

KIDS PRESS CLUB TO PROVIDE PARTICIPANTS WITH VALUABLE EXPOSURE TO MEDIA

Dubai Press Club (DPC) will host the eighth edition of Kids Press Club, the annual summer media programme for children, from 1 - 26 July.



Kids Press Club 2006 Group Picture.

Customised to offer young participants with a wide exposure to the media, the programme will provide hands-on experience in writing news stories for radio and television, designing fliers and newsletters, conducting interviews and organizing press conferences.

Maryam Bin Fahad, Executive Director, DPC, said: 'The high interest generated by young people in the media prompted us to create the Kids Press Club. In the last seven editions of the programme, we received unprecedented responses from children and their parents.'

'The agenda of the Kids Press Club will provide a valuable experience to children of all nationalities living in the UAE. It will allow them to express their talent in an ambience of learning and fun, while enabling them to acquire an overview of the world of journalism.'

Field trips to leading media organisations will form part of the four-week agenda, offering children learning opportunities to monitor daily news and gain an understanding of the technical aspects of the media business. The Dubai Press Club will also arrange visits to the Arabian Radio Network (ARN) and SpaceToon, the cartoon satellite TV network.

Upon completion of the workshop, the children will display their work in an exhibition. This will be followed by a closing ceremony that will see the young participants conducting their own press conference.

Source: AME Info

ABU DHABI TO ESTABLISH MEDIA FIRM

ABU DHABI, 8 June 2007 — President Sheikh Khalifa ibn Zayed Al-Nahyan, and ruler of Abu Dhabi, issued a law allowing the establishment of



Abu Dhabi Media Company (ADMC) — a public joint stock company fully owned by the government of Abu Dhabi, with a capital of AED 100 million.

The law comes as part of Khalifa's vision for media as an integral part of the comprehensive development drive in the emirate.

According to national news agency WAM, the board will consist of Mohammed Khalaf Al-Mazrouei as chairman, Ahmed Ali Al-Sayegh, as deputy chairman, and Mohammed Omer Abdullah, Mubarak Hamad Al-Muhairi and Abdullah Muslih Al-Ahbabi, as

members. The board's term will be for three renewable years.

Ownership of Abu Dhabi Satellite Channel, Abu Dhabi Sport Channel, Abu Dhabi Radio, Emarat FM Radio, Holy Qur'an Radio, Al Ittihad newspaper, Zahrat Al-Khaleej magazine, Al-Super magazine and Majid magazine, will be transferred to ADMC, along with their fixed and movable assets.



The law stipulates that the company will have a corporate body status and enjoy financial and administrative independence.

The law sets out the company's duties in carrying out all media-related activities, including broadcasting, production, marketing, advertisement and other associated services, plus provision of media services via internet or any other medium and publishing of newspapers and magazines in Arabic and other languages.



The company's duties also cover printing, publishing, distribution, promotion and advertisement, as well as training UAE nationals and prodding qualified and talented citizens to join the company's different fields of activities.

Source : ARAB NEWS

Middle East Publishers' Association (MEPA).

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