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international marketing & public relations

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 [Send to a Colleague](#)

In This Issue

[Ultimate Power to Shaving-Foam Pies](#)

[Country Profile - Jordan](#)

[Media in Jordan](#)

[Media News](#)

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Dear Dianne,

As you sit on your Greek beach and enjoy the summer, or take advantage of less traffic on the streets to reach your office, think of the stupid people. Last week I had to deal with more stupid people than normal, which, lets face it, doesn't make for a good week.

But then I began to think - what is stupid?

As Seth Godin pointed out in his blog, some gigs are process oriented: Set up a process correctly and the rest takes care of itself. It's challenging and frightening to get it right, but after that, you merely have to do the hard work of showing up each day. Do the work and you'll get the results.

Other jobs require a different sort of hard work: the guts to be wrong, a confrontation with the risk of being stupid.

The comedian who fears that each new joke might fail, the writer who has to say something new, the leader who must improvise, solving new problems on a regular basis. What makes this work hard is that it might not work.

More and more people now have jobs that require them to confront the risk of appearing stupid on a regular basis. These people I don't mind so much. It's just the process-orientated stupid that mess with our days.

How can NettResults offer intelligent insight to ?

Happy PRing,

Nick Leighton

Ultimate Power to Shaving-Foam Pies... the good, the bad and the ugly

Rupert Murdoch:

- listed three times in the Time 100 as among the most influential people in the world
- ranked 13th most powerful person in the world in the 2010 Forbes' The World's Most Powerful People list.
- net worth of US\$7.6 billion,
- ranked 117th wealthiest person in the world in March 2011
- ohh, and now part of a media crisis situation and getting shaving-foam pies thrown in his face.

And just incase you missed the news, the news you should be reading, is probably owned by Rup. From the recently closed News of the World and other 'salubrious' UK media such as The Sun, to the Wall Street Journal and into broadcasting - Fox Broadcasting Company to DirecTV.

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In July of 2011 Murdoch became a prominent figure in the media after widespread allegations that the now defunct tabloid News of the World, owned by Murdoch's NewsCorps, had been regularly hacking the phones of private citizens.

Here's the warning - even if you own a majority of the media, you can find yourself in a crisis communication situation.

What should be done?
What went wrong?
What can we learn?

Find out by reading the full article on the [NettResults Blog](#).



Country Profile - Jordan

The desert kingdom emerged out of the post-World War I division of the

Middle East by Britain and France. The population at that time was largely made up of tribes which had taken part in the Great Arab Revolt against the Ottoman Empire.



Today, those original inhabitants - known as East Bank Jordanians - are outnumbered by the descendants of Palestinian refugees from Israel and the West Bank. The first ruler of Jordan, the Hashemite Abdullah I, was born in Mecca and played a leading role in the Great Arab Revolt.

The death in February 1999 of King Hussein, who ruled for 46 years, left Jordan still struggling for economic and social survival, as well as regional peace.

His son, Abdullah II, who succeeded him to the throne, faces the task of maintaining stability while accommodating calls for reform. A blueprint for long-term political, economic and social change - known as the National Agenda - has yet to be implemented.

Jordan's reputation as one of the region's safest countries was dealt a blow in late 2005 when dozens of people were killed in suicide bomb attacks on hotels in the capital. Iraq-based Islamic militants claimed responsibility. The king said Jordan had been targeted because of its location and its stances.

Unlike many of the states in the region Jordan has no oil of its own. Its resources are limited to phosphates and agricultural produce. The economy depends largely on services, tourism and foreign aid, for which the US is the main provider. Jordan prides itself on its health service, one of the best in the region.

Media in Jordan

The Jordanian media have traditionally been under tight state control. "Veneration for the monarchy, religion, but also state institutions and the men who head them are all 'red lines' that journalists must not cross," said Reporters Without Borders in its 2010 country report. Jordan Media City - one of the first such ventures in the region - aims to attract media investments and operates as a regional hub for satellite TV broadcasts.

The BBC Arabic Service and France's Monte Carlo Doualiya are available on FM in Amman and in northern Jordan. Private, music-based FM radio stations have sprung up.

Around 1.7 million Jordanians had internet access by June 2010 (InternetWorldStats). In early 2010, a court ruling subjecting the internet to the existing Press and Publications Law prompted protests from journalists.

Jordan's Queen Rania has used YouTube as a vehicle for public diplomacy since 2007. She is also active on Twitter.

The press

Ad Dustour ("The Constitution") - Arabic-language, privately-owned daily
 Al Ra'y - Arabic-language, privately-owned daily
 Al Ghadd - Arabic-language, privately-owned daily
 Al Arab al Yawm - Arabic-language, privately-owned daily
 Jordan Times - English-language daily, sister publication to Al Ra'y
 The Star - English-language weekly, sister publication to Ad Dustour



Television

Jordan Radio and Television - state-run, operates main network Channel One, sports network Channel Two, film network Channel Three and Jordan Satellite Channel

Radio

Jordan Radio and Television - state-run; services in Arabic, English and French
 Radio Fann - FM entertainment station run by armed forces
 Rotana FM - private, entertainment-based
 Mood FM - private, pop music
 Play 99.6 - private, pop music

News agencies/internet

Petra - state-run, operated by Information Ministry
 Ammon News - private agency, English-language pages
 Ain News - private, news websites - Media

Media News

Belgium-based online social portal Netlog is expanding its presence into the UAE to better support its Emirati members. The portal plans to open a new office in Dubai after in-house research confirmed high Emirati online interest since the all-Arabic social site was launched in late 2008. A survey by Netlog showed that 78% of the nearly 700,000 UAE members on Netlog are Emiratis.



Abu Dhabi Media (ADM) has announced job cuts in its broadcast division, following a "strategic review" of the department. The company said a similar review would be extended to other divisions, which include publishing and digital media operations. "The strategic review of other divisions in the company will continue and the process is expected to lead to similar changes in these divisions in the coming months," Frank Mooty, ADM's acting chief executive, said in a note to staff.

The BBC has said its Persian television service on the Hot Bird satellite was being deliberately jammed from inside Iran. Eutelsat, owner of the satellite, confirmed the location of the source of the jamming as being in Iran. The broadcaster said its Persian service has suffered a number of similar attempts to interfere with its signal intermittently since it was launched in 2009. In February, the BBC accused Iran of interfering with its television coverage of protests in Egypt.



An Egyptian court has banned the country's Nilesat satellites from providing transmission services to 14 Libyan channels for reporting inaccurate news about opponents of Muammar Gaddafi. The channels affiliated to the Libyan leader's government spread "false information about the revolution in Libya against his rule", lawyers who brought the action said.

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