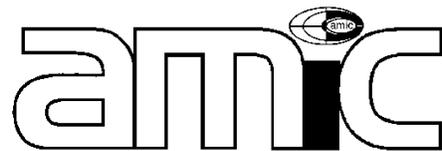


ACCOMPLISHMENT REPORT

September 2014 to May 2015

Submitted by



**ASIAN MEDIA INFORMATION
AND COMMUNICATION CENTRE**

June 2015

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1 Institutional Development

In the last two quarters of 2014, AMIC relentlessly pursued the identification of a new country location and host institution for the Centre. A Call for Submission of Hosting Arrangement was issued in July 2014 by then Acting Secretary General Martin Hadlow. Potential hosts were asked to submit their proposals covering the following concerns: location; programs and projects; and organization, governance and management.

Four institutions submitted their offer to the Board. After online deliberation, the Board decided that the offer of the Philippine Women's University-Asian Institute of Journalism and Communication (PWU-AIJC) consortium was the best option for AMIC. The consortium's proposal covered governance and management; physical infrastructure and facilities; and revenue streams to ensure viability of AMIC in the Philippines.

The 96-year-old PWU is one of the leading higher education institutions in the Philippines. It is the first university for women in Asia, and is recognized in the country for its leadership in arts and cultural programs. AIJC, on the other hand, was established as a journalism graduate school in 1980 by eminent media scholars and practitioners. The Institute has expanded its services to include graduate programs in both journalism and communication management, competency-based training programs for professionals, as well as research and multimedia editorial services that address development and business concerns.

Upon formal approval by the AMIC Annual General Membership of the relocation of AMIC headquarters to the Philippines, legal registration of AMIC as a non-stock, non-profit corporation with the Philippine Securities and Exchange Commission (SEC) would immediately follow. Finalization of legal papers is ongoing.

Upon ratification of the relocation, the formal signing of the Memorandum of Agreement (MOA) between AMIC and the PWU-AIJC consortium would also follow. This MOA reiterates the commitment of the consortium to AMIC.

A. A New AMIC Office at PWU

PWU has three campuses—one in Quezon City, one in Davao City, and one in Manila. The new AMIC office has been set up at the main campus in Taft Avenue, Manila.

The AMIC office occupies 120 square meters. It consists of executive offices, a meeting room, and a staff room. It features basic equipment and facilities including desktop computers, office desks and chairs, and cabinets, among others.

AMIC has access to meeting rooms, audiovisual rooms, and other learning spaces at both PWU and AIJC. The libraries of the consortium partners are available for AMIC officers/staff and visitors. Both libraries can set up a section for AMIC to facilitate easy access to the Centre's publications.

B. A New AMIC Board of Management

To further delineate the duties and responsibilities of the AMIC Board of Directors (BoD) and the AMIC Board of Management (BoM), Acting Secretary General Ramon R. Tuazon drafted terms of reference for the latter. It has been approved, with amendments, by the BoD.

The new ToR provides that the AMIC BoM shall serve as oversight body in the operational management of the organization. Among its specific functions are the review of monthly financials; monitoring of progress of AMIC projects; review and approval of appointments and remuneration of secretariat; and sharing of inputs in the development of programs and projects.

BoM members shall be appointed by the Chair of the AMIC BoD. They have tenure of two years and can be reappointed for only one additional term. The members meet at least once every two months. The BoM Chair reports to the BoD Chair and, under normal circumstances, will also serve as BoD member.

Dr. Crispin C. Maslog has been appointed as the new Chair of the BoM, with the following as members: Dr. Emmanuel Lallana, Mr. Marco Polo, Ms. Maria Mercedes F. "Chi-Chi" Robles, and Ms. Gillian G. Virata.

Dr. Maslog is one of the founders of AMIC in 1971. Ms. Chi Chi Robles served as acting secretary general of AMIC in 2012. Dr. Emmanuel Lallana is Chief Executive of IdeaCorp, an NGO engaged in ICT for Development. Ms. Gillian G. Virata is the Executive Director of PWU Basic Education, while Prof. Marco Polo is the current president of the Philippine Association of Communication Educators (PACE) Foundation.

C. Creation of Special Committee to Review AMIC Articles of Association

Among the priorities of AMIC are the review and amendment of its Articles of Association in order to make them more responsive to the changing communication media landscape, the developments in the communication profession, and other shifts in the broader geopolitical setting.

Upon the initiative of the AMIC BoD chairman, the BoM has created a review committee which will submit proposed amendments to the BoD and, eventually, to the AMIC AGM for ratification.

Appointed to the committee are Ms. Robles, Dr. Lallana, Prof. Polo, and Prof. Gerardo Josue.

D. AMIC Secretariat

At this transition stage, the AMIC secretariat is composed of Secretary General Ramon R. Tuazon in Manila and office manager Ms. Ivy Alcantara in Singapore. Coordination is done through email, Skype, and occasional trips to Manila by Ms. Alcantara.

Chairman Arun Mahizhnan, BoM immediate past Chairman Dr. Ang Peng Hwa, and immediate past Secretary General Martin Hadlow have provided invaluable assistance to the secretariat, especially to Mr. Tuazon.

Mr. Tuazon was appointed acting secretary general in September 2014. He was elected to the AMIC Board of Directors in 2013. He has been providing pro bono work to AMIC since his appointment.

Mr. Tuazon is also the president of AIJC. As a communication educator, Mr. Tuazon is chairman of the Philippine Commission on Higher Education (CHED) Technical Committee for Communication (TCC). He teaches at the AIJC Graduate School and the Miriam College Department of Communication.

He has served UNESCO in various capacities—as media development specialist for UNESCO Myanmar, representative of the UNESCO Regional Director to the UN Country Team in the Philippines, project coordinator for the UNESCO Model Journalism Curricula Project, and co-author of the Media and Information Literacy Curriculum for Teachers (UNESCO, 2007). He has participated as team leader/project manager in several international and national research and consultancy projects in diverse areas of communication and development.

Ms. Alcantara has been with AMIC since 1998. She has served as executive assistant for the Seminars and Institutional Development Programme, executive secretary to the secretary general, and finally, office manager and executive secretary to the secretary general.

E. AMIC Membership

As of 31 May 2015, AMIC had a membership of 216. Of this number, 67 are lifetime members, 132 are individual members, and 17 are institutional members.

AMIC Dubai 2015 will be a venue for membership renewal and recruitment of new members.

2 Programs and Projects

A. 24th International Conference: AMIC Dubai 2015

Planning of the 24th AMIC International Conference (AMIC Dubai 2015) was a partnership effort of AMIC and the Mohammed Bin Rashid School for Communication (MBRSC) of the American University in Dubai (AUD). This will be the first time for 44-year-old AMIC to hold its annual conference in the Gulf region.

The theme of AMIC Dubai 2015 is *Communicating in an e-Asia: Values, Technologies, and Challenges*.

About 200 abstracts were submitted for review by AMIC members and non-members. In addition, 80 individuals whose papers were earlier accepted for presentation in the cancelled AMIC Bangkok conference expressed interest in presenting the same papers in Dubai.

Selected members of the BoD and country representatives conducted the blind peer review of the submitted abstracts.

AMIC Dubai 2015 offers three plenary sessions on such themes as Communication and Media Education, Gender and Diversity, and e-Communication in the Arab World. The 33 parallel sessions focus on current and emerging communication issues such as women and media representation, media and the youth, media freedom, democracy and mass media, governance in the information age, health and media, e-learning and media technologies, media literacy, media ethics, community radio, and identity and ethnicity.

To publicize the conference, especially to members, four issues of the AMIC conference newsletter were published under the aegis of BoD member and immediate past Secretary General Martin Hadlow. The AUD website has a dedicated webpage for the event: http://www.aud.edu/mohammed_bin_rashid_for_communication/en/page/3615/amic-2015?sub=13791&show_title=1&new_frame=1.

Starting May 2015, AMIC's Facebook page has also featured daily uploads titled, "Why You Should Attend AMIC Dubai 2015."

Key officials of AUD-MBRSC led by Dean Ali M. Jaber, Associate Dean Carol Moufarrej, and local conference chair Associate Professor Bradley Freeman provided services to ensure the success of the conference.

Mr. Hadlow has provided invaluable support throughout the planning of the conference, including coordination with Prof. Freeman in the finalization of the conference program and identification and invitation of guest and plenary speakers. AMIC also recognizes the contributions of Ms. Rachel Khan, former AMIC Director for Research and Publications, who organized the parallel sessions.

Ms. Alcantara managed the online registration and provided technical/administrative support services.

B. Planning Future AMIC Conferences

To rationalize the selection of host institutions for future annual international conferences, the *Guidelines for Submission of Proposal to Host AMIC International Conference* was developed. Institutions interested to bid are asked to submit proposals containing the following: profile of the proposed host institution; conference budget and source of funds; description of venue and physical facilities to be made available to the conference; proposed inclusive conference dates; and other “value added” features for AMIC to consider.

The guidelines were forwarded to three institutions which initially signified interest in hosting the 25th international conference in 2016. These institutions are Makhnallal Chaturvedi National University of Journalism and Communication; Department of Communication and Journalism, University of Mumbai; and the University of Liberal Arts Bangladesh (ULAB).

C. AMIC Asia Communication Awards

The secretariat, with the new BoM, introduced improvements in the systems and procedures for the AMIC Awards. An official nomination form was produced to standardize data to be submitted to AMIC. The completed nomination forms also become part of the AMIC archives.

A two-step selection process was adopted. For 2015, the initial screening was conducted by a three-member screening committee who came up with four shortlisted nominees. The screening committee was composed of BoM members.

Final selection was undertaken by a three-person selection committee composed of BoD members.

The screening and selection process used well-defined indicators for four awards criteria using a rubric. The criteria are professional qualifications (40%), contribution to the field and discipline (40%), impact of work (20%), and citations and significance of scholarship (20%).

We take this opportunity to recognize last year's awardee following the cancellation of the 2014 AMIC conference. The 2014 AMIC Asia Communication Award is conferred on Juan L. Mercado (Philippines) for his outstanding contributions to and leadership in Asian journalism and media development. Mercado, the founding director and trustee of the Magsaysay Award-winning Press Foundation of Asia and founding director of the Philippine Press Institute, led the conceptualization and founding of *DepthNews* with his pioneering development journalism features in the 1960s. Dr. Crispin Maslog will receive the award on his behalf.

From a total of 10 nominees, Dr. Alan Hancock and Prof. David Robie have been chosen as recipients of the 2015 Asia Communication Award.

Dr. Alan Hancock is one of the unsung pioneers of media and communication development in Asia. His many contributions towards institution building, training and research have been relatively unrecognized. Among his significant contributions is the setting up of the Asia-Pacific Institute for Broadcasting Development (AIBD). During his extensive UNESCO career in Asia, Dr. Hancock was responsible for the planning and development of several major educational media projects.

With a journalistic background of over 40 years, with special attention on human rights and environmental issues in the Asia-Pacific region, Prof. David Robie is also recognized. He has excelled in the areas of journalism education, research, and institution building.

The 2015 Asia Communication Awards will also give special recognition to institutions which have contributed to the establishment, hosting, and development of AMIC. AMIC Special Awards are given to the Government of Singapore, Friedrich-Ebert-Stiftung, and Nanyang Technological University.

The Government of Singapore provided a research, administration, and library facility for AMIC at 39 Newton Road, Singapore, and over subsequent years, ensured that logistical and financial support were sustained to enable AMIC to develop its activities and programs.

The Friedrich-Ebert-Stiftung was a key foundation partner in the establishment of AMIC in Singapore in 1971. From the outset, the FES actively contributed to

funding the Centre's activities including conferences, research, publishing, education, and project implementation.

For nearly 20 years, AMIC's headquarters was based within the Wee Kim Wee School of Communication and Information (WKWSCI) at the Nanyang Technological University in Singapore. The university not only made available physical facilities for the Centre's operations, but also provided generous financial assistance to enable AMIC to recruit and retain staff members from Singapore and the international community.

D. AMIC Publications

▪ AMIC Regular Publications

AMIC and the Wee Kim Wee School of Communication and Information, Nanyang Technological University (WKWSCI-NTU) continue to produce *Asian Journal of Communication (AJC)* and *Media Asia*. Both are published by Taylor and Francis Group, a leading international academic publisher.

AJC is acknowledged as the premier peer-reviewed academic journal on communication in the Asia-Pacific region. It is abstracted and indexed in [Communication and Mass Media Complete](#), [CSA Worldwide Political Science Abstracts](#), [Scopus](#), [Social Sciences Citation Index](#), and [Sociological Abstracts](#). It is published bi-monthly. For 2014, issue nos. 1 to 6 of volume 24 were published. For 2015, two issues of volume 25 have been published. Subscriptions are made directly with Taylor and Francis Group.

AJC is edited by Dr. Hao Xiaoming, a professor at the Division of Journalism and Publishing of the Wee Kim Wee School of Communication and Information.

In 2015, AMIC renewed for five years its AJC publishing agreement with Taylor and Francis Group. Under this agreement, AMIC grants Taylor and Francis Group the exclusive publishing and distribution rights for AJC. The editorial board, editorial team, and policies of AJC remain to be the sole responsibility of AMIC.

Taylor and Francis Group shall provide AMIC an advance payment of S\$7,000.00 on account and in anticipation of royalties, payable every January of each contract year. It shall also pay AMIC a royalty of 12.5% of sales for each year.

Media Asia is a quarterly peer-reviewed journal. For 2014, four issues (volume 41, issue nos. 1 -4) were published. For 2015, volume 42 issue 1 is now available.

Dr. Cherian George and Dr. Sundeep Muppidi are the editors, while Ms. Rachel Khan is associate editor.

As of May 2015, *Media Asia* had 53 paid regular subscribers.

▪ **AMIC Co-Publications**

AMIC has agreed to co-publish *Political Journalism in the Asia-Pacific* with the Pacific Media Centre. The book is due for publication in June 2015, marking the 20th anniversary of the *Pacific Journalism Review*. It is edited by David Robie, Barry King, Philip Cass, and Wendy Bacon.

The book will be part of the AMIC Asian Communication Series. The latest book published by AMIC in the series with a Pacific theme was *South Pacific Islands Communication: Regional Perspectives, Local Issues* (Papoutsaki and Harris, 2008).

The Guidelines for Partnership in Book Publishing was prepared in anticipation of more offers for co-publishing with AMIC by partners. The guidelines ensure that quality standards are maintained and that AMIC has shared responsibility in editorial content.

E. Special Project

Through a modest grant from UNESCO Bangkok, AMIC will be undertaking some activities for the Media and Information Literacy (MIL) Week Celebration on 20 to 28 June 2015.

In preparation for the integration of MIL as a core subject in the new basic education curriculum (K to 12 program) in the Philippines, a Trainers' Training on the Teaching of MIL is scheduled on 25 June 2015. The course is in partnership with AIJC and the Department of Education.

The UNESCO-AMIC agreement will also include mobilization of AMIC institutional and individual members as partners in the Global Alliance for Partnerships on Media and Information Literacy (GAPMIL). The alliance is a groundbreaking effort to promote international cooperation to ensure that all citizens have access to media and information competencies.

3 Others

A. AMIC Website Design and Hosting

With the relocation of AMIC to Manila, a new web host will also be selected. Mozcom and BlackFiber have been shortlisted as web hosts.

The new web host is expected to assume hosting of the website in July 2015 after the expiration of the current contract with Axon Consulting in Singapore. The AMIC website will also have a new look and fresh features. Web design students of the PWU have been tapped to propose design options.

B. Expansion of AMIC Facebook Account

The AMIC Facebook page has expanded with new friends and institutional links.

New social media links have been established with communication-related organizations which regularly upload useful information including new publications, new (model) programs and projects, and best practices.

Among these organizations are UNESCO, Columbia University School of Journalism, Poynter Institute, Communication Initiative Network, Southeast Asian Press Alliance, Tow Center for Digital Journalism, Emergency Journalism, Asia-Pacific Institute for Broadcasting and Development, Community Radio Association, Indian Institute of Mass Communication, AMARC-Asia Pacific, and Media Institute of Southern Africa.

A month prior to AMIC Dubai 2015, the secretariat uploaded posts titled, “Why You Should Attend AMIC Dubai 2015.” Members were encouraged to “Like” and “Share” the daily uploads.

C. Initial Discussions for Partnership

The secretary general has initiated dialogue with several international organizations—including International Media Support (IMS), Open Society Foundation (OSF), Thomson Reuters Foundation, and Asia-Pacific Centre of

Education for International Understanding (APCEIU), South Korea —about possible partnerships in programs of common interest.

D. Participation in International Meetings

The secretary general attended the International Press Institute 2015 World Congress held on 27 to 29 March 2015 in Yangon, Myanmar. His participation was supported by UNESCO. He also attended the 4th Biennial Meeting of UNESCO Category II Centres in Education held on 25-27 May 2015 in Manila. These events provided an opportunity to strengthen or establish partnerships and even joint programs in the future.

4 AMIC Strategic Plan: 2015 and Beyond

The relocation of the AMIC headquarters to Manila, Philippines, provides a unique opportunity to chart a new future for the organization amidst challenges expected of an organization in transition. It also provides an occasion to revisit AMIC's original mandate, organizational structure, and programs and projects.

The secretary general initiated the drafting of the *AMIC Strategic Plan for 2015 and Beyond*. The Plan has been enhanced by the BoM and will be presented to the BoD and the Annual General Meeting in Dubai.

The plan serves as a road map for charting a more resilient and sustainable course for the organization as it begins operations in Manila. It envisions an innovative and entrepreneurial organization driven by committed officials and members. It seeks to engage in programs and services which are of benefit to members in particular and to the growth and development of the communication profession in general.

The proposed strategic plan has specific sections on institutional development, programs and projects, networking and linkages, economic viability, and marketing and promotions.