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<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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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  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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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
10.30 - 11.00am  Tea Break
11.00 - 12.30pm  Discussion
12.30 - 02.00pm  Lunch
02.00 - 05.30pm  Visit to Jerita

Friday, Nov 6: The Newspaper & Its Publics
09.00 - 10.30am  The Newspaper & Its Publics
10.30 - 11.00am  Tea Break
11.00 - 12.30pm  Newspaper Public Relations
12.30 - 02.00pm  Lunch
02.00 - 05.30pm  Visit to BERNAMA

Saturday, Nov 7: Women in Newspaper Management
09.00 - 10.30am  Bucking the Odds
10.30 - 11.00am  Tea Break
11.00 - 12.30pm  Women in Newspaper Management
12.30 - 02.00pm  Lunch
02.00 - 03.30pm  Panel Discussion on Women in Newspaper Management
03.30 - 04.00pm  Tea Break
04.00 - 05.30pm  Workshop Evaluation
                Closing Session
WOMEN AND NEWSPAPER MANAGEMENT WORKSHOP

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
   Mr Mustafa Yasin, ITM

d) Financial Management

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,
   ) General Manager,
   ) Utusan Melayu (M)

b) Newspaper Economics

c) Cost-Cutting Techniques
   ) Encik Mohd Yusof Bador

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 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,
   ) 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

c) Newspaper Layout & Design II

   ) Mr Ahmad Ruslan Ramli
   ) Jurudata, Marketing Executive.

   )
   ) 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

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<tr>
<td>Vietnam</td>
<td>Ms Nguyen Thithan Huong</td>
<td>Chief Editor</td>
<td>Weekly Vietnam Women</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>47 Hangchuoi Hanoi</td>
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<td>Vietnam</td>
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<tr>
<td>Malaysia</td>
<td>Ms Rosnah Abdul Majid</td>
<td>Feature Editor</td>
<td>Utusan Melayu (Malaysia) Berhad</td>
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<td>Jalan Chan Sow Lin</td>
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<td>55200 Kuala Lumpur</td>
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<td>Mrs Fatimah Abu Bakar</td>
<td>Head Entertainment Department</td>
<td>New Straits Times Sdn. Bhd.</td>
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<td>Mrs Maizam Abdullah Sani</td>
<td>Reporter</td>
<td>Majalah Jelita</td>
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<td>Ms Siew Nyoke Chow</td>
<td>Special Writer</td>
<td>Sin Chew Jit Poh Malaysia</td>
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<td>Ms Thana @ Maznah Hj Abdullah</td>
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<td>Bangladesh</td>
<td>Ms Sameena Islam</td>
<td>Feature Writer &amp; Woman's Page Editor of the New Nation</td>
<td>1 Ramakrishna Mission Road Dhaka, Bangladesh</td>
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<td>Pakistan</td>
<td>Ms Romana Aslam</td>
<td>Editor Monthly 'Lady'</td>
<td>Pakistan</td>
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<td>Ms Donnasita</td>
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