

Asian Media Information and Communication Centre, Inc. (AMIC)

2018 Annual Report (January-December 2018)

Organization and Management

The renewal of the business permit and insurance coverage of AMIC were completed in February 2018. The annual renewals were filed with the Office of the City Mayor of Manila.

Registrations as employer to appropriate government offices—the Bureau of Internal Revenue (BIR), Social Security System (SSS), PhilHealth, Pag-IBIG Fund—were completed in October.

The 2018 General Information Sheet has been submitted to the Securities and Exchange Commission (SEC).

Systems and procedures in workforce management have been developed, as follows: (1) service contracts, (2) payslips, (3) annual government compliance checklist, and (4) integrated accounting and payroll tables, among others.

Philippine Women's University President Francisco B. Benitez assigned Ms. Ana Del Rosario to assist AMIC in preparing financial statements and BIR compliance documents.

Cataloging of AMIC books and collections has been accomplished with the help of the chief librarian of the Asian Institute of Journalism and Communication (AIJC). A basic library system has been set up at the AMIC office to accommodate guests who intend to do research there.

The Board of Management (BoM) continues to conduct bi-monthly meetings convened by BoM chairperson Jose Maria G. Carlos. BoM members include Ms. Olive M. Villafuerte, Dr. Margarita A. Acosta, Mr. Marco Polo, and Dr. Emmanuel Lallana (resigned as of 23 July 2018).

AMIC now has 24 Country Representatives from 19 countries (India and the Philippines have three Country Representatives each).

AMIC Secretariat

To assist Secretary General Ramon R. Tuazon in the daily operations of the Centre and preparations for its events, AMIC BoM designated Mr. Fernando M. Academia Jr. to be the new Office Administrator and Project Manager. He replaced Mr. Anthony Roman who resigned in July 2018 to take a full-time teaching job at the University of Santo Tomas (UST).

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).

AMIC Membership

AMIC's membership campaign remains a priority with over 1500 letters sent/redelivered to current and past members inviting them to renew their membership for 2019. This campaign extends to Facebook Ads and Google Ads on top of regular membership updates through the AMIC website and social media accounts (e.g., Facebook, Twitter, LinkedIn, Instagram).

Since January, two higher education institutions in the Philippines have joined AMIC as institutional members: Cavite State University and the University of Rizal System. Six HEIs also renewed their membership: Holy Angel University (HAU) - Department of Communication, Grupo Agatep Inc., Philippine Women's University (PWU) - College of Arts and Sciences, Mudra Institute of Communications, Ahmedabad (MICA), University of Macau, University of Pennsylvania, Manipal Academy for Higher Education (MAHE) School of Communication, Sukhothai Thammathirat Open University (STOU), and Imus Institute of Science and Technology.

In June, Dr. David Robie of the Pacific Media Centre became a lifetime member, and 13 colleagues in AMIC India, 2 from Indonesia, and 3 from the Philippines have renewed their membership.

Online access to AMIC Journal publications *Asian Journal of Communication* and *Media Asia* has been restored, and login credentials were sent to institutional and individual members (Silver, Gold, and Platinum). Members Profile Online is constantly being upgraded as well.

26th AMIC Annual Conference (2018)

The 26th AMIC Annual Conference was held at Manipal Academy of Higher Education-School of Communication (MAHE-SOC) on 07-09 June 2018. The conference theme was *Disrupting Asian Millennials: Some Creative Responses*.

The annual event provided an opportunity to honor outstanding Indian scholars. Given tribute were T.M.A Pai, the founder of the Manipal University Town and Dr. Leila Rao, a highly respected communication mentor in India.

Dr. H. S. Ballal, Pro Chancellor, Manipal Academy of Higher Education and Dr. Padma Rani, Director, MAHE-School of Communication welcomed the AMIC conference participants and guests.

Outstanding communication educator and Central University of Hyderabad Pro Vice Chancellor B.P. Sanjay delivered the keynote address.

The conference was attended by 156 delegates. The breakdown of attendees are as follows: (a) Local Delegates, 40; (b) Foreign Delegates, 15; (c) MAHE Special Invitees, 26; (d) Organizers/Volunteers, 45; (e) Student Volunteers, 24; and (f) AMIC Staff, 6.

A total of 207 abstracts were submitted by scholars, educators, researchers, and practitioners from nine countries including India, Indonesia, Bhutan, Philippines, Thailand and Australia. Only 154 abstracts were approved.

The conference featured the following plenary sessions: (1) Millennials' Concept of Democracy: Freedom of Expression for All vs. Freedom of Expression for Themselves; (2) AMIC Distinguished Forum - Mobile Internet Disruption; (3) Exploration of the Methodological Innovations Required for Conducting Millennial Communication Research in Asia; (4) UNESCO Report on World Trends in Freedom of Expression and Media Development; and (5) Community Media and Skill Development.

Among the distinguished plenary speakers were the following: Binod C. Agrawal, David Robie, Niti Chopra, Danilo A. Arao, Charu Lata Singh, Chandrabhanu Pattanayak, Saheba Mufti, Swaraj Paul Barooah, and Anirban Sharma.

Meanwhile, among the 20 parallel session topics were the following: Branding Millennials: Defining Identity; Millennials' Communication Styles, Behaviors and Patterns; A Passion for Technology: Living in a Social Media World; The Emergence of User Generated Content; How Millennials Dialogue with their Elders; News and Current Affairs as Consumption (or Creation) Practices; Marketing Communication Strategies for Millennials; Communication Competencies and Career Options for Millennials; Evolving Gender Representation in the New Mediascape; : Framing and Reception of Online News; Intercultural Communication Among Young People; Children and Gender Issues in the New Mediascape; Research and Data Management - Today's Cutting Edge Competencies; and New Media as Tools for Social and Political Activism.

AMIC Asia Communication Awards 2018

Starting 2018, Awards categories have been retitled and new screening metrics was developed. The new Awards titles are the following: (1) Transformative Leadership (Institutional Development), (2) Truth in Journalism (Journalism Excellence), (3) Teaching Hero (Communication/Journalism Educator), and (4) Disruptive Inquiry (Communication Research).

Eight outstanding Asian communicators were nominated for the AMIC Asia Communication Awards 2018:

1. Dr. Ronny Adhikarya (Indonesia)
2. Dr. Saule Barlybayeva (Kazakhstan)
3. Dr. Leela Rao (India)
4. Dr. Kristine M. Doria (Philippines)
5. Mr. Amit Baijnath Garg (India)
6. Soe Myint (Myanmar)
7. Dr. Franz-Joseph August Eilers (Germany/Philippines)
8. Mr. Carlos Aquino Agatep (Philippines)

The Awards Screening Committee came up with a shortlist of three nominees who were endorsed to the Board of Directors for final selection. The members of the Screening Committee included: Jose Maria G. Carlos, Chairman, AMIC Board of Management and Screening Committee Chairman; (2) Ms. Mercedes “Chi” F. Robles, former AMIC OIC Secretary General; Dr. Rowena C. Reyes, President, Philippine Association of Communication Educators (PACE); and Dean Olivia M. Villafuerte of the College of Arts and Sciences, Philippine Women’s University.

The Board of Directors selected Dr. Franz-Joseph August Eilers (Germany), and Mr. Carlos Aquino Agatep (Philippines) as eventual winners of the AMIC Asia Communication Awards 2018.

The awarding ceremony was held on 8 June 2018, at the Gala Dinner of the 26th Annual Conference in Karnataka, India.

In terms of financial resources, MAHE reported generating 16,85,810.00 Lakh Rupees. Of this amount, 15,00,000.00 was earned from sponsorship and 1,85,810 from local registration. MAHE reported spending the same amount for the event. A financial report was submitted for this purpose.

AMIC Publications

From January to December, *Asian Journal of Communication* (AJC) Volume 28 Issue Nos. 1 to 6 were released. *Media Asia* 45.1-2 (combined issue) was printed.

In August, AMIC hired Dr. Ma. Theresa M. Rivera to be Associate Editor for Media Asia to support Dr. Cherian George.

In October, Dr. Ang Peng Hwa assumed the role of Dr. Hao Xiaoming as Editor of AJC. Dr. Peng Hwa expressed the intention to boost the Impact Factor of the AJC.

26th AMIC Annual Conference Book of Abstracts and *26th AMIC Annual Conference Book of Full Papers 2018* were published online.

AMIC in Cyberspace

The content of the AMIC website is regularly updated. Regular updates are also posted on AMIC’s social media accounts on Facebook (@AMICGlobal), Twitter (@amic_asia), Instagram (@amic1971), and YouTube channel (AMIC Asia). The proceedings of the 25th AMIC Annual Conference have been posted.

Previously, AMIC had duplicate social media accounts on Facebook and Instagram. These have been merged after going through verification with Facebook and Instagram technical support. Office Address of AMIC has also been verified by Google through the Google My Business platform.

Partnerships and Networking

Secretary General Ramon R. Tuazon was plenary speaker at the *World Press Freedom Day Global Conference* in Accra, Ghana, on May 2-3, 2018. His engagement was upon the invitation of UNESCO HQ. During the session, the *2017/2018 World Press Freedom Report* was launched.

BOD Chairman Dr. Crispin C. Maslog had a 10-day working visit to Beijing on September 14 to 29, at the invitation of the Communication University of China (CUC) Deputy Dean for Journalism Program Dr. Peixin Cao. Dr. Maslog gave a series of lectures and had preliminary discussions with CUC officials on the possible holding of the 2020 28th AMIC Conference in Beijing, China.

On June 20-24, 2018, Secretary General Tuazon joined three panel sessions organized by UNESCO in the 2018 International Association of Media and Communication Research (IAMCR) Conference held at the University of Oregon on June 20-24, 2018.

On December 18-20, 2018, he delivered lectures on freedom of expression and media development to students of the Communication University of China (CUC). He discussed with CUC officials the possible hosting of AMIC 28th Annual Conference in Beijing with the theme related to the Belt and Road Initiative of China.

Financial Management

1. As of 31 December 2018, the bank balances of AMIC are as follows:

	2018	
	PHILIPPINE PESO	US DOLLARS
Cash in bank – Dollar Savings	₱ 1,576,575.00	\$ 29,902.42
Cash in bank – Peso Savings	₱ 151,087.00	\$ 2,865.62
Cash in bank – Peso Regular Checking	₱ 15,500.00	\$ 293.98
Total	₱ 1,743,162.00	\$ 33,062.02

* USD 1 = 52.7240 PhP (<http://www.bsp.gov.ph/statistics/sdds/exchrates.htm>)

2. For the fiscal year 2018, disbursements totaled **PHP 1,247,055 (USD 23,652.51)** representing expenses as follows:

	2018	
	PHILIPPINE PESO	US DOLLARS
Honorarium	₱ 577,944.00	\$ 10,961.69
Representation Expense	₱ 272,005.00	\$ 5,159.04
Salaries and Wages	₱ 255,969.00	\$ 4,854.89
Travel & Transportation expense	₱ 70,421.00	\$ 1,335.65
Office Supplies Expense	₱ 42,774.00	\$ 811.28
Communication	₱ 25,242.00	\$ 478.76
Fuel Expense	₱ 2,700.00	\$ 51.21
Total	₱ 1,247,055.00	\$ 23,652.51

* USD 1 = 52.7240 PhP (<http://www.bsp.gov.ph/statistics/sdds/exchrates.htm>)