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AMIC WORKSHOP

NEWSPAPER MANAGEMENT FOR WOMEN JOURNALISTS

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AMIC WORKSHOP

Newspaper Management for Women Journalists

May 11 - 15, 1997. Dhaka, Bangladesh



Organised by
Asian Media Information and Communication Centre

With the support from
Commonwealth Secretariat

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: amcline@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.

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

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
Dhaka Sheraton	Single US\$114/night (includes one breakfast)
1 Minto Road, Ramna Dhaka, 1000	Double US\$124/night (includes two breakfast)

Contact : M.H. Khan Tutul
 Tel: (880) (2) 863391
 Fax: (880) (2) 832915, 832975
 Telex: 642401 SHER BJ



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.

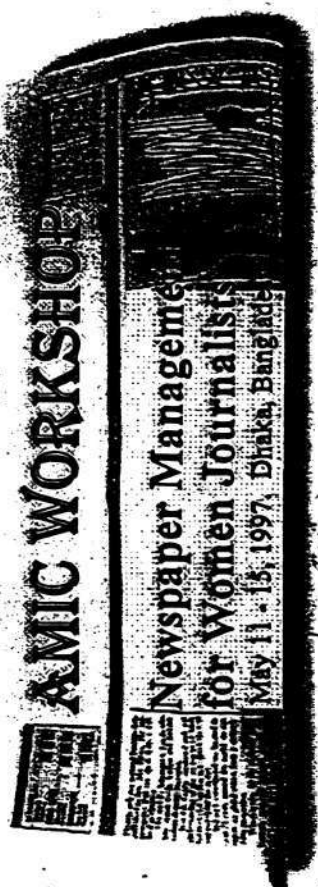
- 09:00 - 10:30 **Publication & Marketing Mix**
- Himadri Ray
Professor of Marketing
Vinod Gupta School of Management,
Indian Institute of Technology
- 10:30 - 11:00 **Tea Break**
- 11:00 - 12:30 **Real Life Cases on Positioning**
- Himadri Ray
Professor of Marketing
Vinod Gupta School of Management,
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 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)

**A 5-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 11, 1997.

- 08:00 - 08:15 Registration
 08:15 - 09:15 Opening Remarks
 - Dr Shaikh Abdus Salam
 Director General, Press Institute of Bangladesh
 Newspaper Management for Women Journalists:
 Risks and Rewards
 - A M Mujazzal
 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
 Lunch Break
 12:30 - 14:00 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/Clinics
 - 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
 Vinod Gupta 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
 12:30 - 14:00 Lunch Break

14:00 - 15:30

Enhancing Leadership Styles
 - Professor Ashoke K Dutta
 Dean

15:30 - 16:00
 16:00 - 17:30

Tea Break
 Leadership Exercises
 - Professor Ashoke K Dutta
 Dean

Vinod Gupta School of Management,
 Indian Institute of Technology

DAY THREE, May 13, 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
 Vinod Gupta School of Management,
 Indian Institute of Technology

12:30 - 14:00
 14:00 - 15:30

Lunch Break
 Newsroom/Production/Circulation/Advertising Research:
 an Interface
 - Himadri Ray
 Professor of Marketing
 Vinod Gupta School of Management,
 Indian Institute of Technology

15:30 - 16:00
 16:00 - 17:30

Tea Break
 Management Skills Upgrading Exercises
 - Professor Ashoke K Dutta
 Dean
 Vinod Gupta School of Management,
 Indian Institute of Technology