

## **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. Over 300 academics, media industry professionals, government information officers, policymakers, regulators, independent consultants and students from the Asia Pacific region and all over the world attend the annual event.

AMIC's annual conference features plenary and parallel sessions on such topics as impact of ICT, communication competencies, Asian values and practices, democracy and governance, freedom of expression and access to information.

Networking activities, cultural programs, media visits, and even sightseeing events are also arranged. The conference provides a platform for presenting new ideas, products, and services. Technology companies are invited to present their latest gadgets and apps, and schools, to introduce their new academic programs and launch their latest publications.

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.

### **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



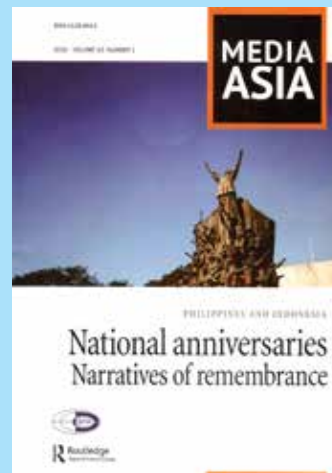
University (WKWSCI-NTU). It is a peer-reviewed academic journal that focuses on the systems and processes of communication. AJC is considered the leading communication journal in Asia. It was officially accepted into the Thomson-ISI Social Science Citation Index in Asia in 2008.

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 upholds its mission to publish books and periodicals on global, regional, and national communication media issues reflective of Asian perspectives. AMIC is the leader in book development in the region with over 50 publications produced in the past four decades. AMIC books focus on issues that deal with communication media and 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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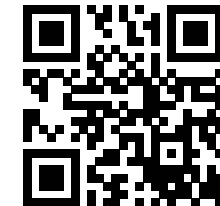
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Research Program

AMIC’s research program is one of the pioneers in the region. The Centre’s research projects highlighted three overall themes -- Freedom of Expression; Asian Perspectives in Communication Structures, Processes, and Systems; and Role of Communication Media in Development.

AMIC’s research projects have diverse importance: critically examine and situate current and emerging communication media issues from an Asian perspective; generate paradigms and concepts which can feed into Asian communication theories and models; and produce core content for AMIC publications. The research projects also concretize AMIC’s grounding with a variety of grassroots organizations.

AMIC’s 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) with WKWSCI-NTU. The Resource Center 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 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 (BOD). It sets strategic policy directions and program guidelines for implementation by the AMIC Secretariat. The BOD, composed of six to 10 individuals, is elected by the general membership and hold office for a term of two years. The members of BOD elect the chairman and vice-chairman.

Board of Management (BOM)

The AMIC Board of Management (BOM) serves as oversight body in the operational management of the organization. BOM members are appointed by the BOD Chair. They have a 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 BOD, the Secretary General is the head of the secretariat and is assisted by a deputy secretary general, office manager and office assistants.



The AMIC Secretariat Office is located at the Philippine Women’s University (PWU) and a satellite office at Asian Institute of Journalism and Communication (AIJC).



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.





## 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.



## Overview

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

Registered in 1971 as a non-profit 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.

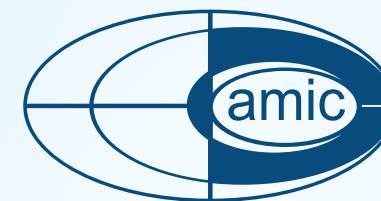
AMIC transferred its operation to Manila, Philippines in 2015. It was registered anew as a non-stock, non-profit organization at the Philippines' Securities & Exchange Commission (SEC).



## AMIC's Mission

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.



**Asian Media Information  
& Communication Centre**

**AMIC :  
Shaping a Resurgent  
Communication  
Sector in the Asia  
Pacific Region**

