

Paper No. 2

AMIC 8TH ANNUAL CONFERENCE
Asia: Information Poor to Information Rich: Strategies for the 21st Century
1-3 July 1999
Chennai, India

LIST OF SPEAKERS

AMIC'S 8TH ANNUAL CONFERENCE, 1-3 JULY 1999, CHENNAI, INDIA
"ASIA: INFORMATION POOR TO INFORMATION RICH - STRATEGIES FOR THE 21ST CENTURY"

DAY ONE (1 JULY 1999)

Name of Speaker/Designation Organization

0900-1030 (Venue: Main Ballroom)

Keynote Addresses: "Asia: Information Poor to Information Rich -- Strategies for the 21st Century"

Dr M. Anandakrishnan Vice Chairman	Tamil Nadu State Council for Higher Education India
Monroe E. Price Professor	Benjamin N. Cardozo School of Law Yeshiva University, New York, USA

1100-1230 (Venue: Main Ballroom)

Plenary Session 1: "Information Highways: Paths to Prosperity or Poverty?"

Mr Javed Jabbar Founding Chairman, South Asian Media Association & Former Information Minister of Pakistan	48/B Block 6, PECHS Karachi 75400 Pakistan fax: 9221-4546559 tel: 9221 454 3257
Mr A. Jayanath Programme Director	National IT Council Strategic Agenda NITC Malaysia MIMOS Berhad 331 683 Technology Park Malaysia 57000 Kuala Lumpur, Malaysia tel: 0203-9665000 fax: 0203 9660255/9660962 email:nitc@mimos.my email: jayanath@mimos.my
Mr David Lazarus Chief	United Nations Information Service ESCAP United Nations Building, Rajdamnern Avenue Bangkok 10200, Thailand Tel: 662-288 1861 Fax: 662: 288 1052

1400-1530 (Venue: Ballroom A)

Parallel Session 1: "Learning Technologies: Transmitting or Transforming Education"

Mr Narren Chitty Secretary General	International Association of Communication Relations (IAMCR) c/o International Communication Programme Media & Communication Studies Department Macquarie University AUSTRALIA fax: 612-29850-9689 tel: 612-9850-7931 Australia
V.S. Gupta Professor	Haryana Agricultural University, Hisar 10A/13, New Campus, HAU, Hisar-125 004 India tel: 0091-01662-35675 fax: 0091-01662-33539 email: guest@nichsr.chd.nic.in
Dr Anju Gover Chaudhary Associate Professor	School of Communication Howard University Washington D.C. 20059 USA fax: 0011-202-424 6530 email: Nika@erols.com

Dr Eric Loo, Head & David Blackall, Lecturer	Graduate School of Journalism University of Wollongong PO BOX 1198 Sutherland 1499 Australia email: eric_loo@uow.edu.au tel: 02-42-213864 (work) 02-014017 123 (mobile) fax: 02-42-214-128 email: david_blackall@uow.edu.au
Dr Rajiv Gupta Faculty Member	Institute of management Studies Devi Ahilya Vishwavidhyalaya 26, Sita Building, 4 Yashwant Niwas Road Indore (M.P.) pin - 452 003 India tel: 001-91-731-433654/544367 email: Garggp@Vsnl.Com

(Venue: Ballroom B)

Parallel Session 2: "Digital Radio: Opening Windows of Opportunity"

Dr Roland Tan Member, Research Unit	KRDL Singapore tel: 874 6725 fax: 7744 998
Dr M.G. Chandrasekar Vice President & General Manager	WorldSpace Asia Pte Ltd India Liason Office 9th Floor S.N Towers 25/2 M.G. Road Bangalore - 560 001 INDIA tel: 91-80-559-5188/91-80-509-5458 fax: 91-80-559-5182 hp: 91-98440-849-21

(Venue: Junior Ballroom)

Parallel Session 3: "Information Technology: Enhancing or Limiting Democracy in Asia?"

Alwi Dahlan Former Minister of Information	INDONESIA FAX: 6221-384 1166 email: aldahlan@indosat.net.id tel:(H) 6221-769 1931 tel:(O) 6221-3517910/3517609 fax: 6221-769 1931
Dr Marie A. Mater Assistant Professor	Communication Studies School of Electrical & Electronic Engineering, Blk S2 Nanyang Technological University Nanyang Avenue Singapore 639 798 Tel: 790 6389 fax: 792 4106 email: emamater@ntu.edu.sg
K.A. Raju, Director & Dr Vasanthi Rajendran, Professor	National Institute of Rural Development (NIRD), Hyderabad, India email: karaju@hd2.vsnl.net.in fax: 401 5277/401 6500

1600-1730 (Venue: Ballroom A)

Parallel Session 4: "Feeling the Pulse of Changing Media Audiences"

Jon Griffin Managing Director	Novocom Asia Singapore tel 226 3187 fax: 2261447 His assistant: Kimyee
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Brian Shoesmith, Acting Head & Thomas Jayaprakash Yesudhasan, PhD candidate in Media Studies	Edith Cowan University Faculty of Communications, Health & Science School of Communications & Multimedia, 2 Bradford Street, Mount Lawley Perth, Western Australia Australia Tel:08-9370 6684/93706219 fax: 08- 93706668
Dr Binod Agrawal Director	TALEEM Research Foundation India email: taleem@ad1.vsnl.net.in
Dr Amos Owen Thomas Senior Lecturer	School of Marketing & Management Griffith University Gold Coast, Australia 9726 tel: 617-5594-8269 fax: 617-55948 085 email: a.thomas@mailbox.gu.edu.au

(Venue: Junior Ballroom)

Parallel Session 5: "A New Deal for Asian Cinema"

Aruna Vasudev Editor	Cinemaya B-90, Defence Colony New delhi 110024 India tel: 9111-461-7127 fax: 9111-462-7211
Mr Amarnath Jayatilaka Film Director, Filmologist & Critic	131/4A Model Farm Road Borella – Colombo 8 Sri Lanka Tel: 74-613326/fax: 941-683820
Dr S. Krishnaswamy Managing Director	Krishnaswamy Associates (P) Ltd 11, M.G. Rd Sastri Nagar Madras 600 041 India fax: 9144-491 4274

(Venue: Ballroom B)

Parallel Session 6: "WTO Agreement: Reformation or Recolonization?"

Dr M.D. Nair Freelance Consultant & Columnist	The HinduA-11 Sagarika 15, 3rd seaward Road Valmiki Nagar, Thiruvanniyur Chennai- 600 041 tel: 4901137 email; mdnair@vsnl.com
Mr Lawrence Surendra	email: surendra@giasmd01.vsnl.net.in

DAY TWO (2 JULY 1999)

Name of Speaker/Designation

Organization

0900-1030 (Venue: Main Ballroom)

Plenary Session 2: "TV Content in Asia: More Waste or Substance?"

S.R. Joshi Group Director	Development & Educational Communication Unit Indian Space Research Organization Ahmedabad 380 053 INDIA tel: 6761188/6740 256 fax: 079-676 8556/ 674 6715 hp: 9179-676 9464 email: sureg@icenet.net emailsubhashjoshi@hotmail.com
Gladius David Kulothungan Executive Producer	Television Corporation of Singapore tel: 350 3183 Secretary: Ms Bee Hian tel: 3503181
Dr S.K. Ishadi Former Director General	Radio, TV & Film J1. Monitor No. 8 Kompleks DPR/TURI Kemanggisan Jakarta Barat Indonesia

1100-1230 (Venue: Main Ballroom)

Plenary Session 3: " The Next Decade in Communication Technologies"

Arnold Zeitlin Director	Freedom Forum Asian Centre Shui On Centre, 15th Floor 6-8 Harbour Rd, Wanchai, Hongkong tel: 852-2596-0018 fax: 852-2598-8818 email:azeitlin@hotmail.com
Mr P.S. Sundaram Chairman & Managing Director	Broadcast Engineering Consultants India Ltd 14-B Ring Rd I.P. Estate New Delhi 110 002 INDIA fax: 9111-3353464 tel: 9111-373 8823 email: becil@giasdl01.vsnl.net.in

1400-1530 (Venue: Main Ballroom)

Plenary Session 4: "Positioning Print Media in an Online World"

Dr George Thottam Chair	Department of Mass Communication Iona College New Rochelle, NY 10801, USA email:GThottam@aol.com
Mr N. Murali Joint Managing Director	The Hindu 859-860 Anna Salai Chennai 600 002 India tel: 9144-841 3344 fax: 9144 8535 325
Dr Charles Elliot Associate Professor	School of Communication Hongkong Baptist University Kowloon Tong, Hong Kong tel: 852-2339 7224 fax: 852-2339 7890 email: coms@HKBU.EDU.HK

1600-1730 (Venue: Ballroom B)

Parallel Session 7: "Keeping Pace With Media Convergence: Are Regulations Still Relevant?"

Andrea Millwood Hargrave Research Director	Broadcasting Standards Council 7, The Sanctuary London SW1P 3JS United Kingdom fax: (44171)-222-3174 / 2330397 email: andrea@bsc.org.uk
Mr Jason Hoong Senior Management Executive	Singapore Broadcasting Authority #09-59 WTC 1 Marine Time Square Singapore 099 253 tel: 3730879 fax: 278 6008 contact person: Joanne Lim tel: 373 0880 fax: 271 2974

(Venue: Junior Ballroom)

Parallel Session 8: "Managing Information & Media Relations in the New Media Age"

Mr Allwyn Fernandes Senior VP & Director- Media Practice	Burson Marsteller Roger Pereira Communications Pvt Ltd 501/502 Manek Road 90 Veer Nariman Rd Churchgate Mumbai 400 020 contact person: GEORGINA_DIAS@yr.com email: ALLWYN_FERNANDES@yr.com email: ROGER_PEREIRA@yr.com
Alan Knight Professor	School of Contemporary Communication Central Queensland University, Australia fax: 07-4930 9729
Joseph Sommerville Assistant Professor	School of Communication Studies Nanyang Technological University, 31 Nanyang Link Singapore 639 798 tel: 790 4570 fax: 792 4329

(Venue: Ballroom A)

Parallel Session 9: "Asian Media: Coping with the Economic Crisis"

Dr Eugene Kozik Professor	School of Graduate Professional Studies Penn State University Malvern PA 19355 USA tel: 610-648-3219 fax: 610-889-1334 email: exk6@psu.edu
Ms Malavika Singh Associate Publisher, Business India & Chair, TVI	Business India tel: 011-331 6534 fax: 001-331 6445
Mr Yoshikuni Ono Executive Managing Director	Japan Media Comm. Centre (JAMCO) Chiyoda Media Plaza 1-1 Kioi-cho. Chiyoda-ku Tokyo 102, Japan fax: 813-3238-7414

DAY THREE (3 JULY 1999)

Name of Speaker/Designation	Organization
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0900-1030 (Venue: Main Ballroom)

Plenary Session 5: "Women Power in the Workplace"

Lilian Mercado Carreon Consultant	OXFAM Great Britain Philippines Office email: lan.Mercado@isiswomen.org fax: 632-9270499 tel: 6329217203
Susila Ravindranath Bureau Chief	Business India- Chennai Flat: 7, I Floor 97-A, Peters Road Chennai, 600 014 tel: 9111-353018/124-353018 fax: 825 7383
Mrs Tara Sinha Adviser	EMPI Business School J-47 Saket, New Delhi 110017 India Tel: 9111-6804210/5090/1972 fax: 9111 696 8697 / 9111 680 8084 email: tarasinha@yahoo.com

1100-1230 (Venue: Main Ballroom)

Plenary Session 6: "New Generation Internet"

Dr Madanmohan Rao Principal Consultant/ Columnist	Planetasia / The Economic Times email: madanr@planetasia.com
Mukesh Patel General Manager Software Development & Projects	Applitech Solution Limited Ahmedabad India email: mukesh@applitechsolution.com fax: 9179-656-9489
J.A. Chowdary Director	Software Technology Parks of India Hyderabad, India tel: 9140-373 1477 fax: 9140-3730652

1400-1530 (Venue: Ballroom A)

Parallel Session 10: "Creating Strong Media Organizations in the New Information Age"

Akiyoshi Kobayashi President	NHK International, INC Daini Kyodo Building 7-13, Udagawa-Cho Shibuya-ku, Tokyo 150-0042 JAPAN tel: 001-813-3464 2953 fax: 001-813-3464-3056
Mr Sunil Rajasekar Vice President	Online Vision Times of India, Mumbai fax: 9122-262 1152 tel: 9122-2620271

(Venue: Junior Ballroom)

Parallel Session 11: "Satellite Communication Services in the 21st Century"

D.S. Govindrajan VP for Business Development & Marketing	Loral Orion India Pte Ltd India Banglore tel: 9180-5272863 / 5270377 tel: 9111-561 6161 fax: 9111-561 7464 email: dgovindrajan@loralorion.com
Mr Henrik Broberg Area Manager	European Telecommunications Satellite Organization 70, Rue Balard F- 75502 Paris Cedex 15 France Tel: 331-5398-3893 fax: 331- 5398 3659

(Venue: Ballroom B)

Parallel Session 12: "Cashing in on E-Commerce"

Dr Toh See Kiat Member of Parliament & Chairman of Commerce Net, President of CASE	Consumer Association of Singapore (CASE) Bukit Merah Central Blk 164, #04-3625 Singapore 150164 tel: 270 5433 fax: 270 6786 His Secretary: Rosalind tel: 5350400
Atul Sareen Senior Marketing Manager	e-Business Solution, Tata IBM Limited, "Golden Tower" II Floor, Airport Rd, India tel:9180-5262355 ext 3446 fax; 9180 5277 363

1540-1600 (Venue: Main Ballroom)

Closing Ceremony -- AMIC Address: "Information Technology and Civil Society "

Reinhard Keune Chairman	IPDC, UNESCO Ancienne Route 17-B CH - 1218 Geneva Switzerland fax: 4122-788 7872
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JAYANATH APPUDURAI

Mr Jayanath Appudurai has been an officer in the Malaysian Administrative and Diplomatic Service for 25 years. He served in a central planning agency, several ministries and training institutes. He's currently on secondment to the National Information Technology Council. He is also programme director, NITC Strategic Agenda, MIMOS Berhad, Malaysia.

He obtained his Bachelor of Arts degree from the National University of Singapore and Master of Business Administration from Monash University, Australia.

JAVED JABBAR

Javed Jabbar is an author of 7 books and has extensive association with the mass media for over 30 years as a writer, film-maker, radio and TV broadcaster and advertising practitioner. He is Founding Chairperson of the South Asian Media Association. He is a former Senator and Federal Minister who has headed the Ministries of Information and Broadcasting, Science and Technology, Petroleum and Natural Resources. His voluntary services include regional conflict resolution, public interest causes and grass-roots development in which connection he heads two development organizations operating in over six hundred villages across Pakistan. He is Secretary General of the Millat Party, founded in August 1998. He holds a Bachelor of Arts degree in International Relations from the University of Karachi and serves on the boards of several policy research institutes and think tanks.

NAREN CHITTY

Naren Chitty has a PhD from an American University in Washington DC. He is Head of the Media and Communication Department and Director of the Centre for International Communication of Macquarie University. He is also the Secretary General of the International Association for Media & Communication Research (IAMCR) and Editor of The Journal of International Communication.

V.S. GUPTA

V.S. Gupta is a professor at Haryana Agricultural University, where he conceptualized and implemented as Course Director, Distance Education and Communication and writing Skills in the University for in-service scientists from agricultural universities research institutes. Prof. Gupta has edited and authored over half a dozen books singly and jointly, including Third Revolution in Indian Perspective -- Contemporary Issues and Themes in Communication.

ANJU CHAUDHARY

Dr Anju Grover Chaudary, an Associate Professor, has over 26 years of professional and academic experience in the field of Journalism. She has been teaching in the Department of Journalism, School of Communication Studies, Howard University since 1976. She holds a doctorate in Journalism from the University of Maryland and holds two master's degrees, in journalism and history. In addition she has held several writing / editing fellowships and internships from the Americans Press Institute, Poynter Institute of Media Studies, Knight-Ridder Tribune Information Services, Dow Jones Copy Editing Internship and C-Span for Professors, among others. Her co-edited book, *Comparative Mass Media Systems*, has been adopted as an international communications text in more than 40 universities throughout the United States and other countries. The book has also been translated into Arabian and Malaysian languages. Her articles have appeared in *Journalism Quarterly*, *Gazette*, *World Communication*, *Media Asia*, *International Philosophical Quarterly*, among other journals. She has also worked as editor for *The Washington Star*, *The Washington Times*, *Design Magazine* and NUS Corporation. Finally, she is a member of numerous academic associations.

DR ERIC LOO

Eric Loo is the Head of Graduate School of Journalism, University of Wollongong, Australia. He has worked as a financial journalist, features editor, production editor and conducted media training workshops in Malaysia, Laos, Hongkong and Australia. His current research interests are Internet's impact on conventional journalism concepts and practice; and foreign perceptions of Australians in pre and post-Sydney 200 Olympics. He is founding editor of the refereed journal, *Asia-pacific Media Educator* published by the Graduate School of Journalism.

RAJIV GUPTA

Dr Rajiv Gupta is working as a faculty at the Institute of management Studies, Devi Ahilya Vishwavidhyalaya, Indore. He has been in academia for the last 16 years and provided consultancy to a number of manufacturing and service-based organizations. His areas of interest are Operations Research, Strategic Management, Organization Behaviour , Technology Management , Organization Development and marketing. He has to his credit 13 research papers published in national and international journals.

MR CHANDRASEKHAR

Dr M.G. Chandrasekhar is an internationally renowned Space Scientist. Before joining Worldspace as its Vice President and General Manager, in 1997, he has made significant contributions to India's satellite programme. He was a key person responsible for opening up several new vistas for Indian excellence in space including commercial developments in space. He joined the Satellite Centre of the Indian Space Research Organization in 1973 where he established a high reliability electronic fabrication facility. Subsequently as Head of Programme Planning and Evaluation Group, he contributed significantly towards the growth of the Satellite Centre. He later became the Operations Director for APPLE, the first Indian build Geostationary Communication Satellite. He was also the Mission Director of India's first operation satellite and in-charge of all its in-orbit operations.

Dr Chandrasekhar has contributed significantly towards bringing about development of the Indian Space Programme, earning both National and International acclaim. He has received numerous awards and is a Fellow and was Chairperson, Institution of Electronics and Telecommunication Engineers, Bangalore Centre.

Dr Chandrasekhar was awarded his Ph.D from the Sri S.K. University, for research in the field of Satellite Remote Sensing Missions.

DR ROLAND K.C. TAN

Dr Roland Tan graduated from the University of Exeter (UK) and gained a bachelors (1st Hons) degree in Electronic Engineering in 1990 and a PhD degree in 1994 on parametric coding technique for high-definition digital radio application funded by Meridian Audio (UK) and ORS scholarships. He is also certified by the Institute of Patent Attorneys of Australia (IPAA) in patent drafting. His main research interest is in the application of DSP techniques in audio and speech. He has been involved in projects such as low bit-rate audio coding, audio test and measurement techniques, multi-media studio design, loudspeaker error correction, voice pitch prediction, time-scale modification, and high resolution signal analysis. He is a member of the Audio Engineering Society (AES), the Institute of Electrical and Electronic Engineers (IEEE) and the Digital Audio Broadcasting (DAB) Work Group in Singapore. He is also a founding member of the AES Singapore Section in 1994. Since June 1996, he was Chairperson of the local section and currently, he's a Member of the Research Unit, KRDL.

ALWI DAHLAN

Currently Professor of Communication at the University of Indonesia, Dr Alwi Dahlan was formally Assistant Minister for Population and Environment, Head of BP-7 agency, and Minister of Information of Indonesia. He is also the founder and former president of the Indonesian Communication Association and former President of the Indonesian Association for the Advancement of the Social Sciences . He was also a former Vice Chairperson of AMIC. His experience in communication is truly all rounded -- in professional practice, in the academia and in policymaking. His educational background includes a degree in journalism, master's in mass communications and Ph.D in communications.

DR MARIE A. MATER

Marie A. Mater is an Assistant Professor at Nanyang Technological University, Singapore. Her research focuses on Habermasian and Foucauldian theories of discourse, the Internet as a global public sphere and environmental discourse. She completed her Ph.D. thesis, "Environmental Discourse Between the North and the South: A Theory of Discourse for a Global Public Sphere", at University College Cork, Ireland. She has contributed a chapter, "Global Environmental Change Discourse: The Southern Critique" to the book *Globalization and Migration: Future Worlds* and authored a book review essay in the *Asian Journal of Communication*. She is also a regular presenter at regional and international conferences.

JON GRIFFIN

Jon Griffin has spent over 20 years in the Media-related industry, working throughout the US, Australia and Asia.

He began his career in the early 80's as a pioneer in the development of 3-D Graphics and animation, directing and producing graphics for TVC's, films and video, and helping to develop much of the early software relating to this technology. As Executive Producer and Director of 2 noted production entities in the US, some of his clients included 3M, Honeywell, Coca-Cola, Rockwell and NASA simulations.

He then established the first computer animation studio in Australia, producing work throughout the region, including award-winning spots for Siam Bank-Thailand, Hong Kong Bank and Ford-Australia. Jon has since moved through the industry Directing, writing and producing work in Interactive Multimedia, theme park design, film & video and advertising. He has spent the last 10 years based in Singapore, working and consulting in the media industry throughout Asia on a range of media-related topics from emerging interactive technology to imaging techniques and visual effects.

He is currently Managing Director of Novocom Asia, the world-reknown Broadcast Design & Branding firm based out of Los Angeles. Novocom's clients worldwide and in Asia include BSKYB, PerfecTV-Japan, Astro-Measat Malaysia, TV12-Singapore, UBC-Thailand, CNBC Asia, MS-NBC, The Academy Awards, Entertainment Tonight, Michael Jackson, Budweiser, Madonna, Pepsi, The Rolling Stones, StarTV, the Atlanta Olympics '96, and many others.

BRIAN SHOESMITH

Dr Brian Shosmith is an Associate professor in Media Studies at Edith Cowan University, Perth. He is Senior Editor of the international journal *Continuum: Journal of Media and Cultural Studies* and author of two books on local media in Australia. His major research interests are the Indian film industry, satellite and cable television in Asia and the history of radio. He is the Australian representative on the AMIC Board. Currently, he's Acting Head, the Faculty of Communication, Health & Science.

BINOD C. AGRAWAL

Dr Binod Agrawal is currently Director of the TALEEM Research Foundation and involved in promoting open and distance learning and setting up university in the Sky. Until recently he was with Space Applications Centre, Indian Space Research Organization, Ahmedabad, India, where he worked over two decades and pioneered the use of qualitative methods for communications research during the world famous Satellite Instructional Television Experiment (SITE). The outcome of the research has been documented in the book entitled "Anthropological Methods for Communication Research". Dr Agrawal is founder Director of Mudra Institute of Communications, Ahmedabad where qualitative research techniques were used for developing health related communication messages.

His publications include over a dozen books on television, computer technology, and anthropological studies. Dr Agrawal represented India in several international communication research forums.

Currently he is also President of the National Council of Development Communication.

DR AMOS OWEN THOMAS

Dr Amos Owen Thomas is currently senior lecturer in marketing and international business at Griffith University. His research interest is transnational television via satellite in the Asia-Pacific, and he has published on Indonesia, India, Malaysia, Papua New Guinea and Greater China. Prior to his academic career in Australia and the South Pacific, he worked in multinational advertising agencies, NGOs and government in East Asia.

AMARNATH JAYATILAKA

"I have known Amarnath Jayatilaka for a number of years. He is deeply interested in the Cinema as an art form and is himself a sensitive filmmaker"

- Saryajit Ray -- the greatest Indian filmmaker honored with an Oscar-Jan. 16, 1979.

Amarnath Jayatilaka is a filmologist, and one of the leading creative filmmakers in Sri Lanka. He started his career as a film essayist and critic and has written extensively for the Sri Lankan Press. He has also written numerous books on the Art of Cinema. He has produced and directed 9 films in Sinhala, His film "Before the Dawn" is acclaimed as a landmark in Sri Lankan Cinema. In 1985 it won twelve awards from various film societies -- the highest number of awards presented to a Sri Lankan film to date, including 9 Presidential awards.

Amarnath has thirty-six years of experience with film and studied Indian cinema closely. He lived in Hollywood periodically during the last 14 years to promote several American movies to be shot on location in Asia. He is the founder of Amerilanka Entertainment, and the Buddhist Film Foundation. He's also a partner of FILMLINK USA, based in Los Angeles, California.

Currently, he is the Chairperson & managing Director of FILMVISION INTERNATIONAL PVT LTD and is now promoting to set up STUDIO FILMVISION 2000 a state of the art film production facility to produce English movies for the Int'l market place.

DR. S. KRISHNASWAMY

Dr Krishnaswamy is a Writer-Producer-Director of Television Serials and Documentary films, with four National Awards to his credit. Among the many other awards he has won the "Honour Summus Award" conferred by the Watumull Foundation, Honolulu, for his "film making with a sense of social commitment, combining technical skill with creative finesse". Dr Krishnaswamy's non-fiction films have covered wide ground political issues, biographies, corporate & PR films, with tourism, spiritual themes. He has directed a total of 16 TV serials.

Dr Krishnaswamy has been Secretary of the Jury for the International Film Festival of India; Chairperson of the Jury for National Awards for Non-feature films; Chairperson of AMIC's Asian Conference on "Film as Communication" in Thailand; and Chairperson of the Task Force on Culture. He is the Chairperson of the Producers' Organization for Excellence in Television, Trustee and Spokesperson of a Social Activist Group and is a member of the Advisory Panel of the Central Board of Film Certification (Censor Board).

Dr Krishnaswamy obtained his master's degree in Film and Television from Columbia University, New York, in 1961 and His Ph.D several years later.

DR M.D. NAIR

Dr. M.D. Nair, has a Ph.D. Degree from the University of Illinois, USA. He was a Fulbright Scholar, a Fellow of the National Research Council of Ottawa, Canada, Alfred P. Sloan Research Foundation, New York and Research Associate at University of Illinois before joining the Pharmaceutical Research Group of CIBA Limited, Switzerland, and later of Ciba-Geigy Research Centre in Bombay. He worked extensively on New Drug Development, Patents, Documentation and Information Systems and Planning & Control of Production, Marketing and Clinical Trials until 1985, when he joined Southern Petrochemical Industries Corporation Limited (SPIC) at Chennai.

Dr. Nair, who until recently Vice President of SPIC, was instrumental in setting up for SPIC, one of the largest antibiotic complexes in India, a 'state-of-the-art' Pharmaceutical R&D Centre.

Besides authoring over 80 publications in various national and international journals, he is the holder of several patents on new therapeutic agents and has authored monographs published by Academic Press, John Wiley, Birkhauser, etc. He is the author of Indian Pharmaceutical Market Guide 1998 published by PJB Publications, London and has contributed to the University Text Book entitled "International Business Law" published by ITP, Washington. He has been a Consultant to WHO for setting up Pharmaceutical Projects in Arab countries; Member of Delegation to USSR for developing Indo-USSR Collaborative Projects in Pharmaceuticals; Member of the High Power Delegation on Indian Economic Mission to Belgium; etc. He has been an Adviser to Government and Private Organisations on Science & Technology and Director of the Board of many Pharmaceutical Companies, Governing Councils of various Academic Bodies, Universities and Medical Institutes, etc.

Dr. Nair, after retirement from SPIC, Chennai, continues to be actively involved in pharmaceutical industry affairs and is a Consultant to the Pharmaceutical Industry in India and abroad

Biodata of Lawrence Surendra

- Bachelor's Degree –Technology in Chemical Engineering from Madras Univesity
- D.E. H.S.S. in Developmental and Environmental Economics from Sorbornne Univesity, Paris
- Writer, analyst and consultant on science, technology and HRD policy issues
- Founder Director of Asian Regional Exchange for New Alternatives, Hingkong, 1980-1988
- Member, United Nations University Asian Perspective Project, 1983-1988
- Training Expert, HRD Section, Social Development Division, UN-ESCAP, 1990-94
- Visiting Professor, National Law School of India University, Bangalorē
- Frequent contributor, Frontline Fortnightly, Madras
- Author of several papers and books in relation to environment, science and technology policy issues
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BIO DATA OF MR. ISHADI S K.

Mr. Ishadi has more than 30 years experience in the broadcasting industry in Indonesia. He began his TV career as a TVRI news reporter in 1967 and carried on to become head of News, Head of the Yogyakarta TVRI station, then head of Research & Development Centre of Mass Media , and from 1996 to 1998-Broadcasting Director of PT Televisi Pendidikan Indonesia.

In 1998, he was appointed Director-General of Radio-Television Film under the Ministry of Information. He left that office last December to join the P.T. Televisi Transformasi Indonesia as President Director

Ms. Ishadi graduated from the University of Madras, Faculty of Social & Political Science and took up his master's degree at Ohio, University, USA.

S.R. JOSHI

Mr Joshi is presently Group Director of Social research in Development and Educational Communication Unit (DECU), Indian Space Research Organization, Ahmedabad. He is responsible for all the social research and evaluation studies undertaken by DECU for various projects. He has specialized in communication research including formative as well as summative research. He has done considerable amount of work in the area of transnational television and cross cultural communication. He has also studied impact of development communication in rural areas. He carried out several social research studies for the Kheda Communications Project and is presently responsible for the studies of Jhabua Development Communications Project as well as the Training and Development Communication Channel of ISRO. He also has a study on the impact of media on ethnic relations. Mr Joshi has a wide range of experience in training and is involved in execution of several communication projects especially for development and education in rural and backward areas.

GLADIUS KULOTHUNGAN

An Engineer turned Media Professional, he studied Media Planning and Management in the UK.

Started his media career as a documentary film-maker on the themes of Child Labor, Education and Environment and moved on to writing and directing main stream feature films in South India. In 1994, he switched to TV production, joining the pioneering English Drama Section at the Television Corporation of Singapore.

Currently, he's an Executive Producer at Productions 5, TCS, he recently produced and starred in a psychological action film, WANDERER, a full length feature, getting ready for wide release in India and abroad in August.

MR ARNOLD ZEITLIN

Arnold Zeitlin has been director, the Freedom Forum Asian Centre & library since August 1998. Prior to this he directed training programmes in Karachi, Lahore and the Northern Areas of Pakistan with the Pakistan Press Foundation and the Press institute of Pakistan under the Knight International Press Fellowship.

Zeitlin served as vice president and managing director of the Asia-Pacific division of United Press International, a global news agency, based in Hongkong. He was also the managing editor of The Worldpaper, an international monthly supplement published in English, Spanish Russian and Chinese and seen in two dozen newspapers and magazines around the world. He was editorial consultant for the start-up of Dialogue, an English weekly of news and public affairs published in Dhaka and in London. Between 1958 to 1987, Zeitlin was a correspondent and editor with The Associated Press, including service as West Africa correspondent based in Lagos, Nigeria, and Bureau Chief in various countries.

Zeitlin obtained his degree from the University of Pennsylvania, the Graduate School of Journalism, Columbia University and was a International Reporting Fellow at Columbia and a Poynter Fellow at Yale. He is the author of the Peace Corps with Love.

P. S. SUNDARAM

Mr Sundaram is currently the Chairperson and Managing Director of Broadcast Engineering Consultants India Limited (BECIL), a government of India Enterprise which undertakes Consultancy and turnkey jobs in the specialized fields of broadcasting and Information Technology. Prior to this Mr Sundaram served as Director (Engg) in AIR & Doordarshan, the national radio and Television broadcast organizations in India.

Mr Sundaram is a postgraduate in Engineering from the Indian Institute of Technology, Madras and has more than two decades experience in Indian Broadcasting Engineering Service. His experience includes project plans, execution, research and developments. He established a Centre for Digital Techniques in Broadcasting in the R&D wing of All India Radio & Doordarshan. He was the member of CCIR Interim Working Parties on Digital Television Standards and Data Broadcasting. He is the fellow of IETE, founding member of PTC India Foundation and was also Hon. Secretary of Broadcast Engineering Society (India). He has published several papers in both national and international journals.

GEORGE THOTTAM

Dr George Thottam is the chair of the Department of Mass Communication at Iona College, New York.

In addition to a M.S. degree from the Graduate School of Journalism at Columbia University, Thottam holds a Ph.D in Mass Communication and graduate degrees in Sociology, Political Science, and Education. His professional experience includes five years as a newspaper reporter and correspondent. He has also been a newspaper columnist for the past 15 years.

Dr Thottam is author of four books, two monographs, and over 500 by-lined articles in publications in the U.S., Europe and Asia. His research interests are teaching and training in mass communication and journalism, and the application of new media technologies to journalism.

N. MURALI

Mr Murali is Joint Managing Director, The Hindu newspaper, one of India's largest newspapers. He is Chairperson of the National Readership Studies Council, a division of Audit Bureau of Circulations, and an Elected Member of the Management Board, IFRA. He's also Member, Executive Committee and Chairperson, Advertising Committee of the Indian Newspaper Society as well as a Member of the Board of Governors of the Advertising Standards Council of India.

Prior to this, he was President of the Indian Newspaper Society during 1983-84. He was Chairperson of the Council of management of Audit Bureau of Circulations between 1996-97.

Mr Murali graduated from Loyola College, India, and later professionally qualified as a Chartered Accountant.

Charles W. Elliott

Brief Biography

Charles Elliott is currently the Coordinator of the Applied Communication Studies Option in the School of Communication at the Hong Kong Baptist University. He came to Hong Kong in 1983 to teach in the Department of Communication where he has served for thirteen years. He obtained his Ph.D. in Communication at Temple University working with Prof. John A. Lent to examine traditional cultural values in the press releases of the New China News Agency. His areas of teaching have included Intercultural Communication, International Communication, Communication Research Methods, Communication History and Communication Theory. In 1987, he served on the validation committee that led to the accreditation of the degree program in Communication now offered at the university. His research areas include Asian values and communication, individualism/collectivism in mass communication and computer-mediated communication. Recent publications include:

(1997). Defining development news values: An examination of press releases from the New China News Agency. In Bryce McIntyre, (Ed.) *Mass Media in the Asian Pacific*. London: Multilingual Matters, Ltd.

(1996). E-mail usage in academe: A profile of Hong Kong universities. *Asia-Pacific Media Educator*.

(1996). Towards the construction of Asian news values: A study of Chinese values in Xinhua press releases. *Media Asia*.

ANDREA MILLWOOD HARGRAVE
Research Director - Broadcasting Standards Commission

Andrea Millwood Hargrave joined the Broadcasting Standards Commission as Research Director in February 1991. The Commission's remit covers both standards and fairness in broadcasting and Andrea is mandated to undertake research into all these areas. She has commissioned a varied programme of broadcasting and social research and was instrumental in the BSC's role as facilitator of the major project: 'Children, Young People and the Television Screen in the 1990s'. This investigated the impact of the burgeoning electronic media on the attitudes, behaviour and values of young people and was conducted by the London School of Economics over a three year period, with comparative studies carried out in several other European countries. Current projects include a study into the attitudes of minority ethnic groups towards broadcasting in the UK, including an investigation of the issues that programme makers face; a project looking at the issue of 'informed consent' in public participation programmes; and a survey of attitudes towards Internet regulation. In addition, Andrea acts as 'expert' to a sub-committee of the Council of Europe, looking at universal community access to the Internet and the issues of harmful/illegal content in this context. Before joining the Commission, Andrea was Director of Planning (Marketing) for the first satellite broadcasting outfit in the UK and was also in at the start of cable television in the UK. She began her working career in the media for one of the commercial television companies. Andrea graduated from the University of Durham with a Degree in Psychology.

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JASON HOONG

Jason Hoong is a Senior Management executive at the Singapore Broadcasting Authority. He is involved in formulating and overseeing policies governing content on the Internet and other forms of multimedia. Prior to this, he was the Accounts Director with iMAGE Public Relations and Managing Editor of Smart Publications in Singapore. He has over 10 years experience as a broadcast journalist producing current affairs programmes, documentaries and was editor of MoneyMind, a locally produced weekly financial and business programme.

ALLWYN FERNANDES

Allwyn Fernandes spent 25 years in print journalism, all of them with The Times of India in various capacities, from Chief Reporter to Special Correspondent to Senior Assistant Editor. He was also a popular visiting faculty member at Mumbai's journalism schools and was frequently invited to address corporates on what media expects from them. He quit journalism in 1994 to join Burson-Marsteller Roger Pereira as Senior Vice President and Director - Media Practice.

ALAN KNIGHT

Dr Alan Knight is Chair of Journalism and Media Studies at Central Queensland University, Australia. During 1997, he worked as a Honorary Research Fellow at Hong Kong University's Centre for Asian Studies, and as a journalist at Radio Television Hongkong. Together with Dr Yoshiko Nakano, he authored *Reporting Hongkong: How the foreign press covered the handover*.

EUGENE KOZIK

Dr Eugene Kozik is a Professor at the School of Graduate Professional Studies, Penn State University in Malvern, Pasadena, USA. He has over 25 years of experience in the operation, design and implementation of computer based systems and extensive experience in transaction processing and data management. He's active in the development of computer based systems for both micro and host computers --- Conceptual formulation through testing and acceptance of system development projects. He has developed systems for a cross section of applications from terminal emulation to global command and control. He's familiar with current software engineering techniques using various methodologies including rapid prototyping and other structured development tools.

Dr Kozik is consultant to several international industrial and government organizations. H has designed and implemented computer based systems in Turkey, Pakistan, Malaysia, Indonesia and South Korea. In addition, he's given lectures and workshops at several foreign universities.

MR YOSHIKUNI ONO

Mr Yoshikuni Ono joined NHK as reporter and program director in 1960. Through the years he worked as Chief Producer, Executive Producer, Executive Director, Deputy General Manager, General Director, and Executive Managing Director.

In 1993, he was awarded "Honorary Citizen of Los Angeles, USA"
Mr Yoshikuni Ono is currently Executive managing Director of the Japan Media Communication Centre (JAMCO), an organization that utilizes Japanese television programs to help spread accurate information about Japan internationality.

TARA SINHA

Mrs Tara Sinha has over forty years of experience in advertising, public relations, external affairs, issues management and corporate communications in England, India and the USA. She is associated with communications for family planning, nutrition and other quality of life programmes. She has also authored articles and made presentations on related topics. Currently, she's writing a regular column on advertising, in the marketing section of a newspaper.

Mrs Sinha obtained her CAM Diploma from the Advertising Association/The Chartered Institute of Marketing, UK

Mrs Sinha is an adviser at the EMPI Business School in New Delhi, India.

LILIAN S. MERCADO CARREON

Lilian S. Mercado Carreon was ISIS International -- Manila's Communications Programme Manager before she moved to Oxfam Great Britain in June 1999. She has Bachelor of Arts degree in Broadcast Communication from the University of the Philippines. She worked as a radio program anchor from 1983 to 1986. In 1990, she worked as a print media journalist and then as managing editor of a Philippine magazine. In 1992, she joined the Philippine Center for Investigative Journalism (PCIJ). She has won an award in investigative journalism for a story on the challenges to the government of Fidel Ramos that she co-authored with the PCIJ staff. She was a research fellow of the Centre for Investigative and Development Studies of the University of the Philippines. At ISIS International -- Manila, an information and communication agency dedicated to women's concerns, Lilian Mercado Carreon headed the institution's successful campaign on media and violence against women in 1998 at the United Nations Commission on the Status of Women and coordinated the survey "State of Women and Media: Focus on Violence against Woman". She also directs and produces documentaries on development issues. She had served as a consultant for UNICEF and for Oxfam. She now works full time with Oxfam , Great Britain's Philippines office where she runs the campaign for the right to education.

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Curriculum Vitae

SUSHILA RAVINDRANATH

Graduated from the Madras University with a Master's degree in Social Sciences. Joined Business India the Country's first and the largest business magazine, in 1982. Two years later moved to the fledgling Madras bureau. As the magazine grew was successively Senior Correspondent and Assistant Editor and was eventually made Chief of Bureau for the South in 1991.

She holds editorial and administrative responsibilities for the four offices in the South which she set up. In addition she was in charge of the news and current affairs programmes for the South for the magazine's TV Channel in the initial years.

She has been reporting on business trends in the Southern region for the past 16 years. She has closely followed the developments in the economy of the region and especially in the interaction between industry and government and politics. During these years has done many corporate reports and cover stories covering companies and personalities never written about before. She has attended workshops and media conferences in the US and Europe.

Bio data of J.A. Chowdary

Mr. J. A. Jowdary has a Masters degree in engineering technology from the India Institute of Technology, Madras and a masters degree in Science from S.K. University, Anantapur.

Mr. Chowdary was the founder director of STPI Bangalore which is the premier Technology Park in the country and his contribution to set up the first Technology Park was well recognized in the IT circles. He was also responsible for bringing Hyderabad on to the international map of information technology. He was also the nodal officer for implementing electronic hardware Technology Park in the States of Andhra Pradesh and Tamil Nadu..

He is currently managing director of Metamor Enterprise Solutions(India) which is 100% subsidiary of Metamor Worldwide for Global Information Technology company with a sales turnover of US\$1.5 billion. He is currently pursuing building new technologies in the area of Enterprise Resource Management, Electronic Commerce and Re-usable object components for the vertical industry segments.

Mr. Chowdary has received several prestigious awards and published several papers in national and international journals. He is a senior member of the IEEE, USA, and chairman of the Computer Society of India, Hyderabad chapter..

DR MADANMOHAN RAO

Dr. Madanmohan Rao is Principal Consultant at Bangalore-based Web publishing and consulting firm PlanetAsia. He was formerly the Communications Director at the United Nations Inter Press Service bureau in New York. Madan graduated from the Indian Institute of Technology at Bombay and the University of Massachusetts at Amherst, with an M.S. in computer science and a Ph.D. in communications.

He has worked with online services in the U.S., Brazil, and India. Madan is also a journalist, and is currently an online correspondent for Connecticut-based MecklerMedia Corporation's InternetNews.com site, New York-based Editor&Publisher's MediaInfo site, and Malaysia-based Skali (the Altavista mirror site in Asia). His articles have also appeared in magazines like "New Asia Review," the Internet Society's "On The Internet," "Internet Business" and "Express Computer." He is a contributing editor at "Web Vision" magazine, the editor of "IndiaLine" (www.indialine.com - India's first daily Webzine about the Net), and a columnist at the Economic Times (India's largest business daily). He is also on the board of editors of the magazines "Electronic Markets" (www.electronicmarkets.org - published from Switzerland) and "On The Internet" (published by the Internet Society - www.isoc.org).

Madan is a frequent speaker on the international conference circuit, and has given talks and lectures on Internet-related issues in the U.S., Canada, Costa Rica, Ecuador, Colombia, Brazil, Italy, Vietnam, Japan, South Korea, Singapore, Hong Kong, Malaysia, India, Thailand, Indonesia, and Australia.

DR MUKESH J PATEL

Following completion of his doctorate thesis in 1989 at University of Edinburgh, Scotland, Mukesh Patel has been involved in academic research in the fields of Cognitive Science and Artificial Intelligence, including work on Human-Computer Interaction, Interface Design and Evaluation, Knowledge Representation, Computer Aided (based) Learning and Robotics. This research work was carried out at research Institutes in the UK, the USA, Germany, Italy, France and Greece. He has published over 25 peer reviewed journal articles and given seminars and invited lectures at leading research centres.

In January 1997 Dr Patel emigrated to India and joined Applitech Solution Ltd as a General Manager (Software Development & Projects) where he is in charge of overall management of the Software Development Centre, with particular emphasis on software quality optimisation, and new business development. He had played a key role in identifying business and technology growth areas and exploiting novel technologies to deliver improved services and applications to clients - in the past two years the company has expanded from around 30 to over 150 IT professionals. Current responsibility includes development of marketing strategy for expansion into the UK market.

Ever since his postgraduate days, he has maintained a keen interest in the socio-economic impact of computers and Information and Communication Technology (ICT), contributing to the debate and policy development as and when appropriate. This includes Internet related consultancy work for UNDP, and a number of NGO's in the UK and South Asia. Currently he is assisting the Government of Gujarat with the development of a comprehensive ICT policy. He is also regularly consulted on issues related to ICT and education by Nirma Education and Research Foundation (which funds the highly regarded Institute of Technology in Ahmedabad).

MR AKIYOSHI KOBAYASHI

Mr Kobayashi started his career as a producer at NHK. He studied at New York University on a Fulbright scholarship. Upon completion of his studies, he worked as a producer of educational and cultural programmes and was later involved with corporate staff, long term planning. In 1991, he was Director General, NHK Broadcast Culture Research Institute and now he's President, NHK international , Inc.

RESUME OF D.S. GOVINDRAJAN

D.S. Govindrajan is a graduate in Electronics and Communication Engineering and post-graduate in Business Management. He has also done some specialized courses subjects like Satellite Communications, EMI control Methodologies,...

He is a Fellow of Institution of Electronics and Telecommunications Engineers, founding member of Society of EMC Engineers(India). He has given presentations quite a few forum on communications related subjects. He has been active in promoting the growth of Internet in India through various professional bodies.

Govindrajan has worked in companies like Hewlett Packard India, Wandel Goltermann. He is currently working as Vice-President in Loral Orion India Pvt.Ltd offering Satellite based solutions for various applications.

HENRIK V.J. BROBERG

Dr Henrik Broberg has been an Area Manager at EUTELSAT since 1995 and is currently active on the Asian market to prepare for services over a new satellite, SESAT, which will cover EUROPE and the Indian subcontinent, starting this coming Autumn.

Dr Broberg has been actively involved with a number of satellite projects or the setting up of satellite networks in different parts of the world. Before joining EUTELSAT, he has been ten years with the European Space Agency, engaged with planning and product assurance for the European satellite projects, preceded by another ten years at the Swedish Military Electronics Laboratory. Dr Broberg has been a member of the Iridium Technical Advisory Committee, a Board Member of the European Space Tribology Centre and a visiting scientist at the Paris Observatory.

DR TOH SEE KIAT

Dr Toh See Kiat graduated with a Bachelor of Law Degree at the National University of Singapore in 1982. He finished his Masters of Law at Harvard University in 1986 and in 1991, his doctorate degree in Law at the University of London.

Dr Toh is a senior partner at the law firm of Tan Peng Chin & Partners and Associate Professor at the Nanyang Technology University (currently on leave).

He is the author of *Paperless International Trade: Law of Telematic Data Interchange* (Butterworths, 1992) and editor of *The EDI Law Review* (Graham & Trotman). Dr Toh is heavily involved in IT law reform and policy and standards setting in electronic commerce (EC) and advises various government agencies and associations on the legal issues of information technology and EC.

Dr Toh is also a Member of Parliament in Singapore, President of the Consumers Association of Singapore (CASE), a member of the ICC Working Party on EC and Chairman of CommerceNet Singapore Limited (part of a global consortium of EC companies).

Bio data of Reinhard Keune

Born in 1939, studied communication and political science at the Free University Berlin, then became the sub-editor for cultural affairs of a German Daily and joined Fredriech Ebert Foundation in 1968 to become head of the training department for journalists from developing countries.

In 1975-76, he was director and senior consultant of AMIC in Singapore and was appointed head of the FES media and communications department in Bonn in 1977. From 1992 to 96, he served as director of the FES-United Nations Liason Office in New York.

In 1998, he was elected chairman of the International Programme for the Development of Communication IPDC at UNESCO.

For FES, he presently is in charge of their communication and UN Liason Office in Geneva.