

Juanita Williams to leave IOL for Zoopy

 By [Simone Puterman](#): editor-at-large

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After 11 years at Independent Online (IOL), acting deputy portal manager Juanita Williams will be taking up the newly created role of news editor at South Africa's award-winning social media community [Zoopy](#), effective 1 August 2010.



Working her way up the ranks

Williams has been working in media for 17 years. She spent 11 years at www.iol.co.za, a wholly owned subsidiary of Independent News & Media. She steadily worked her way up the ranks, her positions having been sub-editor, duty editor, news editor, content manager, business owner: news and acting deputy portal manager. Williams has also been treasurer of the South African National Editors Forum (SANEF) for almost two years.

Prior to IOL, she did PR work at the University of the Western Cape; was news editor and producer/presenter of two radio shows at South Africa's first community radio station, Bush Radio in Cape Town; and did a stint at *South*, a "struggle" newspaper where she was in charge of arts and entertainment for a year.

Comments Williams ([@juanitaw](#) on Twitter) won her appointment, "I'm very excited about this career move because everyone at Zoopy is beyond enthusiastic about their work and I'm looking forward to being part of the Zoopy family."



Juanita Williams

"So much potential for growth"

"I'm also looking forward to the challenge of working in a medium that has so much potential for growth. I'm sure the Zoopy team and I will take the company to the next level."

Last night, Sunday, 4 July 2010, Zoopy won the corporate section of the [Telkom Highway Africa New Media Awards](#), held at the Highway Africa Conference opening dinner at Rhodes University in Grahamstown, Eastern Cape.

Zoopy CEO Jason Elk ([@JasonZoopy](#) on Twitter) sees the appointment as an important part of the growth strategy driving their online and mobile TV platform, Zoopy TV.

"Integral component"

"From day one, Zoopy TV has been an integral component of Zoopy's ecosystem. The content produced by our video journalists adds to the user-generated content uploaded by Zoopy members, and together they make up the living archive of media that continues to grow on Zoopy," Elk told Bizcommunity.com.

"Juanita's role will focus on taking our I've Got News show to greater heights, with richer stories and an even wider audience through syndication across Africa and the globe. We can't wait."

Zoopy TV has also been syndicating some of its [2010 FIFA World Cup coverage](#) to US TV station KSEE 24, an NBC network affiliate in Fresno, California, since June.

For more, go to www.zoopy.com/tv/live-got-news and follow [@IveGotNews](#) on Twitter.

ABOUT SIMONE PUTERMAN: EDITOR-AT-LARGE

Simone Puterman (@SimoneAtLarge) is currently editor-at-large at Marklives.com and deputy chair of the Sanef online editors subcommittee. After majoring in psychology and linguistics at Rhodes University, and then completing her honours in psychology, she has been in the world of B2B publishing since 1997, with 7.5 year stints at both WriteStuff Publishing and Bizcommunity.com (March 2006-August 2013). Email her at simone@marklives.com.

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