

Al-Watan targets 10 per cent of ads

ABHA, Feb 27 (SPA) - Asir Governor Prince Khaled Al-Faisal said today that the proposed daily newspaper, Al-Watan is aiming to capture not less than 10 per cent of the Kingdom's advertisement market in the first year.

He said advertisement expenditure in the Kingdom last year was estimated at more than SR550 million, adding that GCC states spend about SR4 billion on advertising annually. "The advertisement market of Saudi Arabia in particular and the GCC in general, can absorb increases in advertisement spending," he said, while talking about the new Daily which is scheduled to be published from the Southern Province.

Prince Khaled said the region was in need of more media organisations to absorb the increases in advertisement spending. He described the media as the most viable field for investment in the light of a study conducted by Asbar for Research & Information. He said Asbar has set out a marketing strategy for Al-Watan to gain a reasonable share of the market to meet the Daily's operation expenditures.

Highlighting the increasing opportunities for press organisations, Prince Khaled said the purchasing capabilities of GCC citizens are growing. "There is also a tremendous increase in the readership base due to educational progress," he added. He said Al-Watan will appear in an impressive manner meeting the interests of all types of readers. "It will also serve as a new advertising outlet," he added. The Governor said Al-Watan has every chance for success.

Arab News, 28 February 1998

From the Ramp

Continued from Page 5

never been subject to these allegations, even the fly-by-wire B777 and A320, 330 & 340. Imagine if you could throw a signal at your car's power steering and send it off the road.

"What the French did during the certification of the Airbus was to blast it with powerful military radar from five nmetres away and they found this had no effect. The US FAA did further trials and as far as is known, ccame up with the same result" says Learmouth.

Nevertheless, pilots have plenty of anecdotal evidence to indicate that air navigation might be affected. Some instruments operate on long wave band and some on VHF, from beacons on the ground. Instruments in the cockpit have, from time to time, been seen to wobble; when cabin crew have asked passengers to turn off their PEDs, the instruments were found to be steady again. Pilots

who have had the phenomenon happen to them firmly believe that there is a connection. Yet to date, neither the FAA nor the CAA, have been able to recreate these incidents, despite extensive testing. Although they have not been able to prove that there is a problem, this does not mean that they do not believe that one exists.

There is speculation that Cosmic rays from Outer Space could "reverse" aircraft digital systems, including controls, but it is thought that such rays are unlikely to affect normal airliners at the height at which they fly. However, it is just possible that Concorde, which flies at a cruising altitude of between 50,000 and 60,000 feet and which has old analogue systems, could be affected.

Regulatory Authorities are concerned, especially if there is a possibility of solar activity reversing digital systems. Again, to quote Learmouth: "If that's a genuine possibility, we need to investigate. Somebody at NASA is probably already looking into it. If so, then it's real *Star Trek* stuff" - beam me up Scottie!

John Jackson is Marketing Manager of SAS Corporation, and Chairman of the BDSC

Chairman's AGM speech

Continued from Page 4

considering additional initiatives, to provide more benefits to members. I'm pleased to report that the revised Constitution, which you have just ratified, will therefore enable us to facilitate these benefits in the years ahead.

Last year, we also recognised that we needed to enhance our image, and although we have more work to do on this, from the feedback I have received we are making good progress in this area.

No organisation can function efficiently without dedicated professionals working behind the scenes, and here I'd like to thank Mark Gunton for his staunch work as General Secretary and also the team of Mike Walsh, Mike Parkhouse and Roy James for the positive direction they gave following their extensive review of the constitution.

I believe my report to you tonight, highlights the significant progress the RBBB has made this year. I also believe that the success we have achieved so far, is a result of the group becoming more interactive. But most importantly gentlemen, we have achieved this progress together, with the increased involvement of you, our members.

Finally, with your support again this year, your committee hopes to build upon these improvements to make further progress in 1998

”
Thank you.