<table>
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<tr>
<th>Title</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>Author(s)</td>
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<td>Citation</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  A Systems Oriented Approach to Newspaper Organization & Management

12.00 - 02.00pm  Lunch

02.00 - 03.30pm  A Newspaper's 'Identity'

03.30 - 04.00pm  Tea Break

04.00 - 05.00pm  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
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<tr>
<td>03.30-04.00pm</td>
<td>Tea Break</td>
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<tr>
<td>04.00-05.30pm</td>
<td>Week in Review</td>
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**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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<tr>
<td>10.30-11.00am</td>
<td>Tea Break</td>
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<tr>
<td>11.00-12.30pm</td>
<td>Discussion</td>
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<td>12.30-02.00pm</td>
<td>Lunch</td>
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<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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<td>09.00-10.30am</td>
<td>The Newspaper &amp; Its Publics</td>
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<tr>
<td>10.30-11.00am</td>
<td>Tea Break</td>
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<tr>
<td>11.00-12.30pm</td>
<td>Newspaper Public Relations</td>
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<td>12.30-02.00pm</td>
<td>Lunch</td>
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<td>02.00-05.30pm</td>
<td>Visit to BERNAMA</td>
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**Saturday, Nov 7: Women in Newspaper Management**

<table>
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<th>Time</th>
<th>Activity</th>
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<tr>
<td>09.00-10.30am</td>
<td>Bucking the Odds</td>
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<tr>
<td>10.30-11.00am</td>
<td>Tea Break</td>
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<tr>
<td>11.00-12.30pm</td>
<td>Women in Newspaper Management</td>
</tr>
<tr>
<td>12.30-02.00pm</td>
<td>Lunch</td>
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<tr>
<td>02.00-03.30pm</td>
<td>Panel Discussion on Women in Newspaper Management</td>
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<tr>
<td>03.30-04.00pm</td>
<td>Tea Break</td>
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<tr>
<td>04.00-05.30pm</td>
<td>Workshop Evaluation</td>
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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
   Ms Marmunah Aminuddin, ITM.

c) Personnel Management

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

- 27 -
4) THURSDAY, OCTOBER 29, 1987

a) Business Office ) Encik Mohd. Yusof Bador,
b) Newspaper Economics ) General Manager,
c) Cost-Cutting Techniques ) Utusan Melayu (M) Berhad.

5) FRIDAY, OCTOBER 30, 1987

a) The Production Room ) Encik Durai Raj,
b) The Impact of Production Technologies on the Newsroom ) Tun Ibrahim Mohd, Jafri, NST.
c) The Circulation Department ) Encik Mohd Yusof Bador

d) Circulation Boosting Techniques

6) SATURDAY, OCTOBER 31, 1987

a) Electronic Newsroom ) Encik K.C. Boey,
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 )
c) Newspaper Layout & Design II )
d) The Future of the Newspaper Layout ) Mr Ahmad Ruslan Ramli Jurudata, Marketing Executive.
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 Shikou
   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 Vipavadeerangsit Road
   Bangkok 10210
   Thailand

- 24 -
<table>
<thead>
<tr>
<th>Country</th>
<th>Name and Details</th>
</tr>
</thead>
</table>
| Vietnam | Ms Nguyen Thithan Huong  
Chief Editor  
Weekly Vietnam Women  
47 Hangchuoi Hanoi  
Vietnam |
| 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 |
| Malaysia | Mrs Fatimah Abu Bakar  
Head Entertainment Department  
New Straits Times Sdn. Bhd.  
Balai Berita  
31, Jalan Riong  
59100 Kuala Lumpur  
Malaysia |
| Malaysia | Mrs Maizam Abdullah Sani  
Reporter  
Majalah Jelita  
Berita Publishing Sdn. Berhad  
22, Jalan Liku  
59100 Kuala Lumpur  
Malaysia |
| Malaysia | Ms Siew Nyoke Chow  
Special Writer  
Sin Chew Jit Poh Malaysia  
19 Jalan Semangat  
46200 Petaling Jaya  
Malaysia |
| 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. Yosavadee Boonyakiat,
    Naew Na Daily
    96 Moo 7 Viphavadeerangsit Road
    Bangkok 10210
    Thailand