

Training «Management of the regional media-company and professional organisation under crisis conditions. Russian and American experience»

Russian Union of Journalists, The James M. Cox Jr. Center for International Mass Communication Training and Research, IREX

Samara, June 9-10th, 2009

Program

June, 9th

11:00 Opening. Presentation of experts and participants

11:30 — 13:00 Lee Becker, Ann Hollifield. Media management in the current financial crisis. Developing optimal media models for the new media environment.

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

15:45 — 17:30 Lee Becker, Ann Hollifield, Vladimir Kasutin. Participants share experience. Discussion.

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.