

New editor has 'fierce intellect'

Outgoing Business Day editor Peter Bruce pursued Songezo Zibi, his replacement, for two years before getting him to join one of SA's biggest business publishers last year.

Times Media Group (TMG) announced last week that Bruce would relinquish the editorship of the country's premier business daily next month, after 13 years as editor.

Zibi joined Business Day's sister publication Financial Mail as a senior associate editor and regularly contributed to Business Day.

"I harassed him for almost two years before persuading him to join us and I wish him nothing but the very best in the job. He is a fierce intellect and he will be, I have no doubt, a great leader," said Bruce. He himself would be taking a sabbatical before returning to concentrate on his role as editor-in-chief of Business Day, Financial Mail and Business Day TV.



Songezo Zibi - pursued for two years. (Image extracted from Financial Mail website - [staff profiles](#))

MD of Times Media's media division Mike Robertson said Bruce would work towards growing the success of the print and online versions of Business Day and Financial Mail and the television channel.

Bruce's move to television comes at a time when Times Media has been increasing its focus on broadcasting assets. The company acquired a 60% stake in Vuma FM in KwaZulu-Natal recently for R25.6m. This was its third broadcast acquisition as part of a diversification away from print.

Zibi said Business Day would "deliver a news product that responds to the information needs of a sophisticated and highly demanding readership, and offers unrivalled leadership in the critical national discussion on the economy".

Source: Business Day, via I-Net Bridge