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advertising matters

Advertising
Association

NEWS

Cameron gets his Clegg over

David Cameron is the new Prime Minister, following five days of negotiations with the Liberal Democrats. The 'Con-Dem coalition' will have 364 seats in the new Parliament, a majority just shy of 40. Nick Clegg will serve as Deputy Prime Minister. Joint outdoor rose garden press conference (with birdsong) [HERE](#).

In his opening speech as PM, Mr Cameron pledged to be "*honest about what government can achieve (...) Real change is not what government can do on its own - real change is when everyone pulls together, comes together, works together, where we all exercise our responsibilities*"

What's in it for us?

The Ministerial departments that have, in the past, been relevant to advertising, have included Business, Health, Culture and Education. Vince Cable is the new Business Secretary, with Andrew Lansley, Jeremy Hunt and Michael Gove all retaining their portfolios at Health, Culture and Education respectively.

The make-up of the Junior ranks will be revealed this afternoon, although it is believed that there will be a Lib Dem Minister in every department. No doubt the Lib Dem manifesto for the Creative Industries has been printed and re-printed over at Millbank Tower - 'The Power of Creativity' can be found [HERE](#), by the way.

Writing in today's *Guardian*, Richard Wray predicts that the merging of the Olympics into DCMS, or DCOMS (?) will push the creative industries down Jeremy Hunt's to-do list, [HERE](#). Ed Vaizey is expected to be the new Arts Minister, with Hugh Robertson getting Sport. The seven-page coalition agreement included the promise to reform libel laws, but there were no references to the Digital Economy Act, Ofcom or the BBC Trust.

CRR granted stay of execution

The Competition Commission has ruled that ITV1's advertising airtime must still be governed by CRR, for now. The Commission added that 'the mechanism should be dropped at some point, and that the entire UK TV ad sales market needs a review'. Full story [HERE](#).

Save HAT

The History of Advertising Trust has issued an SOS. The HAT archive contains more than three million 'items' of commercial communications, and Chief Executive Barry Cox is appealing to the industry for financial support. Website [HERE](#), you can contact HAT by [e-mail](#) or on 01528 548 623

More News

- + Sunday Times to trim editorial budget - [HERE](#)
- + Collymore nets as Commercial Radio triumphs at Sony's - [HERE](#)
- + Amanda McKenzie takes on the world - [HERE](#)
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- + Daily Express iPad App - [HERE](#)
- + Forlan heart-break for Fulham, but Five win the ratings war - [HERE](#)
- + Is that a location-based status update in your pocket, or are you just pleased to see me? Facebook to allow 'geo-targeting' - [HERE](#)

EVENTS

DPA Digital Publishing Awards open with PPA backing

Entry to the 2010 Digital Publishing Awards, the top event in the digital publishing sector, bringing recognition and status to winning brands, teams and individuals, opened for online entries on Tuesday 4th May.

Closing date for entries for the Digital Publishing Awards, sponsored by the DPA and the PPA's Business Media Group, is Friday 25th June, with Awards presented at a Gala Dinner that follows the DPA Annual Digital Publishing Conference, 18th November, the De Vere Grand, Brighton. For further information visit the dedicated website [HERE](#).

Debating Group – dates for your diary

Below are the advance dates for upcoming Debating Group debates:

- 14 June 2010 (*JICREG*)
- 18 October 2010 (*Direct Marketing Association*)
- 29 November 2010 (*Advertising Association*)
- 24 January 2011 (*Chartered Institute of Marketing*)

Further information about the Debating Group [HERE](#).

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