

# Cautious optimism as *Newsday* hits the streets of Zimbabwe

 By [Mandy de Waal](#)

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Change was the biggest obstacle to the launch of *NewsDay* in Zimbabwe this past week. Not democratic change. Or progressive media change. But a lack of common currency or coins that vendors could offer as change to people mobbing them for independent news. The Daily Maverick spoke to Trevor Ncube in Harare about the launch of his new daily independent.



"It is difficult to describe in words. I was so emotional. I love my country and was convinced that Zimbabwe needed a daily that is professional and ethical, that would help with nation building and national healing. We've been a sick society."

Those are the emotions of Trevor Ncube, who this past week launched *NewsDay*, an independent daily that will offer Zimbabweans news and analysis free of propaganda for the first time in seven years. Zimbabweans have been force fed a daily stable of government disinformation courtesy of Mugabe's Zimbabwe Newspapers but that changed when the recently formed Zimbabwe Media Commission granted four new licenses to independent papers in a breakthrough for media freedom in the country. The owner of M&G Media, which publishes *Mail & Guardian*, Ncube owns two other Zimbabwean papers (*The Standard* and *The Zimbabwe Independent*) alongside the newly launched *NewsDay*.

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## ABOUT MANDY DE WAAL

Editor, writer and researcher. \*Editor of #TheFutureByDesign & The Africa Annual \*Published in Africa's Greatest Entrepreneurs \*Published in Rolling Stone Magazine, The Guardian (UK), Daily Maverick, Finweek, Mail & Guardian, City Press, Rapport, Moneyweb, Noseweek, Brainstorm Magazine, ITWeb, and MarkLives. \*Before becoming a full time writer, de Waal founded brand agency Idea Engineers, and led the Cape Town office of Text 100.

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