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Thomas Deve, former News Editor, The Zimbabwe Mirror and IT manager, the Daily News
William Chikoto, editor, Sunday Mail
Elias Rusike, former Publisher, Finanacial Gazette, former General Manager and Chief Executive Officer, Zimpapers.
William (Bill) Saidi, editor, Daily News on Sunday, former editor, Sunday News
Liz Linsell, founder and former CEO, Linsell Saatchi & Saatchi, Zimbabwe
Sarah Chiumbu, former National Director, Media Institute of Southern Africa (Zimbabwe Chapter)
Brian Raftopoulos, associate professor, Institute of Development Studies (IDS), Zimbabwe
Innocent Chofamba-Sithole, editor, The Sunday Mirror.
Mathew Takaona, president, Zimbabwe Union of Journalists (ZUJ).
Knox Zengeni, principal press secretary, Department of Information and Publicity.
Edward Mamutse, former Deputy Director of Information, Ministry of Information.
Happison Muchechetere, editor in chief, New Ziana.
Hatred Zenenga, assistant editor, The Herald.
Iden Wetherell, special projects editor, Zimbabwe Independent
Davision Maruziva, editor, The Standard, and former deputy editor of the Daily News

NB: I also held interviews with some respondents from government and the media who requested anonymity because of the sensitive nature of the information they provided. The names of the interviewees listed below are therefore pseudonyms.

Amos Moyo, junior official, Department of Information and Publicity in the President’s Office
Walter Shumba, senior official, New Ziana
Sam Dube, junior official, US Public Affairs Section, Harare
Chipo Moyo, junior official, Confederation of Zimbabwe Industries
Clement Shava, senior official, Zimpapers Advertising Department
Tendai Shumba, former law officer, Ministry of Justice, Legal and Parliamentary Affairs
Simba Gava, former finance officer, Associated Newspapers of Zimbabwe (ANZ)
Dumi Shoko, former account manager, Ammirati Puris Lintas Advertising Agencies.