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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*
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.)

Hotel Rate Contact: M.H. Khan Tutul
Dhaka Sheraton Single US$114/night Tel: (880) (2) 863391
1 Minto Road, Ramna (includes one breakfast) Fax: (880) (2) 832915, 832975
Dhaka, 1000 Double US$124/night
(includes two breakfast)

Fax or Mail your Registration to AMIC, Jurong Point P O Box 360, Singapore 916412. Fax: (65) 7927129

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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.
DAY FOUR, May 14, 1997

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

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)

A 6-day Comprehensive Workshop on Upgrading
Newspaper Management Skills

Organised by
Asian Media Information and Communication Centre

With assistance from
Commonwealth Secretariat
Press Institute of Bangladesh
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
  - 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 and 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/Columnist Seminar
  - Sujata Madhok
    Senior Editor, Women's Feature Service, India

DAY TWO: May 2, 1997

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

DAY THREE: May 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 Dutta
    Dean, Firoz Ferguson School of Management, Indian Institute of Technology
12:30 - 14:00 Lunch Break
14:00 - 15:30 Newsroom/Production/Circulation/Advertising Interface
  - Himadri Ray
    Professor of Marketing
    Firoz Ferguson School of Management, Indian Institute of Technology
15:30 - 16:00 Tea Break
16:00 - 17:30 Management Skills Upgrading Exercises
  - Professor Ashoke Dutta
    Dean, Firoz Ferguson School of Management, Indian Institute of Technology