her studies and affinity for her chosen field, Mahadi did not have the financial means to complete her degree.

It was in her second year that her marketing lecturer encouraged her to apply for a Primedia Bursary, which she was awarded for two years. Since graduating in 2006, Mahadi has freelanced at radio station SAfm, and is currently working on contract for Cooper PR, but ultimately she wants to go into sports marketing and put her qualification into practice for the Soccer World Cup.



Mahadi Sebaya is one of the 38 graduates who has completed her studies thanks to the Primedia Group Bursary Project.

## Group Staff Bursary Programme

The Primedia Foundation also awards bursaries to a number of employees' children, to study at recognised tertiary institutions, from the first year of study for a period of up to three years, depending on the chosen field of study. In 2007, three staff bursaries were awarded.

Selection criteria include financial need and the applicant's academic record. The applicant must also be someone who is expected to become a leader in the profession of his/her choice. Funding is not guaranteed, but is reviewable annually. Recipients are not guaranteed employment within the group.

## The bottom line

In the 2007 academic year, the Primedia Foundation awarded university bursaries valued at R964 409, and staff bursaries amounting to just over R26 900.