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<th>AMIC Workshop: Newspaper Management for Women Journalists, May 11-15 1997, Dhaka: [mailer and brochure]</th>
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AMIC WORKSHOP

NEWSPAPER MANAGEMENT
FOR WOMEN JOURNALISTS

Mailer and Brochure
A 5-day Comprehensive Workshop on Upgrading Newspaper Management Skills

Major Benefits of Attending this Workshop

Understand and learn management concepts and skills to handle content, supervise people and use resources effectively.
Learn to develop and implement editorial policies, as well as upgrade editorial skills.
Increase awareness and understanding of the expanding opportunities for women journalists amidst the rapid changes in technology in the print media.
Broaden perspectives on how new technology, market research & marketing strategies impact on your work and company.

Who Should Attend?

✓ Senior, mid-career women journalists who need to upgrade skills in newspaper management.
✓ Women journalists who work as editors, section editors, assistant editors, associate editors of national, provincial or small community newspapers and magazines.
✓ Women journalists who have had between three to five years experience in the print industry
✓ Women journalists with strong potential to assume managerial positions.

Workshop Topics & Issues

Newspaper Management for Women Journalists:
Risks, Demands & Rewards
What Makes a Good Newsroom Manager?
Developing & Implementing an Editorial Policy
Developing & Enhancing Leadership Styles
Leadership Exercises
Newspaper Design and Lay-out
Design & Lay-out Exercises
✓ Managing Newspaper Resources Effectively
✓ Communication & Teamwork Building
✓ Managing Upwards
✓ Newspaper and its Key Publics: Knowing More Your Market
✓ Impact of Multimedia on Newspapers & Magazines
✓ Managing Changes & Conflicts
✓ Management Skills Upgrading Exercises

For more details: Contact Mr Joe Ma. G. Carlos, Workshop coordinator, Asian Media Information and Communication Centre, Jurong Point P O Box 360, Singapore 916412. Tel: (65) 7927570 or Fax: (65) 7927129 or Email: amicline@singnet.com.sg

(Registration Form at the back)
About AMIC

The Asian Media Information and Communication Center is a non-profit, non-governmental foundation dedicated to the development of all forms of communication in the Asia-Pacific region. It was launched in 1971 with the support of the Government of Singapore and the Friedrich-Ebert-Stiftung, an independent foundation in the Federal Republic of Germany.

AMIC serves as a clearing house of information, an initiator and implementor of research activities, a publishing house specializing in communication issues and a focal point for communication scholars and practitioners to exchange ideas and experiences and also to plan and work for the future. AMIC works in co-operation with international organisations to promote the dissemination of information pertaining to mass communication.

AMIC publishes a quarterly journal - Media Asia, a newsletter - Asia Mass Communication Bulletin (AMCB), books and monographs, bibliographies, etc. It also organises conferences, seminars, workshops and offers consultancy services. It has organised over 300 seminars and training courses for over 5,000 communication professionals in Asia.
DAY FOUR, May 14, 1997

09:00 - 10:30
Publication & Marketing Mix
Himadri Roy
Professor of Marketing
Vinod Gupta School of Management,
Indian Institute of Technology

10:30 - 11:00
Tea Break

11:00 - 12:30
Real Life Cases on Positioning
Himadri Roy
Professor of Marketing
Vinod Gupta School of Management,
Indian Institute of Technology

12:30 - 14:00
Lunch Break

14:00 - 15:30
An Exercise in New Product Development: The Bangladesh Experience
Golam Sarwar
News Editor, The Daily Ittefaq, Bangladesh

15:30 - 16:00
Tea Break

16:00 - 17:30
Managing Upwards
Rahim B. Talukder
Professor of IB A, University of Dhaka
Tawfiq Aziz Khan
Managing Editor, The Daily Star, Bangladesh

DAY FIVE, May 15, 1997

09:00 - 10:30
Impact of Multimedia Environment on Newspapers
Selim Ahmed
Assistant Professor, Dept of Mass Communication & Journalism,
University of Dhaka

10:30 - 11:00
Tea Break

11:00 - 12:30
Workshop Evaluation & Closing

12:30 - 14:30
Lunch Break

(End of Workshop)
DAY ONE  May 1, 1997

08:00 - 08:15 Registration
08:15 - 09:15 Opening Remarks
  Dr. Shaikh Abdus Salam
  Director General, Press Institute of Bangladesh
09:15 - 10:30 Newspaper Management for Women Journalists; Risks and Rewards
  A.M. Muazzal
  Editor, Bangladesh Times
10:30 - 11:00 Tea Break
11:00 - 12:30 What Makes a Good Newsroom Manager?
  Mahfuz Anam
  Editor, The Daily Star, Bangladesh
12:30 - 14:00 Lunch Break
14:00 - 15:30 Developing and Implementing an Editorial Policy: Pitfalls and Opportunities
  Sujata Madhok
  Senior Editor, Women's Feature Service, India
15:30 - 16:00 Tea Break
16:00 - 17:30 Editorial Writing/Collaboration
  Sujata Madhok
  Senior Editor, Women's Feature Service, India

DAY TWO  May 2, 1997

09:00 - 10:30 Managing Newspaper Resources Effectively
  Professor Ashoke K. Dutta
  Dean, Indian Institute of Management
10:30 - 11:00 Tea Break
11:00 - 12:30 Communication & Teamwork Building
  Relita Rahman
  Senior Journalist, Bangladesh
12:30 - 14:00 Lunch Break
14:00 - 15:30 Enhancing Leadership Styles
  Professor Ashoke K. Dutta
  Dean, Indian Institute of Management
15:30 - 16:00 Tea Break
16:00 - 17:30 Leadership Exercises
  Professor Ashoke K. Dutta
  Dean, Indian Institute of Management

DAY THREE  May 3, 1997

09:00 - 10:30 Managing Change & Conflict
  Professor Durga Das Bhattacharya
  Dept of Management, University of Dhaka
10:30 - 11:00 Tea Break
11:00 - 12:30 Newspaper & Its Key Publics
  Professor Ashoke K. Dutta
  Dean, Indian Institute of Management
12:30 - 14:00 Lunch Break
14:00 - 15:30 Newsroom/Production/Circulation/Advertising Research: The Interface
  Himadri Ray
  Professor of Marketing, Indian Institute of Management
15:30 - 16:00 Tea Break
16:00 - 17:30 Management Skills Upgrading Exercises
  Professor Ashoke K. Dutta
  Dean, Indian Institute of Management