

AMIC Seminar-Workshop on Using Entertainment
and Advertising for Development Communication
: Singapore, Jan 21-24, 1991 : [programme and list
of participants]

1991

<https://hdl.handle.net/10356/93015>

**Programme
and
List of Participants**

WACC-AMIC SEMINAR ON USING ENTERTAINMENT
AND ADVERTISING FOR DEVELOPMENT COMMUNICATION

21 - 24 JANUARY 1991
SINGAPORE

P R O G R A M M E

Monday, 21 January

9.00 - 10.00 Opening Ceremonies

Opening Address

Mr. Vijay Menon
Secretary General, AMIC

Dr. Pradip N. Thomas
Asia Regional Coordinator, WACC

Introduction of Participants

AV Show: Orientation to AMIC

10.00 - 10.30 Tea Break

10.30 - 12.30 Panel Presentation cum Discussion:

Issues in Development-Message Transfer
Through Popular Culture and the Media

Dr. Pradip N. Thomas
World Association for Christian
Communication, London

Associate Professor Tawhidul Anwar
Dept. of Journalism and Mass Comm.
Dhaka University, Bangladesh

Dr. Teresa H. Stuart
Director, Applied Communication Division
PCARRD, Philippines

Open Forum / Discussion

12.30 - 2.00 Lunch Break

2.00 - 3.30 Using Film and TV Entertainment Programmes
for DEVCOM: Some Approaches and Case Studies

Ms. Sai Paranjpye
X Film Maker
India

Mr. Mustafa Monwar
Director-General, National Institute
✓ of Mass Communication, Bangladesh

3.30 - 4.00 Tea Break

4.00 - 5.30 Advertising and Development in Malaysia:
Some Considerations from the Print Media

✓ Mr. Mohamad Mohd Yusoff /
Dr. Zuraidi Ishak
Communication Programme
Universiti Sains Malaysia

Approaches to Using Advertising
for Development Communication

Ms. Nanette F. Diyco
Management Supervisor
J. Walter Thompson, Philippines

Video Presentations

Tuesday, 22 January

9.00 - 10.30 Using Advertising for DEVCOM:
Some Approaches and Case Studies

Dr. Sarath Amunugama
Consultant
Phoenix Advertising, Sri Lanka

Ms. Khoo Ghee Ka
Accounts Director
DNC Advertising (Singapore) Pte Ltd

10.30 - 11.00 Tea Break

11.00 - 12.30 Continuation...

Ms. Winnie Tang
Deputy Director, Sr. Citizens Branch
Ministry of Community Development
Republic of Singapore

Video Presentations

12.30 - 2.00

Lunch Break

2.00 - 3.30

Using Other Media for DEVCOM

Radio and TV

Dr. Mohd Salleh Hj Hassan
Dept. of Development Communication
Universiti Pertanian Malaysia

Video

Mr. Narendra R. Pandey
Jt. Secretary to H.M.
The King of Nepal

Community Radio and Folk Media

Mr. M.J.R. David
Producer-Director
Mahaweli Community Radio, Sri Lanka

3.30 - 4.00

Tea Break

4.00 - 5.30

Continuation...

Folk Theatre

Mr. R.V. Rajan
Managing Director
Anugrah Marketing, India

Ms. Ina R. M. Suparto
Department of Communication
Universitas Indonesia

Wednesday, 23 January

9.00 - 10.30

Parallel Workshops

Workshop I:

How to Enlist Participation of Private,
Commercial Organizations in Development
and Production of DEVCOM Oriented Film
and Television Features

Workshop II:

How to Enlist Support of Film and Television
Production Outfits in DEVCOM Programmes

Workshop III:

How to Tap Advertising Agencies
for Support to DEVCOM Programmes

10.30 - 11.00 Tea Break
11.00 - 12.30 Continuation of Workshops
12.30 - 2.00 Lunch Break
2.00 - 3.30 Enlisting Advertising Support
 for DEVCOM Programmes

Mr. Y.P. Chan
Chuo Senko Advertising (S) Pte Ltd

Generating Support of Entertainment
Workers for DEVCOM Programmes

✓ Dr. Victor T. Valbuena
Senior Programme Specialist, AMIC

3.30 - 4.00 Tea Break
4.00 - 5.30 Presentation of Workshop
 Reports and Recommendations

Thursday, 24 January

9.00 - 10.30 Panel Presentation cum Discussion:

Development and Anti-Development
Messages in Film, TV and Advertising

✓ Mr. Mohd Hamdan Hj Adnan
President, Federation of Malaysian
Consumers Associations

✓ Associate Professor Nizar Zuberi
Department of Mass Communication
University of Karachi, Pakistan

Professor Won Woo-Hyun
Department of Mass Communication
Korea University

Open Forum / Discussion

10.30 - 11.00 Tea Break
11.00 - 12.30 Seminar Summary and Recap

Closing Ceremonies

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WACC-AMIC SEMINAR-WORKSHOP ON USING ENTERTAINMENT
AND ADVERTISING FOR DEVELOPMENT COMMUNICATION
Singapore, 21-24 January 1991

DIRECTORY OF PARTICIPANTS / RESOURCE PERSONS

Australia

Mr. Bryon Quigley
Consultant
University of Newcastle
20 George Street, Gladesville
Sydney 2111, Australia
Tel: 02-8172566

Bangladesh

Dr. Tawhidul Anwar
Associate Professor
Department of Journalism & Mass Communication
University of Dhaka
Dhaka, Bangladesh
Tel: 508125

Mr. Mustafa Monwar
Director General
National Institute of Mass Communication
59-A, Satmasjid Road
Dhaka - 1209
Bangladesh
Tel: 811668, 325051 (off)
504233 (res)

India

Ms. Sai Paranjpye
Independent Film Maker
Ambar Gandhi Gram Road
Juhu, Bombay 49, India
Tel: 620 4449 / 620 4189

Mr. R.V. Rajan
Managing Director
Anugrah Marketing & Advertisisng (P) Ltd
10-A, 14th Cross, Shastri Nagar
Madras 600 020, India

Indonesia

Ms. Ina R. M. Suparto
Vice Dean
Faculty of Social and Political Sciences
Universitas Indonesia
Depok, Jawa Barat
Indonesia
Tel: 727 0006

Korea

Prof. Won Woo-Hyun
President
Korean Society for Journalism
and Communication Studies
5 GA-1 Anam-Dong
Sungbuk-ku, Seoul, Korea

Malaysia

Mr. Mohd Hamdan Hj Adnan
President, Federation of Malaysian
Consumers Associations
12-B UDA Flats, Jalan Pantai Baru
Kuala Lumpur, Malaysia
Tel: 03-757843

Dr. Mustafa Kamal Anuar
Lecturer
Communication Programme
School of Humanities
Universiti Sains Malaysia
11800 Penang, Malaysia
Tel: 04-877-888

Dr. Mohd Salleh Hj Hassan
Head of Department
Department of Development Communication
Universiti Pertanian Malaysia
43400 UPM, Serdang
Selangor, Malaysia
Tel: 948 6101 (Ext 2909)

Dr. Zuraidi Ishak
Lecturer
Communication Programme
School of Humanities
Universiti Sains Malaysia
11800 Penang, Malaysia
Tel: 04-887-888 (Ext 3396)

Mr. Mohamad Mohd Yusoff
Lecturer
Communication Programme
School of Humanities
Universiti Sains Malaysia
11800 Penang, Malaysia
Tel: 04-877-888 (Ext 3320)

Mr. Joseph Leong Sai Ho
Managing Director
Komunikasi Mutu Sdn. Bhd.
1st Floor, Shoplot 6, Lorong 6
Jalan Angsa, Luyang
88300 Kota Kinabalu, Sabah
Malaysia
Tel: 088-240243
Fax: 088-240242

Nepal

Mr. Narendra Pandey
Joint Secretary
Royal Palace Secretariat
Kathmandu, Nepal
Tel: 228796
Tlx: 2236 NP
Fax: 227395

Pakistan

Mr. Nizar Ahmad Zuberi
Associate Professor
Department of Mass Communication
University of Karachi
Karachi, Pakistan
Tel: 463523

Philippines

Dr. Teresa H. Stuart
Director, Applied Communication Division
Philippine Council for Agriculture, Forestry &
Natural Resources Research & Development (PCARRD)
Los Banos, Laguna, Philippines
Tel: 50014 to 20
Tlx: 40860 PARRS PM
Cable: AGRESPHIL

Singapore

Mr. Y.P. Chan
Chuo Senko Advertising (S) Pte Ltd
70 Shenton Way
#21-02 Marina House
Singapore 0207

Ms. Khoo Ghee Ka
Accounts Director
DNC Advertising (Singapore) Pte Ltd
#28-05/12 Shaw Towers
100 Beach Road Singapore

Ms. Leong-Ho Ah Chan
Publicity and Promotions Division
Ministry of Information and the Arts
460 Alexandra Road
#36-00 PSA Building
Singapore 0511
Tel: 2799774
Fax: 2799887

Ms. Winnie Tang
Deputy Director
Senior Citizens Branch
Ministry of Community Development
MCD Building
512 Thomson Road, Singapore 1129

Ms. Jerusha Tan Li Choo
Assistant Director
Welfare Coordination / Public Education
Ministry of Community Development
MCD Building
512 Thomson Road, Singapore 1129
Tel: 3506218

Ms. Esa Hatijah Shaikh Sahil
Public Education Officer
Family Life Education Programme
Ministry of Community Development
MCD Building
512 Thomson Road, Singapore 1129
Tel: 3506304

Sri Lanka

Dr. Sarath Amunugama
(Fellow, International Centre
for Ethnic Studies, Colombo)
Director
Phoenix Advertising
14 Albert Crescent
Colombo 7, Sri Lanka

Mr. M.J.R. David
(Former Programme Producer-Researcher
Mahaweli Community Radio, Sri Lanka)
Graduate Student
Institute of Development Communication
University of the Philippines at Los Banos
College, Laguna, Philippines

WACC

Dr. Pradip N. Thomas
Asia Regional Coordinator
World Association for Christian Communication
357 Kennington Lane
London SE 11 5QY
Tel: (071) 5929129

AMIC

Mr. Vijay Menon
Secretary General

Mr. Gunter Lehrke
Deputy Secretary General

Dr. Victor T. Valbuena
Senior Programme Specialist / Coordinator
Seminars & Institutional Development Programme