

Beeld targets the youth

Beeld is focusing attention on South Africa's youth market, with the launch of two youth product namely: 'Kampus-Beeld' newspaper and JIP - the only Afrikaans youth supplement in the Gauteng region.

"Beeld recognises that South Africa's future leaders and business executives are today's youth, and we need to realise their potential," says Peet Kruger, Beeld's editor.

Kampus-Beeld, the most recent product in the Beeld stall, provides local student news and information in a funky format, to students on campus at the universities of Johannesburg (UJ), Pretoria (Tukkies) and Potchefstroom (Pukke).

Students have the opportunity to hone journalistic skills and be involved in the production of the newspaper "Our editorial staff consists of students with an ear to the ground and a nose for current affairs. Kampus-Beeld is first with breaking news, gossip, interviews with stars and photos of student antics," says Annie Olivier, night news editor (Pretoria).

Every week 10 000 copies are distributed at Tukkies, 5000 at UJ and 5000 at Pukke. Kampus-Beeld not only carries news to students, but also participates in projects like RAG and intervarsity. It truly brings student life 'alive' in their own newspaper. Serving a special niche market, ensures that the advertising messages get taken directly to the Kampus-Beeld market.

The youth supplement, JIP, keeps young people up to date with aspects of popular and local culture, and considered an authority on local music and musicians. It has interviewed local talent such as Karen Zoid, Wonderboom, Saron Gas and Arno Carstens, as well as international artists Offspring, Live, Katie Melua and Fatboy Slim.

The funky JIP journalists are responsible for the mix of articles on movies, games, Internet and fashion in 'hip' format. It also reports on significant life issues such as sex, drugs, booze, relationships and suicide, which are very relevant to today's youth.

"The strengths of Kampus-Beeld and JIP lie in their delivery of news that youngsters of South Africa can identify with in their own language," reiterates Peet.