2020



**ADVISORY SOLUTIONS**

**Strengthening Relationships**

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**COMPANY PROFILE**

**ABOUT US**

We all know that eagles have eyesight far superior to our own. In fact, an eagle’s vision can be up to five times stronger than the average human’s, enabling it to see what is coming from miles away. Much like the bird itself, here at Skyeagle Advisory Solutions, we operate from an advantageous position, watching out for your interests.

We are not your ordinary public relations company. Established in 2011, we are a 100% black-owned South African communication and advisory company that is not beholden to outside interests. Our clients come from both private and public sectors.

We make it our responsibility to identify potential reputational damage for our clients and implement pre-emptive communications solutions to safeguard their image and brand. We develop customised risk models for each of our clients.

We are specialists in conceptualising and packaging our clients’ messages and programmes into newsworthy stories and campaigns that are ready for print or television.

Our staff includes seasoned media practitioners with more than 50 years’ collective experience in South African newsrooms. We have insight and practical experience in all facets of the media industry.

We also keep up with the latest trends and developments in the media sector. We have strategic alliances with certain companies with whom we collaborate to maximise value for our clients. In addition, we have a comprehensive network of contacts across the entire media landscape (from print to broadcasting).

Unlike many vanilla public relations companies, we are conscious that communication in our country does not happen in isolation from the broader socio-political and economic issues. We are politically sussed.

In addition, we have an in-depth knowledge of the intricacies of South African politics and practical experience of having worked with government departments and parastatals.

We also provide a basket of strategic advisory services to overseas companies planning to invest in the country.

**OUR BRAIN POWER**

**Vuyo Bavuma****, Founder and Executive Director**

Having started his career as a journalist in South Africa the mid-1980s, Vuyo has had a front seat to our country’s history in the making. His first job, as a general reporter with anti-apartheid Struggle publication South Press in Cape Town, saw Vuyo covering the first major Umkhonto we Sizwe trials in the Western Cape, those of MK Lizo Ngqungwana, Tony Yengeni and Mxolisi Petane, as well as inquests into the high-profile deaths of MK soldiers Ashley Kriel, Coline Williams and Robbie Waterwitch, and the Gugulethu Seven. Later as political correspondent at the Weekend Argus, he was privileged to report on South Africa’s long-awaited transition to democracy.

Taking a seven-year hiatus from newspapers, in 1995, he started his own communication venture, whose clients included a range of major private and public enterprises. Returning to newspapers, he rounded out his career in the Fourth Estate with stints as sports editor and news editor at Johannesburg-based newspapers. Later, he had the opportunity to apply his communication expertise for clients in both private and public sector.

Vuyo has acquired a Bachelor of Law, a Bachelor of Social Science, a post-graduate degree in Sociology, and a raft of tertiary diplomas in dispute resolution, media, and marketing. He has also been on the other side of the lectern, running a PR course at Damelin, conducting media training for clients and addressing international investment conferences in England and Germany in 1996.

In addition to being executive director of Skyeagle Communications Pty Ltd, he is a trustee of the Temba Bavuma Foundation and a director of Mza Diamond Resources Pty Ltd.

**Ayesha Ismail**

An accomplished print and television journalist, documentary filmmaker and mentor, Ayesha Ismail has more than 30 years’ experience in covering diverse news events worldwide. The news career of this journalism graduate from Cape Peninsula University began in 1987 at South Press, an alternative South African weekly newspaper. After the apartheid regime banned the publication, she worked mainly for anti-apartheid newspapers, including the New Nation, Weekly Mail and international news outlet Agence France-Presse.

Her TV journalism career began when she joined South Africa’s first independent free-to-air television station, e.tv in 1998. For eight years, she covered political affairs at Parliament and court trials. Ayesha has freelanced for various international and local television stations including France24, Sky (UK), NDTV (India), ARD (Germany) and FBC (Italy), SABC and ENCA. She covered a range of major social and political stories, from the State of Emergency in the 1980s to the unbanning of anti-apartheid organisations; the release in 1990 of Nelson Rolihlahla Mandela; SA’s first democratic elections; and Mandela’s death in 2013.

Ayesha worked as a producer for ARD covering the FIFA 2010 World Cup in South Africa, streamed live from Outside Broadcasting Units. Over the years, she has produced several documentaries for international stations, including SBS Dateline in Australia, Channel 4 in the UK, and Fox Africa Crime Channel. Some of her recent documentaries include a 13-episode crime series broadcast on e.tv /eNCA; two on climate change and a drug-awareness feature titled Substance Abuse.

Ayesha also worked as a TV news and media trainer with TIV, a US-based media company, then a partner to CNN. She conducted a series of training seminars for TV news channels in Pakistan, Madagascar, Uganda, India, and Nigeria.

**Robyn Leary****, Copy Editor**

Robyn Leary is a 30-year-plus veteran of the South African media industry.  Graduating with a BA Honours degree in Journalism and Linguistics from Rhodes University in 1988, she cut her teeth as a subeditor at Martin Creamer’s Engineering News before moving to the mainstream news media in the mid-1990s.

She worked as a subeditor, helping to drive the production process, on a range of major national newspapers, including the Star and the Sunday Independent. Later, at the Cape Argus, first as chief subeditor, then as assistant editor, she had helped to pull together coverage on global news stories, such as the 9/11 terrorist attacks, the Boxing Day tsunami in 2004 and Hurricane Katrina, and, closer to home, the 2010 FIFA World Cup, and Nelson Mandela’s death in 2013.

In 2016, Robyn opted to leave formal employment to start her freelance career as a copy editor. Her clients since then have been diverse, ranging from the Benin Association for Eco-development (ABED), to industry stalwarts Media24 and Highbury Media, to self-published authors and online bloggers. At Highbury, her work has focused on business titles, such as JSE Magazine, Business Day Earth, Business Day Empowerment, African Decisions, Mining Decisions, and the award-winning Earthworks. As an associate member of the Professional Editors Guild, Robyn is committed to ongoing professional development, mostly to feed her obsession with the Oxford comma.

**Professor Mlungisi Makalima, Investment Support, Research and Political Advisor**

If we had to pick a word to describe for Prof Mlungisi Makalima’s career, it would be ‘transformative’. Lecturing in the Sociology department at the University of Fort Hare in the politically turbulent 1980s, he introduced radical perspectives to the discourse; he was a founder member and vice-president of the Association for Sociology in Southern Africa (ASSA); and later played a role in transformative initiatives at the university.

Prof has had a front seat to history in the making. He participated in the formation of the progressive Union of Democratic Universities in response to the apartheid government’s clampdown, in 1987, on political activism on university campuses. Later, as chair of Fort Hare’s Macro-Economic Research Group steering committee, he played a role in the formulation of Making Democracy Work, which stressed the importance of the concept of reconstruction and development in post-apartheid South Africa.

Prof was appointed Associate Professor and substantive Head of the Department of Sociology. Later he made the transition to public service, holding senior leadership positions in the Eastern Cape provincial government, in the Department of Transport and Department of Social Development.

Prof worked for14 years in international diplomacy, starting with his appointment in 2001, as Ambassador to Argentina. He also served as the South African High Commissioner to Zimbabwe between 2005 and 2011. Rounding out his diplomatic career, Prof served as Ambassador to the State of Palestine from 2011 until 2015. His goal, among others, was to reproduce and sustain Nelson Mandela’s human rights legacy.

Prof joined the East London Industrial Development Zone in 2016, as board chair. Under his chairmanship, the entity has achieved four successive clean audits. Profhas, since 2018, served on the board of Beyond Zero, an NGO whose mission includes strengthening health-service delivery systems. He is alsoa member of the Institute of Directors in Southern Africa (IODSA).

He holds a Bachelor of Social Science Degree from Unisa; and a Masters degree in Sociology from the State University of New York at Binghamton (SUNNY-B); and a second Masters in Southern African Studies, from the University of York in England.

**Jermaine Craig, Media Relations Content Development expert**

Jermaine Craig….

**Nkululeko Victor Masombuka****, Social Media Practitioner**

Nkululeko Victor Masombuka’s twin passion for IT and language has been parlayed into a budding career in communications technology. That career began while he was still studying at the Vaal University of Technology; Nkululeko worked as a tech support analyst for African Flavour Books, which sells African literature and books in the SA vernacular languages.

After graduating with a diploma in ICT from the Vaal University of Technology, Nkululeko was awarded a full scholarship by the United States Embassy in South Africa to take part in the US State Department’s Community College Initiative (CCI) in 2016/17 and further his IT studies. The CCI programme gives formerly disadvantaged youth the chance to study abroad for up to a year, enabling them to hone their technical skills, expand their leadership abilities and boost their proficiency in English. Nkululeko took full advantage of the opportunity, leaving Fox Hill Technical College (FHTC) in Wisconsin with a clutch of certificates: in web development; mobile app development; global studies and English business communication.

Also, at FHTC, Nkululeko interned as a software developer helping to build an educational game for wisc-online, among other things. As with a lot of young techies, he did his time in tech support, working on the college’s help desk for six months.

In 2017, he was awarded a Civic Leadership Certificate through the US States Department’s Young Leadership Initiative. That same year he co-founded IT Prodigies, which sought to close the gap in access to IT services in underserved communities.

He has further polished his IT skills, interning as a support technician at the Department of Rural Development and Land Reform, where his functions ranged from holding the hands, metaphorically speaking, of all end users to maintaining systems with complicated-sounding names such as BAS, LOGIS and PERSAL.

**Our Areas of Operation**

Skyeagle offers its services across a range of economic sectors:

* Land and Agriculture
* Water and Sanitation
* Energy
* Mining
* Legal PR
* International Investment and Trade Support & Advisory

**Our Services**

Skyeagle offers a host of professional communication and advisory services

* Strategic Communication and PR
  1. Corporate Communication
  2. Media Training
  3. Crisis Communications
  4. Corporate Reputation Management
  5. Legal Public Relation
* Media Training
* Content Creation:
  + 1. Video Production
    2. Editorial Services: writing and editing
    3. Social Media
* Advisory Services
  1. Political Advisory
  2. Investment Trade & Support
  3. Stakeholder Engagement
  4. Research and Surveys

**Our Professional Services**

1. **Strategic Communication and PR**
   1. **Corporate Communication**

Whether you are communicating with your employees or staff, your investors or the public, we will help you to deliver the right message at the right time, one that presents your company in its best light.

* 1. **Media Relations**

In our modern era, few people have the time to read convoluted narratives. We specialise in conceptualising and packaging our clients’ programmes and messages into newsworthy material. Using our media networks, we also find appropriate platforms to disseminate the messages to targeted stakeholders or relevant decision makers.

* 1. **Crisis Communication**

Besides death and taxes, crisis is another certainty in our dynamic world. Usually, the impact of a crisis is proportionally related to the state of readiness and adequate responses of the affected organisation or company. At Skyeagle, we help our clients to manage crisis with compassion for victims while safeguarding the public image of the company or organisation.

* 1. **Corporate Reputation Management**

Having a good and positive reputation gives companies or organisations a powerful competitive edge. Reputational damage is often difficult to remedy. At Skyeagle, we help our clients to develop longstanding positive relationships with their stakeholders or constituents. We also design risk models to prevent reputational damage.

* 1. **Legal Public Relations**

Sometimes winning hearts and minds can be important in legally complex matters. We help our clients to produce user-friendly publicity material arising from their complex legal cases**.** We have a working knowledge of judiciary processes as well as our democratic constitutional order.

1. **Media Training**

At Skyeagle, with our combined experience of more than 50 years in the media industry, we can help you navigate the South Africa media landscape. We know whom to speak to, when to speak to them and what to say. Not only will we unlock the door to the appropriate media outlets, we will prepare you for any interaction with the media, so you are best able to deliver your message.

1. **Content Development**
   1. **Video Production**

Seeing is believing, as the saying goes. Skyeagle’s specialist video production team is able create professional content – from short promotional videos to longer documentary films – suitable either for branding purposes or for broadcast to the public.

* 1. **Editorial Services: Writing and Editing**

Our specialist team of writers and editors will shape your message into something that is accessible and appropriate, from news releases to insightful think pieces. Our 50 years of combined experience means we at Skyeagle know how to craft a message that is not only print-ready but print worthy.

* 1. **Social Media**

Our team will help you devise a comprehensive social media plan tailor-made for your brand. We will find the appropriate channel for your message and connect you with influencers that can help take your brand to new heights.

1. **Advisory Services**
   1. **Political advisory**

Our in-depth knowledge and knowledge of South Africa’s political

landscape has been shaped by our collective 50 years in media newsrooms across the country. At Skyeagle we will steer you in the right

direction, so you can make decisions for your company, based on

accurate, on-the-ground insights.

* 1. **Investment & Trade Support**

At Skyeagle, we can help you open the door to investing in South Africa. We offer a professional legal advisory service to help you navigate the complex investment landscape in both the public and private sector, unpacking everything from your CSR/CSI obligations to your environmental responsibilities.

* 1. **Stakeholder Engagement**

At Skyeagle, we guide our clients along every step of the stakeholder

engagement process, from mapping who your stakeholders are and how

best to reach them; through to feedback and determining future action

plans.

* 1. **Research and surveys**

Skyeagle draws on its considerable academic experience to undertake

thorough market research for our clients, offering them detailed insights

into their operational environment. We also conduct research into key

social and political issues that are relevant to South Africa.

Our team is equipped to track and analyse all media coverage of

your business. This includes social media, print media (newspapers and

magazines), broadcast media and news media (online and print).

**Some of Our Clients (Past/Present)**

* Phembani Group
* Sadtu
* Smit Sewgoolam Incorporated
* Shell SA
* CSIR
* Eskom
* National Department of Public Works
* National Department of Communications
* National Department Trade and Industry