

# #BehindtheSelfie with... Bongiwe Tshiqi

 By Leigh Andrews

10 Jul 2019

This #CSIMonth, we go behind the selfie with Bongiwe Tshiqi, editor of *Bona* magazine - a 63-year-old brand and the only magazine in the country that publishes in four different languages: English, Zulu, Sotho and Xhosa.



Tshiqi captions this: "I really struggle with taking pictures of myself; I never know what to do with my face but, here goes. Hoping I look semi-normal #crossingfingers."

## 1. Where do you live, work and play?

**Live** – Paulshof, Johannesburg

**Work** – Craighall Park, Johannesburg

**Play** – All over the country (and bits of the world, when I can afford it!)

## 2. What's your claim to fame?

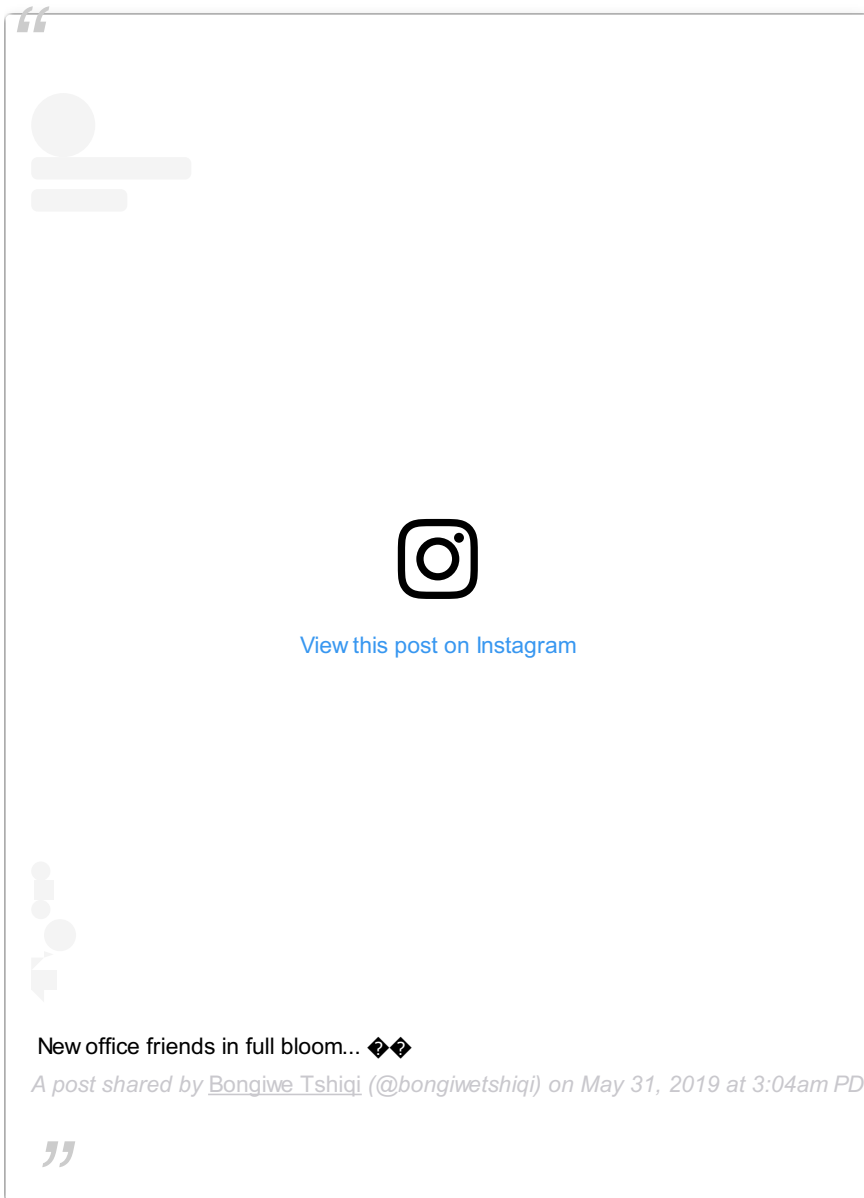
I'm quite an irregularity in the magazine space, I went from digital editor to editor of the whole brand.

## 3. Describe your career so far.

It's been quite a journey. Having quit hard news on radio for the magazine industry a few years back, I've moved between a variety of very different publications in Durban, Cape Town and Johannesburg, before finding a very comfortable home at *Bona*.

## 4. Tell us a few of your favourite things.

African fiction; feminist literature; travelling; food; anything gin-related; Rihanna; flowers; late mornings; perfume; and *Atlanta*, the series.

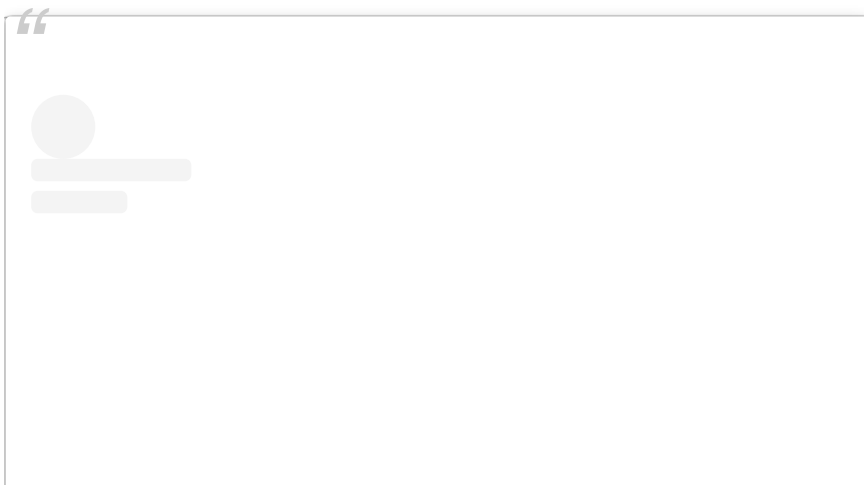


## 5. What do you love about your industry?

The informal and unique ways in which we can share stories and influence culture; helping to redefine concepts of self-worth, beauty and fulfilment.

## 6. Describe your average workday, if such a thing exists.

No such thing, and that's exactly what I love about it.





[View this post on Instagram](#)



Being an introvert, I'm not all together comfortable in front of the camera. But ke, I unfortunately can't avoid it. Catch me chatting about the amazing brand I work for @bona\_mag on the @enca show @maggsnmedia tomorrow morning at 11.30. #lovewhatyoudo #bonamagazine

*A post shared by Bongiwé Tshiqi (@bongiwetshiqi) on May 25, 2019 at 9:23am PDT*

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I thrive on change and appreciate the fact that each day presents new challenges and I'm forced to constantly keep innovating.

## 7. What are the tools of your trade?

Creativity, strategy and an ability to act in the interests of others, not just yourself.

## 8. Who is getting it right in your industry?

Editors and content creators who have stopped trying to make their readers fit into a specific mould, but rather cater for the different ways in which their readers identify and express themselves.



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## 9. List a few pain points the industry can improve on.

- The industry still has a very limited view of beauty and success.
- Lack of digital innovation.
- Always looking to the west for ideas instead of creating our own standards and unique ways of solving our problems.

## 10. What are you working on right now?

I'm working on the July and August issues as I type my responses.

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WATCH: BTS of our July cover shoot with two of the most recognisable faces on South African television screens, @AmandaManku & @ayandaborotho. Be sure to grab our must-have parenting issue in stores now! #BONAJuly #parentingissue #motherhood

*A post shared by Bona Magazine (@bona\_mag) on Jul 3, 2019 at 3:21am PDT*



## 11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

The big buzzword is: disruption/disruptors – we're all looking at ways in which we can change the status quo and innovate. Without this, the industry will die.

I'm constantly saying/asking myself three things:

- What's the long-term strategy or pay off for this?
- Will your reader like this?
- Focus on your own race!

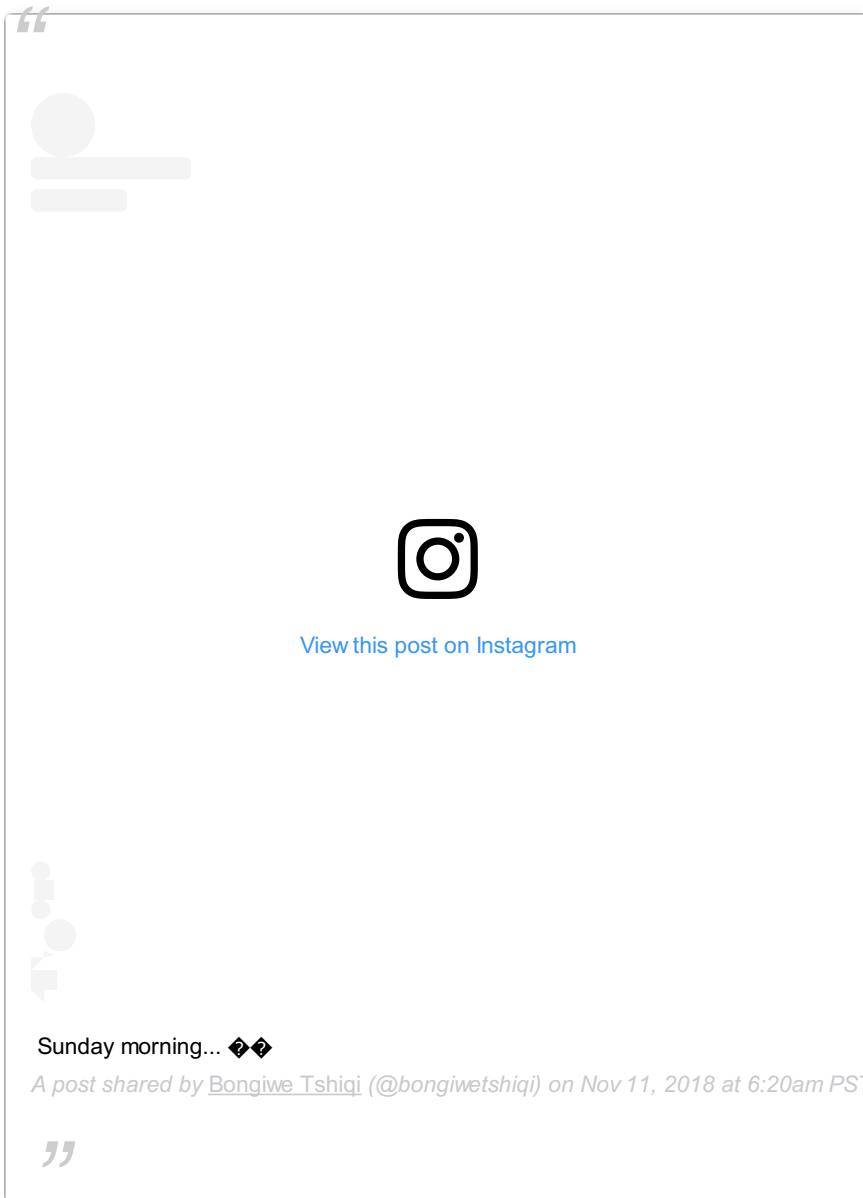
## 12. Where and when do you have your best ideas?

Weirdly enough, it's always while I'm driving to and from work. This is strange because I detest driving and am usually in a hurry to get it over with!

## 13. What's your secret talent/party trick?

I can sew, from pattern-making to the final product.

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I actually used to have an online store with a friend in Durban, selling our own designs as well as antique items.

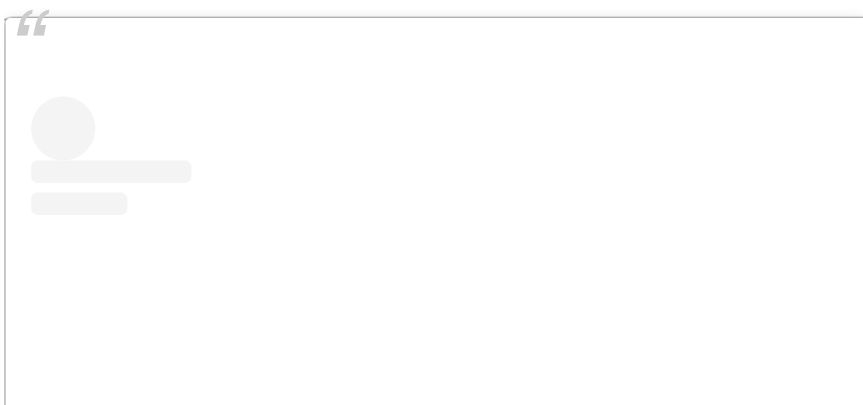
#### 14. Are you a technophobe or a technophile?

Definitely a technophile. I worked as a digital editor for a long while and discovered a lot about how print and digital can co-exist. It isn't the doom and gloom that's been forecast for print.

“ Being technophobes as leaders in media is the problem. We can't capitalise on something we fear or disregard. ”

#### 15. What would we find if we scrolled through your phone?

Lots of photos. Instagram is the only social media platform I'm really active on.





[View this post on Instagram](#)



A post shared by Bongive Tshiqi (@bongiwetshiqi) on Feb 20, 2019 at 7:19pm PST

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Crossword, general knowledge and puzzle game apps. Lots of music and food delivery apps.

## 16. What advice would you give to newbies hoping to crack into the industry?

Focus on your work and let it speak for you. It's a hard industry, but it's not quite the hopeless disaster area many of our parents made it out to be.

*Simple as that. Follow Tshiqi on [Twitter](#) and [Instagram](#); and visit the [Audit Bureau of Circulations' press office](#), as well as Bona magazine's [Facebook](#), [Twitter](#) and [Instagram](#) feeds for the latest updates.*

*\*Interviewed by [Leigh Andrews](#).*

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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