



Overview

The Asian Media Information and Communication Centre, Inc. (AMIC) is an international non-government organization (NGO) mandated to spearhead communication media development in the Asia Pacific region.

Established in 1971 as a non-profit NGO and a registered charity in Singapore, AMIC promotes an ethical and socially responsible communication media sector committed to the tenets of freedom and democracy in a socio-culturally diverse region.

AMIC transferred its operation to Manila, Philippines in 2015. It was registered anew as a non-stock, non-profit organization at the Philippines' Securities & Exchange Commission (SEC).



AMIC's Mission

Primarily an organization of communication media educators and professionals, AMIC's mission is to nurture and promote communication media research, capacity building, knowledge management and dialogue among academic, industry, government, and civil society.

AMIC seeks the development and enrichment of communication theories, models, strategies, and practices reflecting distinct Asia-Pacific perspectives, and building on the contributions of Western models and theories.



AMIC's Vision

AMIC envisions itself to be the premier Asia-centered policy provider, resource platform, and training institution, for communication media education, research, and professional development. It seeks to provide a platform for and facilitate the development, sharing and exchange of learning resources on communication media within and outside the Asia Pacific region.

AMIC's key strength is that it has interfaced with civil society and business in facilitating its high-profile events designed to bring together academic scholars, government institutions, development partners, NGOs, and individual stakeholders to share perspectives and best practices.



Asian Media Information
& Communication Centre

AMIC :

Shaping a Resurgent
Communication
Sector in the Asia
Pacific Region



Programs and Projects Annual International Conference

AMIC's annual conference is its flagship program. The conference is the premier learning event on Asian communication media. It attracts eminent international speakers and participants from the communication media industry and academia, and gathers close to 300 academics, media industry professionals, government information officers, policymakers, regulators, independent consultants and students from the Asia Pacific region and all over the world.

Each year, AMIC chooses as conference theme, current or emerging communication media issue that needs in-depth examination. For the past decade, conference themes highlight the impact of ICT, communication competencies, Asian values and practices, democracy and governance, freedom of expression and access to information.

AMIC's annual conference features plenary and parallel sessions. Networking activities, cultural programs, media visits, and even sightseeing events are also arranged in conjunction. The conference provides a platform for presenting new ideas, products, and services. Members and guests are encouraged to launch their latest publications during the event. Technology companies are invited to present their latest gadgets and apps, and schools, to introduce their new academic programs.

The annual event is hosted in rotation by countries across the Asia Pacific region. Recent annual conferences have been held in Dubai (2015), Indonesia (2013), Malaysia (2012), India (2011), and Singapore (2010).

Publications

AMIC publications are among the most sought-after learning resources by educators, scholars, and practitioners not only in the region but also worldwide. They are distributed by well-known publishing houses including Routledge.

Academic and Professional Journals

AMIC is the co-proprietor of the two leading academic and

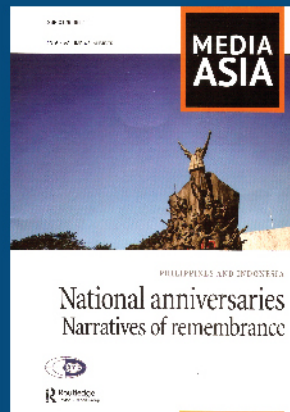
professional journals in the region--Asian Journal of Communication (AJC) and Media Asia. Both are now published by Taylor and Francis, one of the world's leading academic publishers.

The Asian Journal of Communication (AJC) is a joint research publication of AMIC and the Wee Kim Wee School of Communication and Information at Nanyang Technological University (WKWSCI-NTU). It is a peer-reviewed academic journal that focuses on the systems and processes of communication in the Asia Pacific region and among Asian communities around the world. AJC is considered the leading communication journal in Asia based on its rejection rate and impact factor. AJC was officially accepted into the Thomson-ISI Social Science Citation Index in Asia in 2008.

Published since 1974, Media Asia is a profession-oriented journal that shares research-based findings and critical insights addressing contemporary media issues and communication challenges in Asia. It includes essays and opinion pieces for academics and practitioners to share ideas and help shape the agenda for communication scholarship, practice and policy.

Books

Over the years, AMIC has remained steadfast in its mission to publish books and periodicals on global, regional, and national communication media issues reflective of Asian perspectives, if not universal standards of freedom and democracy. AMIC is the leader in book development in the Asia Pacific region with over 50 publications produced in the past four decades. AMIC books focus on critical communication and media issues that deal directly with the relationship of communication media with human rights, democracy, governance, gender empowerment, environmental sustainability and health.



The Asian Communication Handbook is a factual reference for media and communication indicators and recent media developments in Asian countries.

AMIC books have been recognized in the prestigious Asian Publishing Awards.



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Research Program

AMIC's research program is one of the pioneers in the Asia Pacific region. The Centre's research projects highlighted three overall themes – Freedom of Expression (inclusive Freedom of the Press); Asian Perspectives in Communication Structures, Processes, and Systems; and Role of Communication Media in Development.

AMIC's research projects have diverse importance. The studies enable the Centre to critically examine and situate current and emerging communication media issues from needs and perspective of Asia Pacific countries; generate paradigms and concepts which can feed into Asian communication media theories and models; and produce core content for AMIC's book publishing program. AMIC's research projects also concretize AMIC's grounding with a variety of grassroots organizations that have supported and participated in AMIC's research studies.

AMIC's previous research projects have been supported by partners including multilateral development agencies such as the World Bank; UN agencies such as UNESCO, UNDP, UNEP, FAO, UNICEF, WHO, UN and UN ESCAP; national agencies in different Asian governments; academic and learning institutions; and media organizations. AMIC's pioneering partner, Friedrich Ebert Stiftung (FES) supported initial research initiatives of the Centre.

Before AMIC's transfer to Manila, AMIC jointly ran the Asian Communication Resource Center (ACRC), a joint project of AMIC and the WKWSCI-NTU. The Resource Center, also the repository of AMIC's researches, carried one of Asia's largest collections of documents and audiovisual materials on communication.

AMIC Communication Award

The AMIC Asia Communication Award was established in 2006 to recognize outstanding achievements of scholars and practitioners in one or several media and communication fields and categories. The contributions of Asia Communication Awardees can be focused on a single country within Asia, a sub-region within Asia, or the whole of Asia. The Award is given for contributions to research, education, institution building, and journalism excellence. Past awardees include Dr. John Lent, Prof. Eddie C.Y. Kuo, Dr. Nora C. Quebral, Dr. Florangel Rosario-Braid, Dr. Binod Agrawal, Dr. K. E. Eapen, Dr. Hidetoshi Kato, Dr. Georgette Wang, Dr. Crispin C. Maslog, Tan Sri Dato' L. Krishnan, Dr. Alwi Dahlan, Mr. Jakob Oetama, Juan L. Mercado, Dr. David Robie, and Dr. Alan Hancock.



24th AMIC Conference at the American University in Dubai (AUD), UAE

Philippine Women's University
(Manila) hosts the AMIC Secretariat

AMIC Communication Awards
recognize excellence in
communication media



AMIC Board of Directors
Chairman, Crispin C. Maslog



Organization and Management Board of Directors (BOD)

The highest policymaking body of the Centre is the Board of Directors. It sets strategic policy directions and program guidelines for implementation by the AMIC Secretariat. The Board of Directors, composed of six to 10 individuals, is elected by the general membership and hold office for a term of two years. The members of the Board of Directors elect the chairman and vice chairman of the Board.

Board of Management (BOM)

The AMIC Board of Management serves as oversight body in the operational management of the organization. Boards of Management (BoM) members are appointed by the Chair of the Board of Directors (BoD) of AMIC. They have tenure of two years and can be reappointed for another term only.

The Secretariat

The AMIC Secretariat is the nerve centre of the organization. It takes care of the daily operations of the Centre. Appointed by the Board of Directors, the Secretary General is the head of the secretariat and is assisted by a deputy secretary general, office manager and office assistants..



AMIC Founders, Singapore 1971

Country Representatives

The country representatives take the lead in sustaining and expanding membership, promoting subscription to journals and other publications, mobilizing participation in the annual international conference, convening of continuing education projects, and implementation of region-wide research studies. There are 25 country representatives in about 20 countries throughout the region. The country representatives are usually leading communication media professionals in their respective countries.

International Advisory Council

Eminent communication scholars and practitioners worldwide provide strategic advice to AMIC as it aims to fulfill its mandate of promoting a professional communication discipline in the Asia Pacific region. The Council members are a balance of north-south prominent personalities. They have provided valuable leads in defining research thrusts, conference and seminar agenda, networking and linkages, and institutional strengthening mechanisms.

