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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

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CONTENTS


2. Brochure/Programme. 4p.

3. List of Speakers/Participants/Organizers. 11p.


10. Regulating for quality from the commercial sector. By Amy Chua. 5p.


