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AMIC-CBA-SCS/NTU Conference on Public Service  
Broadcasting : Triving in a Diverse Broadcasting  
Environment, Singapore, Feb 20-21, 1998 :  
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**AMIC-CBA-SCS/NTU CONFERENCE ON  
PUBLIC SERVICE BROADCASTING :  
THRIVING IN A DIVERSE  
BROADCASTING ENVIRONMENT,  
SINGAPORE,  
FEB 20-21, 1998**

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AMIC CRA SCS/NTU Conference on Public Service  
Broadcasting : Thriving in a Diverse Broadcasting  
Environment, Singapore, Feb 20-21, 1998 . - Singapore :  
Asian Media Information and Communication Centre, 1998  
lv (various pagings)

This seminar aims to examine various strategies in managing business, competition, finance, programming and technology in a diverse broadcast environment; to define changing roles of public service broadcasting amid increasing competition and changing audience preferences; to highlight case studies and examples of specific responses to changes in the broadcasting industry; and to provide a forum for the sharing of experiences and to facilitate networking among communication professionals and institutions in broadcasting.



**AMIC-CBA-SCS/NTU CONFERENCE ON PUBLIC SERVICE BROADCASTING  
"Thriving in a Diverse Broadcasting Environment"  
20-21 February 1998, River View Hotel, Singapore**

**CONFERENCE REPORT**

**Compiled by  
Seminars and Institutional Development Programme (SIDP)  
AMIC**

016630

**ASIAN MEDIA INFORMATION AND  
COMMUNICATION CENTRE  
SCS Building, #02-28, Nanyang Drive, NTU, Singapore 639798**

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