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AMIC SEMINAR ON DEVELOPMENTS AND TRENDS IN THE RURAL MASS MEDIA IN ASIA, SINGAPORE, JAN 18-20, 1989
The seminar highlighted recent developments in the rural media via the presentation of specially-commissioned papers focusing on specific regions/countries in Asia. It also reviewed innovative strategies to promote continued viability of rural mass media in Asia; assessed the extent of public access and participation in the operations of the rural media in Asia, and how it contributes to the survival of newspapers and other related media. It also discussed strategies for expanding the audience reach and use of the rural media as channel for news and development information in Asia.
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