<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>AMIC Workshop on Newspaper Circulation and Advertising Development : Dhaka, Sep 19-22, 1993 : [programme and list of participants]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Citation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1993</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/1527">http://hdl.handle.net/10220/1527</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
Programme
and List of Participants
PROGRAMME

DAY ONE

09:00 - 09:30  Opening Session

Welcome Remarks

Saleem Samad
Executive Director
Development Features

Orientation to Workshop Programme

Virgilio S. Labrador
Head
Seminars and Institutional
Development Programme
AMIC

09:30 - 10:30  Presentation of Survey Results:

Newspaper Circulation and Advertising in Bangladesh: A Baseline Survey

Saleem Samad
Executive Director
Development Features

S.M. Ali
Editor
Daily Star

10:30 - 11:00  Tea
11:00 - 12:00  Discussion of Survey Results:
Implications for Newspaper Development

Facilitator
Virgilio S. Labrador

12:00 - 13:00  Lecture cum Discussion:
Principles of Marketing/Market Research:
Applications to Newspaper Management
Sanjoy Ghosh
City Desk Communication

13:00 - 14:00  Lunch

14:00 - 15:30  Workshop Exercise:
Audience Identification and Segmentation

Facilitator
Virgilio S. Labrador

15:30 - 16:30  Lecture cum Discussion:
Strategies for Circulation and Market Development
Sanjoy Ghosh
City Desk Communication

16:30 - 17:00  Tea
DAY TWO

09:30 - 11:00 Workshop Exercise (Based on Survey Data):
Circulation/Marketing Plan

Facilitator
Sanjoy Ghosh

11:00 - 11:30 Tea

11:30 - 13:00 Feedback Session on Workshop Outputs

13:00 - 14:00 Lunch

14:00 - 15:30 Lecture cum Discussion:
Selling Display, Feature and Special Supplement Advertising

Arup M. Roy
Business Manager
Indian Express Group

15:30 - 16:30 Lecture cum Discussion:
Developing Classified Ads

Virgilio S. Labrador
Head
SIDP, AMIC

16:30 - 17:00 Tea
DAY THREE

09:30 - 11:00 Workshop Exercise (Based on Survey Data):
Advertising Development Plan

Facilitator
Virgilio S. Labrador

11:00 - 11:30 Tea

11:30 - 13:00 Feedback Session on Workshop Outputs

13:00 - 14:00 Lunch

14:00 - 15:30 Lecture cum Discussion:
Other Revenue-Earning Strategies for Small to Medium Newspapers

Arup M. Roy
Business Manager
Indian Express Group

15:30 - 16:30 Workshop Exercise (Based on Survey Data):
Supplementary Revenue-Earning Plan

Facilitator
Arup M Roy
Business Manager
Indian Express Group

16:30 - 17:00 Tea
DAY FOUR

09:30 - 11:00  Lecture cum Demonstration:
Desk-Top Publishing: Applications to Advertising and Income-Generation
Mustafa Jabbar
Ananda Computers

11:00 - 11:30  Tea

11:30 - 12:30  Lecture cum Demonstration:
Increasing Productivity Through Improved Printing Technology
Mustafa Jabbar
Ananda Computers

12:30 - 13:00  Workshop Summary and Closing Session
Nooruddin Al Masood
Secretary
Ministry of Information
Tawhidul Anwar
Director-General
Press Institute of Bangladesh

13:00 - 14:00  Closing Lunch
LIST OF PARTICIPANTS

Mr Tawfiq Aziz Khan
Managing Editor
The Daily Star
Road No. 3 House No. 11
Dhanmondi R.A.
Dhaka, Bangladesh
Tel: 863036, 50009204
Fax: 8802-863035

Mr Abdul Malek
Managing Editor
The Azadi
9 CDA Com. Area
Momin Road, Chittagong
Bangladesh
Tel: 227488, 224341
Fax: 221278

Mr Bakin Rabbi
Managing Editor
The AMOD
Chowdhury Para
Comilla 3500
Bangladesh
Tel: 81-5193

Mr Matiur Rahman
Editor
Daily Bhorer Kaguj
'Jewel House'
29 Punana Paltan Lane
Dhaka 1000
Bangladesh
Tel: 411445

Mr Mizanur Rahman
Editor
Dainik Teesta
Gonestola
District - Dinajpur
Bangladesh
Tel: 3229-4220

Mrs Ferdousi Ali
Managing Editor
Dainik Purbanchal
38 Iqbalnagor Khulna
Bangladesh
Tel: 41-21013, 41-21244
Fax: 41-21432
Editor  
Dainik Karatoa  
Chakjadu Road  
Bogra, Bangladesh  
Tel: 051-5866, 5899, 6978  
Fax: 051-5080, 5898  

Mr Altaf Hossain  
Commercial Manager  
The New Nation  
Ittefaq Bharan  
Dir. V. Massion Road  
Dhaka 1203  
Tel: 245016-9  
Fax: 8802-245536  

Mr Iqbal Kabit  
Editor  
The Daily Aajkersylhet  
70 Borobazer R.A.Amberkhana  
Sylhet 3100  
Bangladesh  
Tel: 3383/3148  
Fax: 0821-5222/0821-5236  

Mr Anwar Sadiq  
Managing Editor  
Holiday Publications Ltd  
30 Tejgaon Industrial Area  
Dhaka 1208  
Bangladesh  
Tel: 329163/329786, 310886  
Fax: 8802-833113  

Mr Md Rafiqul Islam  
Manager  
The Weekly Begum  
66 Lyall Street  
Patuatully, Dhaka 1100  
Bangladesh  
Tel: 233789  

Mr Syed Jafar  
Acting Editor  
The Dainik Dinkal  
22 Topkhana Road  
Dhaka 1000  
Bangladesh  
Tel: 245083/245084
Mr Syed Abulkamal Md. Abdul Hye  
General Manager  
The Anannya  
10/14 Iqbal Rd  
Mohammadpur  
Dhaka 1207  
Bangladesh  
Tel: 318636  

Resource Persons:  

Mr Sanjoy Ghosh  
Citydesk Communication  
86, Raja Basanta Roy Road  
Calcutta 700029  
India  
Tel: 764241 (O) 428761 (R)  
Fax: 763607  

Mr Arup M Roy  
Business Manager  
Indian Express Newspapers  
83, B.K. Paul Ave.  
Calcutta 700 005  
Tel: 30-8800/7556/7179  
Fax: 305230  

Mr Virgilio Labrador  
Head  
Seminars & Institutional Development Programme  
Asian Mass Communication Research and Information Centre  
39 Newton Road  
Singapore 1130  
Tel: 2515106  
Fax: 2534535  

Mr Mustafa Jabbar  
Managing Director  
Ananda Computers  
8/6 Segun Bagicha  
Dhaka 1000  
Bangladesh  
Fax: 8802-866332  

*******