

EDUCATION MINISTER HAILS THE ROLE OF MEDIA

Dr. Hanif Hassan Ali, Minister of Education praised the role of media in supporting the educational march of the country. He said that the media persons play a vital role in strengthening the every step towards the modernization of the educational system in line with the directives of the country's leadership.



He said that in its efforts to achieve the highest standards in the education in comparison with the global standards, the ministry welcomes all the creative and subjective criticisms aimed at reforming the educational system. The Ministry takes into its consideration all what are published in the local media about education and accepts whatever is beneficial for the country and its people.

The Minister was addressing a ceremony held in honour of media persons at the end of the 2006-2007 academic year in Dubai.

He recalled several situations when the Ministry took appropriate actions based on reports published in the media, and said that the Ministry has great trust and confidence on the honesty and transparency of the media. Speaking on behalf of the media persons, Yahya Kamal of the Emirates News Agency (WAM) hailed the facilities given to the media by the Ministry of Education and expressed the hope for the continued interaction. (Emirates News Agency, WAM)

Source: UAEINTERACT.COM

NEWSPAPERS NOT KILLED BY NET - SHOCK!

A survey into the newspaper reading habits of the British has some rare good news for



newspapers - and a warning for their net strategies.

The good news for media groups is that online readers show a strong loyalty to their favourite paper, with two thirds of *Mail* readers also buying a print copy, for example.

However, the Lemming-like rush to make *all* the print content available online has resulted in a class of freeloaders who never buy the printed version of the newspaper. *The Guardian*, which prides itself on the completeness of its online coverage - it doesn't hold anything back - has attracted the most freeloaders: 20 per cent of *Guardian Online* readers don't buy the paper (they don't buy anyone else's



paper, either).

That's hardly surprising. When everything is online, they don't have to, and readers can save themselves over £5 a week.

"Perhaps the broadsheets are victims of their own online success, with their web readers getting all the news and comment they need online," notes David Day, CEO of Lightspeed Europe.

This leaves newspaper companies in a pickle. If they make their online version complete and attractive, they're discouraging readers from buying the much more lucrative print product. If they ignore the internet, they risk falling behind with the small but rapidly growing internet advertising business. Few have the loyalty that the *Wall Street Journal* commands, which has charged for almost everything from day one. So the prudent course would be to do as the *New York Times* has done - and hold some material back for subscribers.

The report also suggests that tabloid print papers don't translate well to online formats - or else the audience isn't interested.

Guardian readers and *Times* readers top the freeloader list, with the other "quality" papers not far behind. Fourteen per cent of *Mirror* and *The Sun* readers, and only 11 per cent of *Daily Express* readers, don't buy a print newspaper.

Lightspeed Research contacted 55,000 people in the UK in May.

Source: DUBAI TIMES



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