<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>AMIC-UNESCO-MPI Workshop on Women and Newspaper Management : Kuala Lumpur, Oct 26-Nov 7, 1987 : [programme and list of participants]</th>
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<tbody>
<tr>
<td><strong>Author(s)</strong></td>
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Programme
&
List Of Participants
WORKSHOP ON WOMEN AND NEWSPAPER MANAGEMENT

KUALA LUMPUR, MALAYSIA

Programme

Monday, Oct 26: Newspaper Organization & Management
09.00 - 10.00am Inauguration by Chief Guest
10.00 - 10.30am Welcome Addresses
10.30 - 12.00pm Tea Break
12.00 - 02.00pm Introduction of Workshop and Programme Objectives
02.00 - 03.30pm Lunch
03.30 - 04.00pm A Systems Oriented Approach to Newspaper Organization & Management
04.00 - 05.00pm Tea Break
05.00 - 06.00pm A Newspaper’s ‘Identity’

Tuesday, Oct 27: The Effective Manager
09.00 - 10.30am The Principles of Management
10.30 - 11.00am Tea Break
11.00 - 12.30pm Personnel Management
12.30 - 02.00pm Lunch
02.00 - 03.30pm Corporate Planning
03.30 - 04.00pm Tea Break
04.00 - 05.30pm Financial Management

Wednesday, Oct 28: The Newsroom - A Newspaper’s Voice
09.00 - 10.30am The Editorial - Newsroom
10.30 - 11.00am Tea Break
11.00 - 12.30pm Editorial & Persuasive Writing
12.30 - 02.00pm Lunch
02.00 - 03.30pm News Editing/The Creative Editor
03.30 - 04.00pm Tea Break
04.00 - 05.30pm Visit to Sin Chew Jit Poh

Thursday, Oct 29: The Newspaper Business

09.00 - 12.30am Visit to the New Straits Times
12.30 - 02.00pm Lunch
02.00 - 03.30pm The Business Office
Newspaper Economics
03.30 - 04.00pm Tea Break
04.00 - 05.30pm Revenue Earning Strategies &
Cost-Cutting Techniques

Friday, Oct 30: Newspaper Production and Circulation

09.00 - 10.30am The Production Room
10.30 - 11.00am Tea Break
11.00 - 12.30pm The Impact of Production Technologies
on the Newsroom
12.30 - 02.00pm Lunch
02.00 - 03.30pm The Circulation Department
03.30 - 04.00pm Tea Break
04.00 - 05.30pm Circulation Boosting Techniques

Saturday, Oct 31: News in the Electronic Age

09.00 - 10.30am The Electronic Newsroom
10.30 - 11.00am Tea Break
11.00 - 12.30pm Emerging Newsroom Technologies
12.30 - 02.00pm Lunch
02.00 - 03.30pm New Production Technologies
03.30 - 04.00pm  
Tea Break

04.00 - 05.30pm  
Week in Review

Sunday, Nov 1: No Workshop Scheduled

Monday, Nov 2: Newspaper Design

09.00 - 10.30am  
Picture Editing
10.30 - 11.00am  
Tea Break
11.00 - 12.30pm  
Newspaper Layout & Design I
12.30 - 02.00pm  
Lunch
02.00 - 03.30pm  
Newspaper Layout & Design II
03.30 - 04.00pm  
Tea Break
04.00 - 05.30pm  
The Future of Newspaper Layout

Tuesday, Nov 3: Advertising -- A Newspaper's Economic Lifeline

09.00 - 10.30am  
The Advertising Department
10.30 - 11.00am  
Tea Break
11.00 - 12.30pm  
Circulation v. Advertising as a Newspaper's Primary Revenue Source
12.30 - 02.00pm  
Lunch
02.00 - 03.30pm  
The Newspaper as an Advertising Medium
03.30 - 04.00pm  
Tea Break
04.00 - 05.30pm  
Advertising Building Techniques

Wednesday, Nov 4: The Newspaper & Society

09.00 - 02.00pm  
No Workshop Scheduled
02.00 - 03.30pm  
Theoretical & Philosophical Perspectives on the Role of the Newspaper in Society
03.30 - 04.00pm  
Tea Break
04.00 - 05.30pm  
Public Service Journalism

Thursday, Nov 5: Newspaper Law & Ethics

09.00 - 10.30am  
The Legal & Ethical Responsibility of the Newspaper
<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10.30 - 11.00am</td>
<td>Tea Break</td>
</tr>
<tr>
<td>11.00 - 12.30pm</td>
<td>Discussion</td>
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<tr>
<td>12.30 - 02.00pm</td>
<td>Lunch</td>
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<tr>
<td>02.00 - 05.30pm</td>
<td>Visit to Jerita</td>
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**Friday, Nov 6: The Newspaper & Its Publics**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09.00 - 10.30am</td>
<td>The Newspaper &amp; Its Publics</td>
</tr>
<tr>
<td>10.30 - 11.00am</td>
<td>Tea Break</td>
</tr>
<tr>
<td>11.00 - 12.30pm</td>
<td>Newspaper Public Relations</td>
</tr>
<tr>
<td>12.30 - 02.00pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>02.00 - 05.30pm</td>
<td>Visit to BERNAMA</td>
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**Saturday, Nov 7: Women in Newspaper Management**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09.00 - 10.30am</td>
<td>Bucking the Odds</td>
</tr>
<tr>
<td>10.30 - 11.00am</td>
<td>Tea Break</td>
</tr>
<tr>
<td>11.00 - 12.30pm</td>
<td>Women in Newspaper Management</td>
</tr>
<tr>
<td>12.30 - 02.00pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>02.00 - 03.30pm</td>
<td>Panel Discussion on Women in Newspaper Management</td>
</tr>
<tr>
<td>03.30 - 04.00pm</td>
<td>Tea Break</td>
</tr>
<tr>
<td>04.00 - 05.30pm</td>
<td>Workshop Evaluation</td>
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<tr>
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<td>Closing Session</td>
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WOMEN AND NEWSPAPER MANAGEMENT WORKSHOP

Resource Persons

1) MONDAY, OCTOBER 26, 1987

a) A Systems Oriented Approach to Newspaper Organisation & Management
   Encik S.M. Ali
   Regional Communication Adviser for East and Southeast Asia, UNESCO.

b) A Newspaper's Identity
   Dr. Achal Mehra,
   Senior Programme Specialist, AMIC.

2) TUESDAY, OCTOBER 27, 1987

a) The Principles of Management
   Dr. Wan Mohd. Ghazali Wan,
   Abdullah, Center for Research & Consultancy, Institut Teknologi MARA.

b) Corporate Planning


c) Personnel Management
   Ms Marmunah Aminuddin, ITM.

d) Financial Management
   Mr Mustafa Yasin, ITM

3) WEDNESDAY, OCTOBER 28, 1987

a) The Editorial - Newsroom
   Encik N.V. Raman,
   Associate Editor, STAR.

b) Editorial and Persuasive Writing
   Dr Achal Mehra
   Ms Helen Bourdon

c) Art of Editing the News


d) The Creative Editor
   Dr Achal Mehra
4) Thursday, October 29, 1987

a) Business Office
   ) Encik Mohd. Yusof Bador,
   ) General Manager,
   ) Utusan Melayu (M)
   ) Berhad.

b) Newspaper Economics

c) Cost-Cutting Techniques

5) Friday, October 30, 1987

a) The Production Room
   ) Encik Durai Raj,
   ) Production Manager, NST

b) The Impact of Production Technologies on the Newsroom
   ) Tun IbrahimMohd. Jafri,
   ) NST.

c) The Circulation Department
   ) Encik Mohd Yusof Bador

6) Saturday, October 31, 1987

a) Electronic Newsroom
   ) Encik K.C. Boey,
   ) Editor, Malay Mail

b) Emerging Newsroom Technologies
   ) Khoo Teng Guan, Times School of Journalism, Singapore.

c) New Production Technologies
   ) Encik Khoo Teng Guan.

d) Week in Review
   ) Dr Achal Mehra.

7) Monday November 2, 1987

a) Picture Editing
   ) Mr Nigel Lilburn
   ) Times School of Journalism, Singapore

b) Newspaper Layout & Design I
   ) Mr Ahmad Ruslan Ramli
   ) Jurudata, Marketing Executive.

c) Newspaper Layout & Design II

d) The Future of the Newspaper Layout

- 28 -
8) **TUESDAY, NOVEMBER 3, 1987**

a) The Advertising Department
   - Encik T. Nicholas,
     Classified Ad. Manager
     NST.

b) Circulation v. Advertising as a Newspaper's Primary Revenue Source
   - Mr Bernard Thamboo
     Marketing Dev. Mgr
     NST.

c) The Newspaper as an Advertising Medium
   - Cik Margaret Lim, Media Director,
     Ted Bates, (Malaysia)

d) Advertising Building Techniques
   - Dr Achal Mehra.

9) **WEDNESDAY, NOVEMBER 4, 1987**

a) Theoretical & Philosophical Perspectives on the Role of the Newspaper in Society
   - Datin Sharifah Mariam Ghazali,
     Senior Lecturer,
     MARA Institute of Technology.

b) Public Service Journalism
   - Mr Ahmad Rajal Arbee
     Editor-in-Chief-BERNAMA.

10) **THURSDAY, NOVEMBER 5, 1987**

a) The Legal & Ethical Responsibility of the Newspaper
   - Dr Achal Mehra,
     Jasin, Group Editor,
     Berita Harian Sdn. Berhad.

b) Visit to BERNAMA.

11) **FRIDAY, NOVEMBER 6, 1987**

a) The Newspaper & Its Publics
   - Puan Faridah Ibrahim
     Lecturer, UKM.
b) Newspaper Public Relations

Encik Felix Abisheganaden,
Chief Executive,
Eric White Associates Sdn.
Berhad.

12) SATURDAY, NOVEMBER 7, 1987

Panel Discussions

a) Bucking the Odds

Puan Norijah Mohd. Nor, Chief Sub-
Editor, BERNAMA.

b) Women in Newspaper Management

Datin Anne Majid,
Pengerusi,
Urusetia Hal Ehwal
Wanita (NACIWID)

Puan Hajah Hani Layali Haji Adnan,
Ketua 1 PERTAMA,
d/a. SHELL Companies
in Malaysia.

***************
APPENDIX 1

UNESCO-AMIC-MPI Workshop on:
"WOMEN AND NEWSPAPER MANAGEMENT"
Kuala Lumpur, October 26 - November 8, 1987

PARTICIPANTS

1. China:
   Mrs Zhu Yiyun
   Deputy Editor
   Women of China
   50 Deng Shi Kou
   Beijing
   People's Republic of China

2. India:
   Ms Kalpana Sharma
   Assistant Editor
   Indian Express
   Nariman Point
   Bombay 400 021
   India

3. Philippines:
   Ms Linda Bulido
   Press Foundation of Asia
   P.O. Box 1843
   Manila

4. Sri Lanka:
   Mrs Nelum Wimalaratne
   Journalist
   Navayugaya Editorial
   9A, Fonseka Place
   Bambalapitiya
   Colombo
   Sri Lanka

5. Thailand:
   Mrs Panit Pulsirivong
   General Manager
   Naew Na Daily
   96 Moo 7 Viphavadeerangsit Road
   Bangkok 10210
   Thailand
6. Vietnam:
Ms Nguyen Thithan Huong
Chief Editor
Weekly Vietnam Women
47 Hangchuoi Hanoi
Vietnam

7. Malaysia:
Ms Rosnah Abdul Majid
Feature Editor
Utusan Melayu (Malaysia) Berhad
46, Jalan Lima melalui
Jalan Chan Sow Lin
Peti Surat 10671
55200 Kuala Lumpur
Malaysia

Mrs Fatimah Abu Bakar
Head Entertainment Department
New Straits Times Sdn. Bhd.,
Balai Berita
31, Jalan Riong
59100 Kuala Lumpur
Malaysia

Mrs Maizam Abdullah Sani
Reporter
Majalah Jelita
Berita Publishing Sdn. Berhad
22, Jalan Liku
59100 Kuala Lumpur
Malaysia

Ms Siew Nyoke Chow
Special Writer
Sin Chew Jit Poh Malaysia
19 Jalan Semangat
46200 Petaling Jaya
Malaysia

Ms Thana @ Maznah Hj Abdullah
News Executive 11
BERNAMA
28 Jalan 1/65A
Off Jalan Tun Razak,
50400 Kuala Lumpur
Malaysia
8. Bangladesh: Ms Sameena Islam
Feature Writer & Woman's Page Editor
of the New Nation
1 Ramakrishna Mission Road
Dhaka
Bangladesh

9. Pakistan: Ms Romana Aslam
Editor
Monthly 'Lady'
Pakistan

10. Indonesia: Ms Donnasita
Sarinah Magazine
Gedung Patra
Indonesia

11. Thailand: Ms. Yosavadée Boonyakiat,
Naew Na Daily
96 Moo 7 Viphavadeerangsit Road
Bangkok 10210
Thailand