

## WORLD NEWSPAPER ADVERTISING CONFERENCE

'The conference, organised by the World Association of Newspapers and hosted by Swiss Press, will deliver the best advertising ideas and initiatives that are producing new revenues for newspapers.

"As global advertising revenues continue to increase, the conference will focus on the latest ideas and strategies that newspapers are adopting to improve their revenue share and hit ever more challenging targets," said Donna Pentier, Director of WAN Training & Events.

Sessions include:

- ▶ Advertising best practices, which will be devoted to the WAN Shaping the Future of the Newspaper report on the most advanced techniques in multi-media advertising sales.

- ▶ The reverse sell: digital to print ads, which examines the emergence of search engines as sellers of newspaper ads. The session will feature a report on the evolving role of search engines in traditional print revenues and examine whether this phenomena poses an opportunity or a threat.

- ▶ Ten ways to fail as an advertising director and how to avoid them, a panel discussion among advertising sales professionals on the greatest pitfalls for an advertising director.

- ▶ The future of advertising in print, which will provide the perspective from agencies and clients. The session will include advice on how newspapers can influence the decision to include newspapers in the advertising mix, and ideas from a fast moving consumer goods advertiser.

- ▶ New readership metrics, which will examine the new tools used for portfolio and multimedia sales and how they give advertisers and newspapers the means to target their audience more accurately.

- ▶ Advertising creativity, which will focus on what works and what does not and how newspapers can create better ads to improve response. The session will also include advice on putting a creative proposal together and sell it to top advertising agencies.

- ▶ New sales strategies for new products, which will examine the challenges of selling an ever-widening portfolio of products. The session will feature speakers from newspapers that are increasing print and online advertising cooperation, including Altug Acar, Advertising Coordinator of Hurriyet in Turkey, and Marek Tretyn, Head of Sales, and Tomasz Jozefacki, Head of Internet Division, of Gazeta Wyborcza in Poland.

Source: WAN

## SAUDI KEEN TO START COLLEGE TO TRAIN LOCALS TO WORK IN THE MEDIA

A COLLEGE to train Saudis to work in the media is proposed to be established in the Kingdom.

"We have a real problem finding qualified media professionals," said Prince Faisal bin Salman, chairman of the board of the Saudi Research and Marketing Group, who inaugurated a seminar and workshop on 'The Role of Media in Human Development'.

"The fast growth of the Saudi media led to an imbalance between the need for trained professionals and the human resources available," he said.

He added that the problem was not in the number of educated people, but in the type of training and the lack of practical training. Prince Faisal said he has already presented a proposal to the ministry of information to establish Prince Ahmad bin Salman Media College.

The forum, organised by the United Nations Development Programme (UNDP) in cooperation with the ministry of information and culture in Riyadh recently, discussed such issues as women in Saudi media, the development of Saudi media, its strength, its weakness and its social responsibility in reporting developmental issues.

Minister of Culture and Information Iyad Ameen Madani said that the mass media, together with education, helps in bringing social changes. He said the Saudi media serves as a voice of justice and righteousness, which finds its roots in Islam.

"Thus the media should strictly abide by the genuine Islamic teachings in all its deeds and words and refrain from anything that contradicts the Faith," he said.

Abdullah Al Jaser, deputy minister of culture and information, said that Saudi women have proved their capability and competence in the media. They have ventured into TV, radio and print media, many without training and have proved themselves better than some of their trained male counterparts.

“The sudden move by women to venture into the media field took the ministry by surprise, which was unprepared for the large wave,” said Al Jaser. Prince Faisal highlighted the changes the Saudi media has undergone during the past 15 years. “While the media in the past was more tuned to the sensational news, there is now a desire for an accurate and balanced media. Media organisations have now started to realise their social responsibility,” he said.

Mohammed Al Rasheed, former minister of education, addressed the role of the media in the development of education.

UNDP economic adviser Wafa Al Rasheed said that women have a bleak future in media organisations in the Arab world.

“Despite their participation in the media, women have a bleak future. Women lag behind men in this field too. They are not holding managerial positions,” she said in her presentation.

“This was the most difficult presentation I had to prepare due to lack of statistics,” she added. The only data she could obtain was the number of female journalists — 102 — registered with the ministry of information and culture.

Samar Al Migrin of the Arabic daily Al Watan Arabic said that while the government was encouraging women’s participation, some segments of the society had to catch up with the official line and start to change its direction.

Participants also addressed the negative presentation of women in general in the Arab media and said that violence against women in the Arab media was high, which leads to negative implications among viewers especially the youth.

Hatem Ali, director of social dramas gave the example of one drama series which had a scene where a male character slaps his female relative six times in one minute.

A short documentary on women’s rights in Tunisia screened during the forum evoked a hot debate among participants. The issues dealt with were polygamy and female inheritance.

The documentary discussed the current legal system in Tunisia enabling women to divorce their husbands, declaring polygamy illegal and the women’s movement in seeking equal inheritance as men.

Salem Al Salem, a Saudi TV presenter, attacked the move to declare polygamy as illegal. He said that it was a ‘duty’ of Muslim men to marry four wives. His comments shocked many participants, especially women.

“It is not their duty; men may marry more than one wife if they can give equal treatment,” said a female participant. The 30-minute discussion session was extended to an hour due to the hot debate.

**Source: Khaleejtimes**

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