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<th><strong>Title</strong></th>
<th>AMIC-CBA-SCS/NTU Conference on Public Service Broadcasting: Thriving in a Diverse Broadcasting Environment, Singapore, Feb 20-21, 1998: [brochure and programme]</th>
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<td><strong>Author(s)</strong></td>
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20th FEBRUARY 1998, FRIDAY,
Venue : Lily Ballroom, Level 4
Registration

0800-0900

Opening Remarks
- Robert Iau
  Chairman, AMIC
- Dato Jaafar Kamin
  President, CBA
- Eddie Kuo
  Dean, School of Communication Studies,
  NTU, Singapore

Inaugural Speech
- Lee Cheok Yew
  Chief Executive Officer,
  Television Corporation of Singapore

Tea Break

1000-1030

Session on "Achieving a Level Playing Field
Between the Public & Private Broadcast Sectors"
Chairperson : Tony Wilson
  Associate Professor
  University of Science Malaysia
Speakers :
- K.S. Sarma
  Joint Secretary (Broadcasting),
  Ministry of Information & Broadcasting,
  India
- Santokh Singh Gill
  Director of Production
  Radio Television Malaysia
- Diez-Sesdoyro Ramon
  Network General Manager,
  The People's TV Network Inc., Philippines

Lunch Break (Hosted by TCS)
Venue : Orchid Room, Level 2

1300-1330

Session on "Regulating for Quality from the
Commercial Sector"
Chairperson : Cheung Man Yee
  Director,
  Radio Television Hong Kong

Speakers : - Amy Chua
  Director of Programmes,
  Singapore Broadcasting Authority
- Elizabeth Smith
  Secretary General,
  Commonwealth Broadcasting Association, U.K.

21st FEBRUARY 1998, SATURDAY,
Venue : Camellia Room, Level 4
Registration

0900-1030

Session on “Strategies to Address Changing
Audience Preferences”
Chairperson : Diez-Sesdoyro Ramon
  Network General Manager,
  People's TV Network Inc., Philippines
Speakers :
- Graham Mytton
  Director of Marketing,
  BBC World Service, U.K.
- B.S. Chandrasekhar
  Director,
  Audience Research, Doordarshan,
  New Delhi

Tea Break
Based in Singapore, with regional representatives throughout the Asia-Pacific region, the Asian Media Information and Communication Centre provides a number of services for people involved in communication.

Established in 1971, the Centre functions as a clearing house of information, as a focal point for communication practitioners and scholars to exchange experience and ideas, and as a publishing house devoted to communication issues. AMIC’s specialized library houses one of Asia’s largest collections of books, periodicals, conference papers and audio-visual materials.

Membership is open to individuals and institutions involved and interested in the study and practice of mass communication.

Asian Media Information and Communication Centre
Jurong Point P O Box 360
SINGAPORE 916412
Tel: (65) 7927570 Fax: (65) 7927129
E-mail: amicline@singnet.com.sg
http://www.amic.org.sg

About CBA ...

Founded in 1945, the Commonwealth Broadcasting Association is a voluntary association of public service broadcasting organisations in Commonwealth countries around the world. It is based in the United Kingdom. Its objectives, among others, are to improve, through collective study and mutual assistance, all aspects of broadcasting in the member countries, and further the concept that public service broadcasting is vital to member countries in promoting the democratic rights and responsibilities of their citizens and the social, cultural and economic aspirations of their society.

Co-operation among nations on a regional basis, is characteristic of the Association. The CBA offers training to its members, and runs conferences, seminars, a magazine "Commonwealth Broadcasters" and a world wide web site on www.oneworld.org/cba/

Commonwealth Broadcasting Association
BBC Yalding House, 152 Great Portland Street
London WIN 6AJ, UNITED KINGDOM
Tel: 44-171 765 5151
Fax: 44-171 765 5152

RELC INTERNATIONAL HOTEL
Orange Grove Road, Singapore
Room rate: Single or Twin Sharing: About US$75/SS$116
Contact : Winston or Aaron
Tel: (65) 7379044 Fax: (65) 7339176
The aim of this two-day conference, organized by the Asian Media & Communication Association (AMIC) and the Commonwealth Broadcasting Association, is to provide a forum to assist in this endeavour.

To examine various strategies in managing business, competition, finance, programming and technology in a diverse broadcast environment.

To ensure the key elements of the programme can be adapted to ensure programme and business viability.

To highlight case studies and examples of specific responses to changes in the broadcasting industry and to facilitate networking among communication professionals and institutions in broadcasting.

To define changing roles of public service broadcasting amid increasing competition and changing audience preferences.

To provide a forum for the sharing of experiences and to facilitate networking among communication professionals and institutions in broadcasting.

Who should attend?

You are involved in the following business or profession, you have to attend this conference:

- Public Service Broadcasting
- Private Broadcasting
- Advertising Agencies
- Broadcasting Association or Union
- Government/Regulatory Boards
- Programme Suppliers/Distributors
- Education/Training & Development
- Cable and Satellite TV Stations
- Communication Research Companies
- Other Allied Industries.