

**EISENHOWER FELLOWSHIPS – 2009 Multi Nation Program**  
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**Mbali Dhlomo**  
**Managing Editor and Founder**  
***Genuine Magazine and Intuthoko Newspaper***  
**Durban, South Africa**

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Mbali Dhlomo is the creator and founder of *Genuine Magazine* and *Intuthoko* newspaper. Ms. Dhlomo's continued leadership at *Genuine* and *Intuthoko* has afforded her the opportunity to give voice to people in communities throughout South Africa who were formerly ignored by other media outlets. As an entrepreneur and manager of two media enterprises, Ms. Dhlomo met with leaders in print and broadcast media and international media development on her fellowship with the aim of using lessons learned to increase media literacy and community empowerment via her publications. In addition, she explored the issue of diversity within the U.S. media market and ethnic media publications.

To get a sense of the media landscape in the United States, Ms. Dhlomo met with publishers, editors and owners of a range of media organizations in the U.S., including Hearst Magazines, *O – The Oprah Magazine*, *Chicago Tribune*, *Ebony Magazine*, *Mississippi Link*, *Philadelphia Inquirer*, *Metro Weekly* and *Chi-Town Daily*. She attended the National Association of Broadcaster's annual conference in order to gain exposure to trends in broadcast and social media. To get a sense of the broadcast media market in the United States, Ms. Dhlomo gained exposure to the local and national markets with visits to "Good Morning Arizona," "60 Minutes," "This Week with George Stephanopoulos" and NPR's "Tell Me More with Michel Martin."

In addition to gaining overall familiarity to the American media market, Ms. Dhlomo explored diversity in the media and ethnic media outlets. Visits to *Mississippi Link* and *The Chicago Defender* newspapers afforded Ms. Dhlomo the opportunity to meet with black-oriented newspapers that have played important roles in empowering their communities. Additionally, she met with individuals at *Ebony* and *Essence* magazines. She visited Howard University and met with members of the National Association of Black Journalists to learn how issues related to diversity in the media and the newsroom affect U.S. media.

As an entrepreneur Ms. Dhlomo also explored the business aspect of the publications she visited. Additionally she met with the Women's Chamber of Commerce and the National Black Chamber of Commerce in order to learn how these organizations provide training and support for minority business owners in the U.S.

Of her overall fellowship experience, Ms. Dhlomo says, "This opportunity has made it possible for me to experience the 'real' American media and business landscape and come away informed, educated, motivated and proud at having participated in the Eisenhower Fellowship program." She has plans for future collaboration with many of those she met while on her program and hopes these opportunities will help to empower her community and further strengthen her business. Most immediately, she plans to set up a resource library for her community utilizing contacts from her program and to work with local university students to implement an internship program at her publications.