

Beeld's front page turns tradition upside down

With almost every local daily newspaper concentrating on the looming Jacob Zuma verdict this today, 8 May 2006, Afrikaans daily *Beeld* has differentiated itself among competitors to get noticed in the media frenzy surrounding this controversial trial - by producing a mirror image of its masthead on both the top and bottom of the front page.



The first headline article reads 'Guilty...', the second half of the page, in reverse, reads 'Innocent... '. Under each headline follows an insightful précis of the consequences on either verdict.

"With ex-South African Deputy President Jacob Zuma about to know his fate, we knew that we had to stand out from other dailies, especially today as the country waits to hear the verdict," says editor Peet Kruger.

"We consider ourselves to be at the forefront of newspaper reporting and know that our readers want the news from us, in their first language," says general manager Lucille van Niekerk. "This morning's front cover was a challenge, especially to have only the front page printed half right side up, and the other half upside down! Needless to say, we are thrilled with the result and are sure that our readers and advertisers back our innovative thinking."

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