

IT'S THE PUBLICISTS' LABOUR OF LOVE!

By **DOREEN MULEFE** and **LEMATO MATSOSO**
PUBLIC RELATIONS officers or publicists are the hard workers who hide behind famous faces.

At times their job may seem glamorous and glamorous. But as with many ordinary jobs, it means non-stop dedication and hard work.

Sunday Sun caught up with some of Mzansi's top celebrity publicists. And they were more than happy to tell us about the ups and downs of the industry.

■ **Thinzane Hadebe** is a socialite who has worked with Nonkeo Thema and K&N singer Leshaane Dlamini. She says publicists in Mzansi are working in a very small industry. And it can be tricky to get your client's name into the headlines.

"It also requires a person who is able to manage people's personalities without losing their grip on reality. But it's fulfilling when you've achieved all the publicity plans that you've put in place," he said.

■ **Marang Setshwedo** has worked on events like the South African Music Awards and Africa Day. She loves PR because she gets to work on interesting projects and meets various people from all walks of life.

"Right now, it's very difficult because everyone thinks they can be in PR - just because the entry level is quite low.

"But there are many of us, and you have to compete with the others all the time," she explained.

■ **Linda Mocketsi** is a well-known jazz socialite. He told *Sunday Sun*: "It's good when I see my PR plan being carried out to perfection. But I feel bad when my clients don't pitch for interviews and photo shoots."

Linda loves the job although at times a publicist can be mistaken for a potential assistant.

■ **Pazuh Fortune** knows how to throw interesting parties. She said her job has opened a lot of doors for her, and has enabled her to meet many useful people.

The bad side of publicity, she says, is that she never stops working - to the extent that she can't switch her cellphone off when she's on holiday.

■ **Sherrie O'Brien** has worked closely with musicians DJ Benjamin and DJ Giggz. She told the *People's Paper* that the good part about her job is to bring out people's talents.

"The bad part is when your words get taken out of context or changed in gossip stories about artists."

She admitted that her job comes with a price - but she loves it.

■ **Simphele Majola** has worked with Benang Matheba and Uyanda Mtshali. He



Linda Mocketsi



Marang Setshwedo



Simphele Majola

Publicist Sherrie O'Brien

says he loves interacting with people on a daily basis and contributing towards building brands.

Said Simphele: "I don't like it when there's a crisis to deal with. Or when I have to keep stalkers off my clients - but I love my job!"