

MOBILE MARKETING A TURN-OFF

Although advertisers can use mobile marketing to target by location, demographic and create actionable responses, more than three-quarters of Americans are annoyed just thinking about it, new research shows.

Only 3 per cent of consumers say they trust text ads on mobile phones, according to a report from Forrester Research on the state of the mobile-marketing industry titled "Is the US ready for mobile marketing?" But while the answer to that question overall is yes, according to Forrester, 79 per cent of online consumers find the idea of ads on their mobile phones annoying. And that means marketers must tread lightly when it comes to mobile advertising, offering something of value in exchange for the message.

Mobile marketing spending has increased from \$45 million in 2005 to an anticipated \$150 million in 2006, and is expected to grow to nearly \$1.3 billion by 2009, according to research firm Ovum.

The report outlines three ways marketers can use the medium: text messaging, such as offering coupons and short codes; advertising with banner ads on a mobile browser; or creating ad-supported applications and content.

Ultimately, Forrester advises that marketers consider the medium and the message. Keep the message abbreviated and be sure to measure the response, even using mobile responses to gauge the effectiveness of a broadcast media. Target campaigns to the people most likely to respond – Gen X and Y are the targets most likely reached through mobile marketing. And adopt a mind-set of value – Forrester advises finding a consumer who's unfamiliar with the campaign and asking him or her to find the value in it.

Source: FIPP

HERE COMES SAUDI RADIO'S FIRST WOMAN NEWS ANCHOR

WOMEN have made it in the print and the electronic media as well. An example of the latter is Najwa Moemena.

"The news is read to you by Najwa Moemena." That announcement recently on the Jeddah Radio marked the arrival of a woman news anchor in Saudi Arabia.

Moemena is not new to the field. She has presented numerous radio programmes discussing social and political issues.

She began her career at the age of 10 with children's programmes on radio.

Although the presence of women on Saudi radio goes back to its beginnings and women have been broadcasting news briefs for 15 years, never before this had a woman served as news anchor.

"I felt a huge weight of responsibility on my shoulders as I started reading the news," said Moemena. "I felt a responsibility — not merely for presenting the newscast, but for being a symbol of hope in the continuing march of change among Saudi broadcasters."

The decision to allow Saudi women to broadcast the news was made at the last meeting of the administration in Riyadh. Dr Abdullah Al-Jaser, Deputy Minister of Media Affairs, gave the green signal, as there is no rule prohibiting women from presenting the news.

The atmosphere in the newsroom where Moemena made the broadcast was one of excitement and anticipation. She recalled that broadcast director Khaled Jad helped her every step of the way and did not leave her until she went to the newsroom.

“All my coworkers at the radio station in Jeddah gathered with station manager Dr Abdullah Al Shayea to hear the One O’clock news,” she said. “I was so touched by their support,” she added.

Veteran broadcaster Salwa Shaker, who presented the news briefs half an hour after Moemena, said she hoped women would be given greater opportunities in the broadcasting field.

Shaker broadcast news for the Saudi Channel One television station in 1976 for three months before she travelled to the United States to continue her media studies.

That was the last instance of a Saudi woman taking such a broadcast leadership role. Although Saudi women do not present the news at Saudi Channel One, there are other outlets, such as Al Arabiya News channel or Saudi Channel Two.

Media seminar to discuss challenges

Like any other profession, media also is not without issues and problems that it has to face and overcome.

The challenges confronting the Arabic media will be the theme of an international seminar to be held in Riyadh from November 26 to 28, according to Dr Ali Al Karni, president of the Saudi Association for Media and Communications (SAMC).

Delegates from the Kingdom and other Arab countries will participate in the seminar, which will discuss an Arabic media curriculum for university students and postgraduate studies leading to a doctoral degree.

According to journalists, a major challenge facing the Arabic media stems from satellite channels on the one hand and lack of transparency in the release of information at the government level on the other. This puts the journalists in a bind as they struggle to reconcile the demands of their profession with the gag on the media.

The seminar will also deal with relevant aspects of translation in the media field and investigate the specifics of professional translation.

“Distinguished journalists and academics from the Arab world will interact with the participants and share with them their experiences in the media,” Al Karni said. He added that the seminar would also focus on laying down criteria for evaluating and appointing the faculty.

Accreditation of the programme at the graduate and postgraduate levels would also be reviewed.

Source : Khaleejtimes

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