

MEPA Newsletter

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PRINTED MAGAZINES REMAIN ESSENTIAL, SAYS ROYAL MAIL RESEARCH

Online and printed media provide the optimal mix of news and information for business, but readers cannot envisage a future without hard copy magazines, according to new research commissioned by Royal Mail.

The research, conducted by market research specialists Quadrangle, interviewed a sample of business advertisers and agencies from the ATL top 500 advertisers, media and creative agencies. The interviewers questioned respondents about views on the market, and market change.

There were positive results for printed products, with 92 per cent of respondents thinking that there would always be a place for hard copy business and professional magazines, with 59 per cent of respondents receiving five magazines or more per month.

Said Emily Travis, market development manager of Publishing at Royal Mail: "The role of the hard copy magazine is inevitably evolving in the digital age, and our findings suggest that the different media are complementary: hard copy is great for in-depth articles and thought leadership, while online is ideal for specific research. However the research clearly demonstrates that readers cannot envisage a future without hard copy magazines."

The findings indicate the difference in reader consumption of printed and online media, suggesting that when printed magazines supply the reader with the general overview. People read print magazines when they are 'working but not working', for example over lunch or whenever they have a spare minute. They are in 'their space', and there is a sense of 'sitting back' and of enjoyment.

Source: Periodical Publishers Association

ARAB MEDIA AND CHILD RIGHTS FORUM OPENED IN DUBAI

Under the patronage of Her Highness Princess Haya bint Al Hussain, the Ambassador of Goodwill for World Food Programme (WFP), the second 'Arab Media and Child Rights Forum' has opened in Dubai on 2nd May, with the participation of leading experts in Human Rights besides decision makers from the Arab media organisations.

Representing select Arab organizations active in the field of Human Development, Media and Human Rights, the organizers of this year's forum include: the Regional Office of UNICEF, Middle East and North Africa, the Arab Institute for Human Rights, Al Bayan Newspaper and the Dubai Press Club.

The first day of the Forum discussed important issues related to the status of girls in the Arab world and particularly those related to the education of girl child and the main obstacles in this context. The Forum also focused on initiatives that aim to enable Arab girl child to get better education opportunities

The Forum opening session was addressed by UNICEF MENA Goodwill Ambassador Mahmoud Kabil; Mohammed Al Mansoori, Executive Director, Dubai Press Club and Thomas McDermott, UNICEF MENARO, Regional Director.

In his inaugural speech Mohammed Al Mansoori, who represented the Organizing Committee welcomed the guests to Dubai and stressed the importance of the Forum's theme and the role of media organisations in creating awareness about the importance of offering educational opportunities to Arab girls.

Mahmoud Kabil, UNICEF MENA Goodwill Ambassador pointing out the importance of education said that the right of education for girls comes just after her right to life. He said that the Arab girl child is still suffering violence and discrimination and the Arab society has to work hard to raise the status of girls in this region of the world.

Kabil said that there are more than 7.5 million children in the Arab world who are not educated and the majority amongst them are girls. He stressed the importance of providing equal educational opportunities.

Thomas McDermott said that there are major differences in Arab countries in relation to girl's education, with wide differences within each country as well. He pointed out the gap between the numbers of male and female students inspite of the fact the girl students excel in education and are better than male students.

The opening speeches were followed by the first session which focused on 'Girls' Education in Today's Arab World in the Context of Global and Regional Initiatives'. The session was addressed by Dr. Malak Zaalouk, UNICEF MENARO Regional Education Officer who spoke about the education of children in the region and the efforts made to develop girls' education in the Arab countries, and the importance of the role of the media in this respect. Dr. Malak Zaalouk said that the Arab region has very low educational levels for girls. In Djibouti there are only 30% of girls who are educated, in Yemen 41%, Sudan 45%, Saudi Arabia 57% and Oman 76%. She said that in 2005 the gap between boys and girls education in the primary school was 14% and the secondary school 16%. This is the biggest gap of its kind in the world, with the Arab world being the second last in the world in girls' education Tareq Shayya, WFP: Nutrition and Girls' Education said that there are more than 840 million starving people in the world; 300 million are children and 100 million uneducated. He said that poverty and starvation are the main reasons for low education in the world in general and the Arab world in particular.

The first Arab Media and Child Rights Forum was held last year in Dubai and was highly successful in initiating a dialogue on the role of media in enhancing children's rights. The objective of the Arab Media and Child Rights Forum is to maintain and further encourage Arab media's active participation in preserving Children's rights and related humanitarian and human development issues.