

Prof Raymond takes it again!

Prof Raymond Parsons from the NWU's School of Business and Governance took top honours as the individual who was quoted the most in 2016 for the second consecutive year.

For this outstanding contribution, he received the Vice-chancellor's award for the NWU Spokesperson of the year for 2016!

He was mentioned in the media 465 times and received a floating trophy, in addition to prize money, for his expert contributions.

He was also rewarded for being the staff member of the NWU that was most quoted in both the printed media as well as the broadcast media. Congratulations, Prof Raymond – we are very proud of you, says Prof Tommy du Plessis.

In his acceptance remarks, Prof Raymond emphasised the importance of mobilising the NWU's intellectual capital on a variety of platforms, especially the media. "It is in reality a public intellectual role, and the media is just the mechanism to give effect to that role", he said. He added that the challenges facing SA at present in particular heightened the importance of what NWU academics could contribute through analysis and research to relevant issues of the day at national, provincial and local levels. Prof Parsons concluded that much of what the NWU has to offer still remains among the best kept secrets in the country – the media outreach is a necessary instrument to close the gap and build the brand in a highly competitive world.

Another colleague from the Business School, Mr Theo Venter, also received recognition and was third in the category Spokesperson of the Year and first in the category Online Media. Our congratulations also to Theo; both these colleagues excel in waving the Business School's flag.

Photos:

The NWU's top spokespersons for 2016 are Dr David Spies (incentive), Mr Theo Venter (second runner-up for overall award), Prof André Duvenhage (runner-up for overall award), Prof Abel Pienaar (New Voice of the NWU), Prof Raymond Parsons (winner of overall award and most quoted in print and online media as well as most quoted in broadcast media), Prof Melville Saayman (creating a spike in media coverage), Prof Eva Manyedi (incentive) and Prof Danie Meyer (incentive).

Prof Raymond Parsons from the NWU's School of Business and Governance was quoted the most in the media in 2016. It is his second consecutive win.

Ms Annatjie Mellet received an award of appreciation on behalf of the late Prof André Mellet. Suzaan Paxton of RSG gave a stirring tribute to Prof Mellet during the awards ceremony.