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Programme

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 Pradhan
- 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