

**THERE'S STILL TIME TO COMPETE FOR THE  
SOCIAL AND ENVIRONMENTAL  
RESPONSIBILITY WORLD JOURNALISM PRIZE**

On September 24, 2007, the Social and Environmental Responsibility World Forum, in partnership with the World Editors Forum, will name the three top articles pertaining to social and environmental responsibility around the world.



The jury of representatives from the Social and Environmental Responsibility World Forum and the World Editors Forum, will award prizes in three categories:

- A “non-specialist” prize, which is open to all articles pertaining to issues of social and environmental responsibility
- A prize for the best article covering the press of developing nations

A prize for coverage of a specific topic, decided each year by WEF. This year’s topic is “Diversity and equal opportunities.”

Relevant articles published between August 1, 2006 and July 31, 2007 must be submitted for consideration in the competition before August 25, 2007. All entry information is available on the Social and Environmental Responsibility World Forum [website](#).

The winners will be notified personally after the September 24 announcement and will receive a five-day trip to France and 1000 euros. Winners must then attend the International Meeting on diversity and equal opportunity during October 23-25, 2007.

For more information, e-mail [contact@worldforum-lille.org](mailto:contact@worldforum-lille.org).

The World Editors Forum is the organization for editors within the World Association of Newspapers (WAN). Founded in 1994, WEF represents over 18,000 publications over all five continents.

*Source: [The World Editors Forum](#)*

**NEW UAE HOLDING MEDIA SERVICES  
COMPANY LAUNCHED**

Media Services Group, a Dubai Media City- based holding company was launched on Tuesday, with an objective to set new benchmarks in the regional communications industry through premium quality and customer-oriented service standards. The group which includes two prominent existing entities - Dubai Press Club and Jiwin Public Relations intends to unveil new member companies within its diversified media services portfolio in the near future.



Mona Al Marri, Chairperson of the Media Services Group, said: "We are looking forward to raise the bar of excellence in communications services through this new integrated group. The group enjoys several advantages including the wealth of experience and successful track-record of its member entities."



Al Marri said the new group will further enhance and sustain the UAE's image as a leading player in the media industry and boost Dubai's reputation as a world class media hub. By adopting international best practices and global standards to suit regional requirements, the new group would usher in a new era in service quality.

Since its inception in 1999, Dubai Press Club has played a pioneering role as an effective platform for local, regional and international

media. It has also been active in offering media services to a number of strategic partners in the government and private sectors.

After seven years, DPC's assessment of the market requirements revealed an urgent need for a more specialized service through a separate UAE entity, resulting in the launch of Jiwin Public Relations.

Launched in 2006, Jiwin has managed to build a remarkable reputation as a reliable and loyal partner for its clients. In less than a year, the company has succeeded in lining up an impressive array of corporate clients, including Dubai Holding, and du, the new telecom operator in the UAE, among other major local, regional and international brands. Jiwin is currently the exclusive Middle East affiliate of Burson- Marsteller, a leading global public relations firm.

Al Marri said: "Through profound understanding of the market dynamics, challenges and opportunities, and an in-depth knowledge of both local and regional political, social and economic landscape, the Media Services Group is capable of offering unrivalled world-class communications services and result-oriented solutions to our partners. The Media Services Group will offer top-of-the-range support service by adopting excellence, integrity, speed, loyalty, innovation and talent as its core corporate values.

UAE Nationals, with their deep understanding of the local and regional landscape, represent an integral part of the team, adding tremendous value to the group." The launch of the new group comes at a time when the regional media industry has witnessed sustained and significant growth rates. The Arab Media Outlook 2007-2011, issued by Dubai Press Club in cooperation with PricewaterhouseCoopers, a leading international professional services company, showed that advertising revenues in the Arab world touched US\$1.3 billion in 2006, a growth of 17 per cent against 2005.



Advertising revenues are projected to double to reach US\$2.7 billion by 2011. Industry estimates also show that the number of TV and radio stations has more than doubled in the Arab world in the last two years.

Capitalizing on this trend, the Media Services Group plans have a wide regional presence through a network of offices. The group has already initiated a number of strategic partnerships through its member companies. The group currently has a strong client base of more than 50 partners, ranging from government entities to major private corporations. (Emirates News Agency, WAM)

*Source: UAEINTERACT*

**Middle East Publishers' Association (MEPA).**

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