WORKSHOP ON MANAGEMENT OF SMALL NEWSPAPERS
May 18-22, 1992
Tansen, Palpa, Nepal

Organized By
AMIC, Singapore/Nepal Press Institute
With Support from
Communication Assistance Foundation

PROGRAMME

18 May, 1992

09.30 - 10.00 Registration

10.00 - 10:30 Opening Ceremony

Welcome Remarks

Binaya Kumar Kasaju
Editor, Satya Samachar Saptahik

Opening Speech

Mr. Gopal Das Shrestha
Chairman, Nepal Press Institute

Workshop Objectives

Dr. Victor T. Valbuena
Senior Programme Specialist, AMIC

Introduction of Participants

10.30 - 11.00 Tea Reception

11.00 - 12.30 "Small Newspapers In Nepal: Status, Problems and Prospects"

Mr. P. Kharel
Executive Editor, The Rising Nepal

12.30 - 14.00 Lunch

14.00 - 16.30 "The Importance of Management In Small Newspapers: Principles and Practices"

Mr. Gopal Das Shrestha
Editor-Publisher, The Commoner

16.30 Tea
19 May, 1992

09.30 - 11.00  "Printing Technology: Options For Small Newspapers"

Mr. Thomas Jacob
Press Development Consultant

11.00 - 11.30  Tea

11.30 - 12:30  "Computer Technology In The Newsroom" (Demonstration Session)

12.30 - 13.30  Lunch

13.30 - 15.00  "Organizing A Newspaper For More Efficient Management"

Mr. Mukunda Pradhan
Manager, Planning and Financial Development
The Rising Nepal

15.30 - 16.30  "Newspaper Economics"

Mr. Mukunda Pradan

16.30 - 17.30  Individual Exercises: Analyses Of Cost / Economic Variables In Newspaper Management

17.30  Tea

20 May, 1992

09.30 - 11.00  "Marketing And Revenue-Earning Strategies For Small Newspapers"

Dr. Victor T. Valbuena
Head, Seminars and Institutional Development Programme, AMIC

11.00 - 11.30  Tea

11.30 - 13.00  Continuation of "Marketing and Revenue...

13.00 - 14.00  Lunch

14.00 - 15.00  Video Presentation: Use of Computer Technology in Newspaper Production and Distribution

15.00 - 16:30  "Newspaper Circulation And Promotion"

Dr. Victor T. Valbuena

16.30 - 17.00  Tea
21 May 1992

09.30 - 10:30 "Advertising as Revenue Source: Selling Classifieds, Display Ads and Supplements"

**Dr. Victor T. Valbuena**

11.00 - 11.30 Tea

11.30 - 13.00 Workshop Exercise: Story-Generation

13.00 - 14.00 Lunch

14:00 - 16:00 Workshop Exercise: Newswriting

16.00 - 16.30 Tea

May 22, 1992

09.00 - 10.30 "Identifying/Writing For The Target Audience"

**Mr. Gokul Pokharel**
Former Journalist, The Rising Nepal/

10.30 - 11.00 Tea

11.00 - 12.00 "Newswriting Structure"

**Mr. Gokul Pokharel**

12.00 - 13.00 Feedback Session on Newswriting Exercises

13.00 - 14.00 Lunch

14.00 - 15.00 "Headlines and Illustrations"

**Prof. Lal Deosa Rai**
Head, Journalism Department
Tribuvhan University

15.00 - 16.00 "Newspaper Design And Layout"

**Prof. Lal Deosa Rai**

16.00 - 16.15 Tea

16.15 - 17.30 Workshop Exercise: Headline Writing/Layout

17.30 - 18:30 Concluding Session

18.30 - 19.30 Farewell Dinner