AGENCY FOR GOVERNMENTAL STRATEGIES

"MASS-MEDIA AND ELECTIONS"
-a Romanian-American workshop-

Sinaia/Cluj Napoca,
May 24 - 28, 2004

PROGRAM

Saturday, May 22, 2004
CROWNE PLAZA HOTEL, Bucharest

13:30  Arrival of the American delegation - Otopeni Airport
14:00-14:30  Transfer to Crowne Plaza Hotel (minibus)
14:30  Registration at Crowne Plaza Hotel
14:45-18:30  Leisure time
18:30  Dinner

Sunday, May 23, 2004
CROWNE PLAZA HOTEL, Bucharest/NEW MONTANA HOTEL, Sinaia

8:00-9:00  Breakfast
9:00-13:00  Tour of Bucharest (minibus+guide)
13:30  Lunch (Crowne Plaza Restaurant)
13:20  Arrival of the second part of the American delegation - Otopeni Airport
14:00-14:30  Transfer to Crowne Plaza Hotel by minibus
14:30  Registration at Crowne Plaza (2 persons)
16:00-18:00  Departure to Sinaia by minibus
18:00-18:30  Registration at New Montana Hotel, Sinaia
19:30 Dinner (New Montana Hotel)

Monday, May 24, 2004
NEW MONTANA HOTEL, Sinaia

07:00-9:30 Breakfast (New Montana Hotel)
10:00-11:30 Session opening Opening speech and participants presentation

Ph. D. Lee B. Becker, Cox Center for International Mass Communication Training and Research Grady College of Journalism and Mass Communication, University of Georgia

Ph.D. Tudor Vlad, Assistant Director, Cox Center for International Mass Communication Training and Research Grady College of Journalism and Mass Communication, University of Georgia

Dan Jurcan, Director General - the Agency for Governmental Strategies

11:30-11:45 Coffee Break
11:45-13:30 Interactive debates between the American participants and the Romanian journalists of the local media

13:30-15:00 Lunch (New Montana Hotel)
15:00-18:00 Interactive debates between the American participants and the Romanian journalists of the local media
20:00 Dinner

Tuesday, May 25, 2004
NEW MONTANA HOTEL, Sinaia

07:00-9:30 Breakfast (New Montana Hotel)
9:30-11:30 Interactive debates between the American participants and the Romanian journalists of the local media
11:30-11:45  Coffee Break
11:45-13:00  Interactive debates between the American participants and the Romanian journalists of the local media
13:00-14:00  Conclusions

Ph.D. Lee B. Becker, Cox Center for International Mass Communication Training and Research Grady College of Journalism and Mass Communication, University of Georgia

Ph.D. Tudor Vlad, Assistant Director, Cox Jr. Center for International Mass Communication Training and Research Grady College of Journalism and Mass Communication University of Georgia

Dan Jurcan, Director General - the Agency for Governmental Strategies

14:00-15:30  Lunch (New Montana Hotel)
16:00-19:00  Touristic Program - Sinaia
20:00       Dinner (The Serb Man's Tavern) - minibus transport

Wednesday, May 26, 2004
SINAIA-SIGHISOARA-CLUJ NAPOCA

07:00-9:30  Breakfast (New Montana Restaurant)
09:30-11:30 Departure by minibus to Sighisoara
11:30-14:00 Sighisoara - a visit to the House of Vlad Dracul
14:00       Lunch (Sighisoara - The House of Vlad Dracul Restaurant)
16:00-19:00 Departure by minibus to Cluj-Napoca
19:00       Arrival in Cluj-Napoca
19:00-19:30 Registration at Rimini Hotel
20:00       Dinner (Rimini Restaurant)

Thursday, May 27, 2004
RIMINI HOTEL, Cluj-Napoca
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<tr>
<th>Time</th>
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<tr>
<td>07:00-9:30</td>
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<td><strong>Ph.D. Vasile Dîncu</strong>, President of the Agency for Governmental Strategies</td>
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12:00-13:00 Press Conference

Ph. D. Lee B. Becker, Cox Center for International Mass Communication Training and Research Grady College of Journalism and Mass Communication, University of Georgia

Ph.D. Tudor Vlad, Assistant Director, Cox Center for International Mass Communication Training and Research Grady College of Journalism and Mass Communication, University of Georgia

12:00-13:00 Lunch (Rimini Restaurant)
13:00 Departure to Cluj-Napoca Airport
14:40 Plane takes off for Bucharest
15:30 Arrival at the Otopeni Airport
16:00-16:30 Transfer to Crowne Hotel by minibus

CROWNE PLAZA HOTEL, Bucharest

16:30-16:45 Registration at Crowne Plaza Hotel
20:00 Dinner - Crowne Plaza Hotel

Saturday, May 29, 2004

6:00 Transfer to Otopeni Airport by minibus
7:00 Otopeni Airport - taking off

TOPICS FOR THE TWO WORKSHOP SESSIONS

- Partisanship of the journalist and the media organization and its role in election coverage
- Ownership pressures on election and issue coverage
- Conflicts in the roles of journalist and citizen in an election; journalists as candidates or campaign workers
• Control of the issue agenda in a campaign
• Covering the campaign of the candidates vs. covering the campaign of the electorate
• The influence of journalistic habits and competition on campaign coverage
• The use and misuse of polls
• Impact of polling on election outcome
• Using public records as part of campaign coverage
• Covering campaign financing
• Regulations as they affect advertising in the campaign
• The impact of incumbency on election coverage
• Differences between covering elections in a parliamentary system vs. covering elections with a strong executive
• Differences between covering local vs. covering national elections
• Planning for election coverage
• Impact of election coverage on newsroom budgets and resources
• Covering the negative aspects of campaigns
• Assessing and writing about campaign advertisements
• Presentation of election news and election guides
• Assessing proper balance in election coverage tone and volume