Program

June, 9th

11:00 Opening. Presentation of experts and participants


13:00 — 14:00 Lunch

14:00 — 15:30 Vladimir Kasutin. Trends in producing and consuming of information: optimization of media-strategies.

15:30 — 15:45 Coffee-break


18:00 Dinner

June, 10th

10:00 — 11:30 Lee Becker, Ann Hollifield, Vladimir Kasutin. Assessing audience and advertiser needs.

11:30 — 11:45 Coffee-break

11:45 — 13:00 Assessing audience and advertiser needs. Defining and achieving media independence

13:00 — 14:00 Lunch

14:00 — 15:30 Lee Becker, Ann Hollifield, Vladimir Kasutin. Personnel management and motivation. Special problems of the traditional media in a time of rapid change.

15:30 — 15:45 Coffee-break

15:45 — 17:30 Conclusions. Planning of future collaboration on working out new strategies of journalists' and researchers' work.