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AMIC-UNESCO-MPI WORKSHOP ON
WOMEN AND
NEWSPAPER MANAGEMENT,
KUALA LUMPUR,
OCT 26-NOV 7, 1987
The workshop participants were drawn from different sections of both newspapers and magazines, but mostly from the editorial division. They represented different regions and political and media systems. To meet the needs of this complex group, the workshop programme was structured to provide a broad overview of newspaper management, using key professionals involved in the appropriate field, i.e. circulation, production, advertising, management, business division, new technologies, layout, etc.
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