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<th><strong>Title</strong></th>
<th>AMIC Workshop: Newspaper Management for Women Journalists, May 11-15 1997, Dhaka: [mailer and brochure]</th>
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<tr>
<td><strong>Author(s)</strong></td>
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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)*
Workshop on Newspaper Management for Women Journalists
May 11 - 15, 1997, Dhaka, Bangladesh

REGISTRATION FORM

PARTICIPANT PARTICULARS

Name ____________________________
Position __________________________
Organisation _______________________
Address __________________________
Phone ____________________________ Fax __________
E-Mail ____________________________

MODE OF PAYMENT

Credit Card ( )
Amex ( ) Visa ( ) Mastercard ( )
Card No. _______________________
Name on Card ____________________
Expiry Date ______________________
Cheque / Draft ( )
Bank Transfer ( )
Bank transfer in favour of AMIC A/C 0-012538-057
Citibank N A, Orchard Rd branch, Singapore
Kindly add US$15 towards bank charges.

PAYMENTS DETAILS

Are you an AMIC Member? Yes ☐ No ☐

REGISTRATION FEE

Regular US$ 250
AMIC member US$ 190

Cancellations received in writing before April 10, 1997 will be refunded less US$50 administration fee. Thereafter, cancellations are not refundable although participants can be substituted at any time.

HOTEL PARTICULARS

For hotel accommodation, you have to make your own reservations, and pay directly to the hotel:
(We can help arrange twin sharing.)

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Rate</th>
<th>Rate</th>
<th>Address</th>
<th>Contact: M.H. Khan Tutul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dhaka Sheraton</td>
<td>Single</td>
<td>US$114/night (includes one breakfast)</td>
<td>Tel: (880) (2) 863391</td>
<td></td>
</tr>
<tr>
<td>1 Minto Road, Ramna</td>
<td>Double</td>
<td>US$124/night (includes two breakfast)</td>
<td>Fax: (880) (2) 832915, 832975</td>
<td></td>
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Fax or Mail your Registration to AMIC, Jurong Point P O Box 360, Singapore 916412. Fax: (65) 7927129

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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
Mav 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 - 15:30 Developing & Implementing an Editorial Policy: Pitfalls & Opportunities
  - Sujata Madhok
  Senior Editor, Women’s Feature Service, India
15:30 - 16:00 Tea Break
16:00 - 17:30 Editorial Writing & Newsroom Coaching
  - Sujata Madhok
  Senior Editor, Women’s Feature Service, India

DAY TWO
Mav 2, 1997
09:00 - 10:30 Managing Newspaper Resources Effectively
  - Professor Ashoke K Dutta
  Dean, Indian Institute of Management, Ahmedabad
10:30 - 11:00 Tea Break
11:00 - 12:30 Communication & Teamwork Building
  - Relta 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, Ahmedabad
15:30 - 16:00 Tea Break
16:00 - 17:30 Management Skills Upgrading Exercises
  - Professor Ashoke K Dutta
  Dean, Indian Institute of Management, Ahmedabad

DAY THREE
Mav 3, 1997
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, Indian Institute of Management, Ahmedabad
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 Technology
15:30 - 16:00 Tea Break
16:00 - 17:30 Management Skills Upgrading Exercises
  - Professor Ashoke K Dutta
  Dean, Indian Institute of Management, Ahmedabad

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