

ASIAN MEDIA INFORMATION AND COMMUNICATION CENTRE, INC. (AMIC)
2017 ANNUAL REPORT (January-August 2017)

Business Registration

The renewal of the business permit and insurance coverage of AMIC were completed in March 2017. The annual renewal is filed with the Office of the City Mayor of Manila.

Chairman d'Honneur Dr. Ang Peng Hwa has received official notice from the Accounting and Corporate Regulatory Authority (ACRA) of Singapore dated 09 March 2017 that the Asian Media Information and Communication Centre, Ltd. has been stricken off the registry of the agency (Note: AMIC Inc. has been registered with the Philippine Securities and Exchange Commission since 2015.)

AMIC has contracted the services of Singapore-based Rajah and Tann in providing legal advice on placing AMIC under members' voluntary liquidation.

Board of Management

Former AMIC Secretary General Jose Maria G. Carlos has assumed the post of Board of Management (BoM) Chairman with the resignation of Ms. Chi-Chi Fajardo Robles for personal reasons. Also joining the BoM are Dean Olive M. Villafuerte of the Philippine Women's University (PWU) and Dr. Ma. Margarita A. Acosta of Miriam College. Dr. Acosta is one of the AMIC country representatives to the Philippines.

The BoM meets at least monthly to discuss operational concerns. Starting August 2017, the BoM held weekly meetings in preparation for the 25th Annual Conference to be held in Manila, Philippines (see related report below).

BoM Chairman Carlos presides during meetings, which are also attended by Board of Directors (BoD) Chairman Dr. Crispin C. Maslog and Secretary General Ramon R. Tuazon.

AMIC Secretariat

To assist the Secretary General and Office Manager in the daily operations of the Centre and preparations for the AMIC 25th Annual Conference, three contractual employees were hired in July/August 2017: Ms. Lourdes R. Mariñas (for administrative support and marketing and promotions assistance), Mr. Fernando Academia (for data management system), and Mr. Eroid John Sultan (for general services). The Secretariat reports to the AMIC office at Philippine Women's University (PWU). Occasionally, they report to the satellite office at the Asian Institute of Journalism and Communication (AIJC).

Country Representatives

AMIC now has 26 country representatives from 25 countries. The Philippines and India have three country representatives each. There are seven additional representatives: Dr. Edson Tandoc (Singapore), Dr. Peixin Cao (People's Republic of China), Dr. Van Vu (Socialist Republic of Viet Nam), Dr. Kamolrat Intaratat (Kingdom of Thailand), Mr. Sovannara Chan (Lao PDR), Ms. Hommala Phensisanavong (Kingdom of Cambodia), Dr. Hassan Abu Bakar (Malaysia), and Mr. Ahmed Zaki (Maldives).

The BoM has approved in March 2017 the Revised Terms of Reference and Entitlements for AMIC Country Representatives prepared by the AMIC Secretariat. The revised TOR has been distributed to all country representatives (refer to Annex A). Each country representative will also be given a Certificate of Appointment signed by the Secretary General and affixed with the AMIC dry seal (see Annex B).

AMIC Membership

AMIC's membership campaign remains a priority with letters regularly sent to current and past members inviting them to renew their membership. BoD Chairman Crispin C. Maslog has also sent an email to BoD members requesting their support for the membership campaign.

The AMIC Secretariat has designed an Institutional Membership Certificate to be signed by the Secretary General and affixed with the AMIC dry seal (see Annex C). As of 30 August 2017, AMIC has 10 institutional members:

- Sukhothai Thammathirat Open University (STOU) University of Liberal Arts Bangladesh (ULAB)
- University of Santo Tomas (UST)
- Polytechnic University of the Philippines (PUP), Manila Far Eastern University (FEU), Manila
- Holy Angel University (HAU), Angeles, Pampanga Grupo Agatep
- Manipal University, UAE
- De La Salle University-Dasmariñas (DLSU-D)
- University of the Philippines Los Baños-College of Development Communication (UPLB- CDC)

Financial Management

AMIC has secured the assistance of Ms. Imelda E. Samson, AIJC Vice President for Finance and Administration, in reviewing the financial management system of AMIC. As a result, new systems and procedures have been introduced in (1) cash disbursements and withdrawal, and (2) petty cash replenishment and liquidation.

As of 30 August 2017, the bank balances of AMIC are as follows:

AMIC Peso S/A AN 00183374869	AMIC Phil Peso S/A AN 003083726643	AMIC USD S/A AN 000184030594
PhP 597,023.93	PhP 13,084.00	USD 32,666.09
USD 11,745.50 *	USD 257.40 *	USD 32,666.09 *
TOTAL >>>		USD 44,669.00

*USD equivalent on 11 September 2017

A separate financial report has been prepared for presentation to the Board of Directors, Board of Management, and the General Assembly.

AMIC lawyer Atty. Amelia Martinez has sent a demand letter to former AMIC Office Manager Ivy Alcantara to pay the amount of PHP 500,000.00 representing penalty and interest charges for the SGD 81,747.00 she misappropriated. Earlier, Ms. Alcantara paid AMIC PHP 2.64 million (the peso equivalent to the said amount). Ms. Alcantara is requesting AMIC for payment of her unpaid annual leave, CPF, and balikbayan box amounting to SGD 6,309.42 or PHP 220,310.83 (computed at SGD 1=PHP 34.92).

AMIC 25th Annual Conference

Miriam College (MC), a premier learning institution in the Philippines, is hosting the 25th AMIC Annual Conference. The lead unit host is the Department of Communication of MC, recognized in 2016 by the Philippine Commission on Higher Education (CHED) as one of the country's Centers of Development in Communication. The Memorandum of Agreement on MC's hosting of the conference was signed in February 2017.

Miriam College is a long-standing partner of AMIC. Large delegations of its faculty members and students represented the school as participants and paper presenters at previous AMIC conferences.

For 2017, AMIC's conference theme is *Rethinking Communication in a Resurgent Asia*. It is a response to the challenge of former chairman Arun Mahizhnan in AMIC Dubai 2015: "We have a long way to go in establishing an Asian perspective and Asian

theories of communication... We have, for far too long, submitted to and submerged ourselves in western perspective, western theories, and worst of all, western validation of our own nascent attempts to create anything Asian.”

UNESCO Assistant Director-General for Communication and Information Mr. Frank La Rue has accepted AMIC’s invitation to give the Keynote Address.

The plenary sessions for the 25th Annual Conference have been finalized. Most of the invited plenary speakers and moderators have accepted AMIC’s invitation. The sessions and their corresponding confirmed panelists include the following:

Plenary Session 1: **AMIC Distinguished Forum - Rethinking Communication in a Resurgent Asia**: Florangel Rosario Braid, Dhavalasri Shelton A. Gunaratne, Ronny Adhikarya, John A. Lent, and Arun Mahizhnan (moderator);

Plenary Session 2: **Asian Philosophies, Religions and Communication**: Dasho Kinley Dorji, Franz- Josef Eilers, SVD, Imtiyaz Yusuf, Su-Kyung Han, Lorna Israel, and Binod C. Agrawal (moderator); and

Plenary Session 3: **Freedom of Expression in a Post-Truth Era**: Cherian George, Peixin Cao, Lars Bestle, Yvonne T.Chua, and Ang Peng Hwa (moderator).

A total of 227 abstracts were accepted for parallel session presentation. The abstracts underwent blind peer review starting April 2017. Reviewers included members of the Board of Directors and Board of Management, country representatives, and selected lifetime members. As of end August 2017, some 100 individuals have confirmed their interest to attend the conference and present their papers in 12 parallel sessions.

An intensive marketing and promotion campaign was undertaken for the conference, which included the following:

Development and maintenance of the conference website, www.amicmanila2017.net Production of two video teasers uploaded to the AMIC website (www.amic.asia), the

conference website, the AMIC Facebook account, and the AMIC YouTube page

Regular updates and announcements on the AMIC website and social media accounts (Amic Asia on Facebook, @amic_asia on Twitter, and AMIC Asia on YouTube) Publication of articles on the conference in major newspapers

AMIC has contracted the services of Huper International for PHP 800,000 for event management services. The contract covers the following areas:

Event Organizing Services: Coordination, monitoring, and management of the venue, facilities, client partners, hotels, travel agencies, government agencies, budget, and the conference itself

Program Management: Execution and management of the three-day conference program

Publicity and Media Relations: Creation, design, hosting, and updating of the conference website, email blasting services; coordination with media agencies

Creative Design Package: Design and deployment of the logo and marketing collaterals as well as the souvenir program, digital book of abstracts, video materials, and souvenir items (or merchandise collaterals)

Sponsorship Hunting Services: Design of sponsorship packages, identification (and selection) of sponsors, solicitation from sponsors, management of deliverables from sponsors

The AMIC Secretariat worked closely with Huper International in the planning and management of different activities. The BoM closely monitored the delivery of services by Huper International.

The Huper International Progress Report is presented in Annex D.

AMIC Asia Communication Awards 2016 and 2017

Eight outstanding Asian communicators were nominated for the AMIC Asia Communication Awards 2016 and 2017: Wijayananda Jayaweera (Sri Lanka), Dr. Poothullil Mathew Martin (India), Sunder Rajdeep (India), Galiya Ibrayeva (Kazakhstan), Dhavalasri Shelton A. Gunaratne (Sri Lanka), Marianne D. Sison (Philippines), Ajantha Hapuaracchi (Sri Lanka), and Franz Josef-Eilers, SVD (Germany).

The Awards Screening Committee came up with a shortlist of four nominees but endorsed the selection of Wijayananda Jayaweera and Dhavalasri Shelton A. Gunaratne. The members of the Screening Committee included former awardee Dr. Florangel Rosario-Braid, AMIC BoM Chairman Carlos, BoM member Dean Villafuerte, and Philippine Association of Communication Educators (PACE) President Marco Polo.

A three-member final Board of Judges composed of members of the AMIC Board of Directors confirmed the selection of Wijayananda Jayaweera and Dhavalasri Shelton A. Gunaratne. The final selection board members included Chairman Emeritus Prof. Ang Peng Hwa, Dr. Syed Arabi Idid, and Dr. Joseph Man Chan.

The awarding ceremony will be on 27 September 2017, after the first plenary session of the 25th Annual Conference in Manila.

AMIC Annual Conferences 2018-2020

Three institutions have signified interest in hosting the AMIC 2018 Annual Conference: University of Liberal Arts of Bangladesh (ULAB), Chulalongkorn University in Bangkok, Thailand, and the School of Communication at Manipal University in India. For 2019, the Communication University of China in Beijing is considering sponsoring the event. The American University of Dubai has again expressed interest in sponsoring AMIC 2020; the year coincides with the Dubai 2020 Expo.

The AMIC Secretariat is proposing *Disturbing the Millennials* as a possible theme for 2018. Current and emerging socioeconomic and political realities are “disturbing” the millennials just as they have the capacity to disturb society. Their lifestyle and work style are ruled by engagement, creativity, innovation, and change. AMIC believes that mainstreaming young communicators in the organization is the only way forward.

AMIC Publications

AMIC and the Wee Kim Wee School of Communication and Information at Nanyang Technological University (WKWSCI-NTU) have renewed their contract with Taylor and Francis (T&F) for the publication of the Asian Journal of Communication (AJC). The new contract stipulates that AMIC and WKWSCI-NTU are sole and equal proprietors of AJC, with full power and authority to enter into the agreement and to execute and perform their obligations under the agreement.

As publisher, T&F shall pay to the AMIC and NTU the following: one-time, non-refundable license fee, annual Royalties payment, annual payment that represents a contribution towards editorial, administrative, and travel expenses incurred by the editor or by the editorial office. AMIC received on 23 June 2017 a signing bonus of USD 5,000.00. Payments to AMIC and NTU will be given at a 50:50 ratio.

For 2017, T&F has already released five issues of AJC Volume 27: Issue 1 (pages 1-114), Issue 2 (pages 115-232), Issue 3 (pages 233-338), Issue 4 (pages 339-450), and Issue 5 (pages 451-562).

T&F, with AMIC and NTU, will also publish *The State of Asian Communication Research and Directions for the 21st Century*. According to T&F, “the collection takes stock of accomplishments in communication research on Asia for the global audience, examining enduring issues and new directions for future research.” The special edition is edited by Dr. Ran Wei.

For Media Asia, Volume 43 Issue Nos. 3-4 was published with the theme *Communicating Social Injustice. Poverty Amidst Wealth: Reporting the Reality of Inequality*. Media Asia is edited by Dr. Cherian George.

An inventory of AMIC-published books sent from Singapore was completed. As of 30 August 2017, the value of the books is estimated at PHP 4.05 million. To generate income from these publications, book sales are being regularly conducted during relevant forums, such as the Pinoy Media Congress on 15-16 February 2017 and the Carmelite Fathers' Communication Day celebration on 31 March 2017. Similar book sales are scheduled in different school campuses.

AMIC published a slim volume, *Deconstruct to Understand: Why President Duterte Talks His Way*, edited by BOD Chairman Dr. Crispin C. Maslog. It contains papers presented and discussions made during the AMIC National Conference with the theme, *Deconstructing Towards Understanding: The Communication Content and Style of President Rodrigo Roa Duterte* held on 25 November 2017.

AMIC Satellite Libraries were set up at AIJC and PWU to facilitate access to AMIC publications by AMIC members, communication scholars, educators, researchers, and students from different communication schools.

Before the end of 2017, AMIC will finalize with T&F the online access of AMIC officers and members to online editions of AJC and Media Asia.

AMIC in Cyberspace

The content of the AMIC website is regularly updated. Regular updates are also posted in AMIC's social media accounts on Facebook (@AMICAIJCPWU) and Twitter (@amic_asia). A new AMIC brochure has been printed.

AMIC now has a YouTube Channel (AMIC Asia), which initially contains the proceedings of the First AMIC Philippines National Conference. It also features three teaser videos of the upcoming conference in September.

Partnership and Networking

Secretary General Ramon R. Tuazon attended the 2017 World Press Freedom Day celebration in Jakarta, Indonesia, on 01-04 May 2017. He presented the paper, *Philippine and Global Research on News Media Safety: Crossing Disciplines, Bridging Gaps* in the parallel session, *Researching Journalists' Safety: New Concepts, Measures and Agendas* organized by the Hong Kong Baptist University and UNESCO.

He also participated in one of the pre-event sessions, *Documenting Best Practices within Civil Society and Government-led Safety Mechanism Verification Workshop*, organized by the International Media Support (IMS) on 30 April-01 May 2017.

Secretary General Tuazon attended the conference, *Multilingualism in Cyberspace for Inclusive Sustainable Development* in Khanty-Mansiysk, Russian Federation, on 04-09 June 2017. He was one of the plenary speakers at the conference, where he presented the paper, *Issues and Challenges in Language Policymaking in Cyberspace*. The conference was organized by the Russian Committee for UNESCO Information

for All Programme (IFAP) and the Interregional Library Cooperation Centre in collaboration with UNESCO/IFAP.

AMIC sustained its involvement with the World Journalism Education Council (WJEC), a worldwide coalition of academic associations involved in journalism education at the university level. It is an outgrowth of four world congresses with the initial congress convened in Singapore (2007) by AMIC and NTU. AMIC is represented in the steering committee and has provided inputs to the preparation of the WJEC Charter, which was adopted on 04 August 2017.

AMIC is one of the members of a research consortium to carry out work in connection with the Media and Information Literacy Expansion (MIL^x) and Media-Information-Communication Next Standard (MIC) research proposal. MIL^x and MIC are integrated concepts being developed by UNESCO and Japanese researcher Hamada Masatoshi.

Movements and Transitions

AMIC BoD member Dr. Zhengrong Hu was appointed President of the Communication University of China (CUC). He has worked as vice president of CUC; as assistant teacher, lecturer, associate professor, professor, vice dean of the Journalism Department, and chief of the Office of Academic Affairs at the Beijing Broadcasting Institute; and as executive vice president of the CUC Graduate School.

Another BoD member, Dr. Pirongrong Ramasoota, was also recently appointed Vice President for Social Outreach and Global Engagement at Chulalongkorn University in Thailand.

Former AMIC Secretary General Sundeep Muppidi, PhD, was named one of 46 American Council on Education (ACE) fellows for the 2017-18 academic year. Dr. Muppidi is professor of communication and associate dean for academic planning and curriculum at the University of Hartford's College of Arts and Sciences. He was AMIC secretary general from January 2010 to December 2012.

AMIC country representative for United Arab Emirates, Dr. Bradley Freeman, was recently appointed full professor of communication and information studies at Mohammed bin Rashid School for Communication (MBRSC), American University in Dubai.

We are proud of the completion of former Board Member and former acting SG Martin Hadlow of his doctorate degree in communication from the University of Queensland in December 2016.

AMIC also mourns the demise of Professor Alan Knight. He served as a member of the AMIC Board of Directors and as country representative for Australia.