

BDFM

STANDING OUT IN OUR FIELD

BDFM has trained 36 journalists over the past three years. As publishers of South Africa's leading financial publications, our highly successful six-month course has created an exciting opportunity for graduates to launch themselves into a career in the specialised field of economic journalism.

The training is intensive. But it offers a unique opportunity for graduates to enter the world of economic journalism at an advanced level.

BUSINESSDAY

**Financial
Mail**

Of audiences & adspend



Mokone Molete says it's all change for readership, but no change for advertisers.

Sowetan is the biggest selling black daily newspaper in the country. As such, it is faced with the challenge of articulating black anxieties and aspirations. In a changing society such as ours, the question becomes:

which blacks are we talking about?

Is it the black people that traditionally looked at *Sowetan* to articulate their anger against apartheid—and there are still many in this dire position—or is it the black elite who grew up on a diet of this newspaper?

While we accuse the advertising industry of treating black people as an amorphous entity, we too are grappling with this as we battle to fill our pages. This confuses our role: do we inform or agitate? Which black society, so to speak, do we serve? Do we pitch our writing at an 'elite' or 'common' level?

Sowetan, if one were to believe marketing gurus,

should be enjoying a huge chunk of the marketing cake. The reality is another story. One of the major reasons given has been that advertising agents—and their clients—are white and therefore reluctant to advertise in black publications. For *Sowetan* this translates into very limited editorial space. Needless to say, compared to white publications we are seen to be offering, if not a low quality product, then very little value for money.

PRESS POWER

The challenge facing *Sowetan* in relation to government is to be critical while at the same time being sensitive to the challenges facing government. An interesting point about the *Sowetan* is that it is seen as a critical voice in political discourse, yet the voices of authority are those of our white counterparts. Are the reasons racist or are we just not effective?

■ Mokone Molete is former managing editor at the *Sowetan*, and now works for Multichoice. He made these remarks on International Media Freedom Day at The Freedom Forum African Center.

We care



She always wanted to play the violin. Then Renelda Scholz of Atlantis was given a break — by Naspers, sponsor of the Atlantis Resources Centre, which forms part of the Atlantis Adult Training Centre. Renelda still vividly remembers her first introduction to the violin. Her hands shook, but she persevered, worked hard ...and like many others she now dreams of one day performing at the Naspers arts festivals

Naspers — a media group for the people