

## IFRAEXPO 2007

8 TO 11 OCTOBER 2007, VIENNA, AUSTRIA

IfraExpo will take place from 8 to 11 October 2007 in the Austrian capital. We bring together decisionmakers from media houses with daily newspapers as their main product and suppliers from the pre-media, press and distribution sectors. For more than 30 years, the world's largest and most important exhibition for the newspaper industry has been the launching pad for new developments and technology and provides the ideal basis for buying decisions.



### Focus Sessions & more:

We invite you to compile your individual event package complementing your Expo visit. Choose between five focus sessions on hot topics in the publishing world and a one day workshop: "Reorganising newsrooms for multimedia."



Source: IFRA

## ENTER THE WORLD YOUNG READER PRIZES

Newspapers have until 10 September 2007 to send in an entry for this year's World Young Reader Prizes. Established in 1998,



these awards distinguish newspapers that have devised the best project or activity in the past 24 months in the area of young reader development.

"Entries from the Arab-speaking world have been nearly nonexistent. Since 1998, we've had a grand total of exactly three such entries, one from Morocco and



one from Lebanon and one from the United Arab Emirates. I know from my experience in several of those countries that newspapers have succeeded in bringing tangible results. It's a shame it's not recognized," says Aralynn McMane, Director, Young Readership Development, World Association of Newspapers.

So make your work visible and enter the contest. You only need to send a PowerPoint presentation

(in English or French with a maximum size 15 megabytes) describing your project in one or more of the main areas of young reader development and its impact.



The jury will award excellence in four categories of activity:

- **NEWSPAPERS in EDUCATION (NIE)** : Effective use of the newspaper as a teaching tool
- **EDITORIAL STRATEGY** : A break-through newspaper content strategy
- **PUBLIC SERVICE** : An effective public service project in areas such as press freedom, literacy, youth civic involvement, etc.
- **BRAND** : An innovative activity to improve a newspaper brand's relationship with the young.



There will be one winner in each category and each laureate will also receive a prize stipend of 1 500 EUR.

The judges, members of the WAN Young Reader Committee, will take into consideration the contribution the programme has made to the newspaper business. This could be in terms of revenue generation, circulation, and readership growth or brand awareness. In addition, the project will be judged on its benefits to the stated audience, for example, in education, literacy, citizenship or social responsibility. The project framework should be easily transferable to other countries and situations.



*Source: ARAB PRESS NETWORK*

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

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