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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 governments 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.

09:00 - 10:30 Publication & Marketing Mix
- Himadri Ray
  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 Ray
  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 IBA, University of Dhaka
- Tawfiq Asis Khan
  Managing Editor, The Daily Star, Bangladesh


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. Mufazzal
  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 - 15:00 Developing & Implementing an Editorial Policy: Pitfalls & Opportunities
  Sujata Madhok
  Senior Editor, Women's Feature Service, India

15:00 - 15:30 Tea Break

15:30 - 17:30 Editorial Writing/Critique
  Sujata Madhok
  Senior Editor, Women's Feature Service, India

DAY TWO: May 12, 1997.

09:00 - 10:30 Managing Newspaper Resources Effectively
  Professor Ashoke K Dutta
  Dean, M.B.A. Programme, Indian Institute of Technology

10:30 - 11:00 Tea Break

11:00 - 12:30 Communication & Teamwork Building
  Rezia Rahman
  Senior Journalist, Bangladesh Times

12:30 - 14:00 Lunch Break

14:00 - 15:30 Enhancing Leadership Styles
  Professor Ashoke K Dutta
  Dean, M.B.A. Programme, Indian Institute of Technology


09:00 - 10:30 Managing Change & Conflict
  Professor Durga Das Bhattacharya
  Department of Management, University of Dhaka

10:30 - 11:00 Tea Break

11:00 - 12:30 Newspaper & Its Key Publics
  Professor Ashoke K Dutta
  Dean, M.B.A. Programme, Indian Institute of Technology

12:30 - 14:00 Lunch Break

14:00 - 15:30 Newsroom/Production/Circulation/Advertising Research: On Interface
  Himadri Ray
  Professor of Marketing, Indian Institute of Technology