



**PRESS
RELEASE**

3rd Degree Launches Debora Patta's Blog

e.tv has launched Debora Patta's blog on www.etv.co.za.

Patta is accustomed to revealing the hidden truths on just about everything on e.tv's current affairs show, 3rd Degree. Now viewers have the opportunity to read her recently launched blog as well as comment on the local and international issues covered in the programme.

Since Tuesday 19th January 2010, viewers and fellow bloggers have had the opportunity to interact with Patta as she offers insights and analysis not seen on the programme.

Says Patta, "Social media is taking the world by storm and it is vitally important traditional media recognises this. By launching this blog, we've ensured that 3rd Degree is more accessible to viewers, giving them an interactive experience and allowing them to be more involved with the show. I also have the opportunity to let viewers know about some the issues that happen behind the cameras."

Patta's foray into the online world doesn't stop with the blog.. Fans can also chat to her on the popular social networks, Facebook and Twitter.

Hard-hitting investigative and current affairs programme, 3rd Degree, is presented by award-winning journalist Debora Patta. With her finely-honed investigative skills, 3rd Degree anchor Patta leaves no stone unturned when putting the powerful on the spot.

While working on her Bachelor of Social Sciences at the University of Cape Town, Patta was a fearless political activist in Cape Town's squatter camps in the turbulent 80s and turned to journalism in the early 90s. Patta has interviewed presidents, politicians, celebrities, business leaders and has covered virtually every major story over the past two decades.

There's no running or hiding from the truth with Debora Patta's Blog. Read and comment on Debora's view regarding the serving of section 205 subpoenas on two eNews journalists, demanding they handover details of their link to two alleged criminals interviewed on eNews.

The blog can be accessed directly at www.etv.co.za/blog/debora/.

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