The New Age slammed for 'lazy' reporting

By Rod Baker

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NEWSWATCH: According to a *Mail & Guardian* report, *The New Age* has claimed that the videos of the children used in FNB's "You Can Help" ad campaign were scripted and that the children were paid. In its turn, FNB has accused *the New Age* of 'lazy' reporting, reports *Mail & Guardian*



For more:

- *Mail & Guardian*: Report: FNB ads scripted, children paid as actors... This is what *The New Age* claims... "the videos were scripted and that the children were paid R3,500 a day to appear in the videos" according to the *Mail & Guardian* report.
- *Mail & Guardian*: FNB slams *New Age* for 'lazy' reporting... And this is what the bank reckons... *The New Age* is guilty of 'lazy reporting and, according the *Mail & Guardian* report, Bernice Samuels, FNB chief marketing officer, said that "although contributors to the main 'There will be a day' advert were indeed compensated for their services, respondents in the controversial video clips which accompanied the campaign were not" and that "the clips were a sample of the responses from 1,300 respondents interviewed ... and that their replies were their own views and were not scripted or censored".

  So, the questions are:
  • Are *The New Age* claims valid?
  • Are FNB's claims that the newspaper is guilty of 'lazy' reporting valid?
  • Even if the final videos were edited/scripted, do they still reflect the genuine hopes and views of the children that appear in them?

  • Whom are *you* going to believe? *The New Age*, or FNB?

ABOUT ROD BAKER

Rod Baker is Content Director at Bizcommunity.com. A journalist since before computers, he worked on a wide range of magazines and, in his youth, rose through the ranks from being a lowly and abused sub-editor, to a high and still abused editor and publisher. He has been editor and publisher of a number of magazines, as well as a newspaper. He has edited many books, and written a number too. Email him at rod@bizcommunity.com.

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