

# Agenda Setting 2001: Mass Media & Public Opinion

## WEDNESDAY, OCTOBER, 31<sup>ST</sup> 2001

**04:30 pm Inauguration of  
the new MEDIA TENOR Office  
at Kurt-Schumacher Str. 1,  
53113 Bonn**

**07:00 pm Reception  
at the Hotel Königshof**

**07:15 pm Special Award**

**08:00 pm Dinner & Concert  
by Martin Kasik, Prague**

**International MEDIA TENOR  
Award for Media Diversity:**

**USA TV and Business Media  
GB TV and Business Media  
CZ TV and Business Media  
GER TV, Dailies and Weeklies  
SA TV and Business Media**

## THURSDAY MORNING, NOVEMBER, 1<sup>ST</sup> 2001

**08:00 am Reception  
Hotel Königshof  
09:00 am Opening**

Roland Schatz,  
Editor in Chief, MEDIA TENOR

Prof. Dr. Andreas Hirner  
Prorector, University of Bonn

**09:30 am Lectures on  
Agenda I – Political Issues**

Prof. Eli Pollak,  
Chairman of Israel's Media  
Watch, Jerusalem University,  
Israel

Mathatha Tsedu,  
Deputy Chief Executive  
SABC News,  
Johannesburg, SA

Walther Kraft,  
Member of the Board,  
141 Group,  
Frankfurt, Germany

Mallory Wober,  
Dep. of Communication,  
London School of Economics,  
UK

**10:30 am Podium Discussion**

Petra Bläss,  
Vice-President Bundestag,  
Boardmember PDS,  
Berlin, Germany

Ct. Carl-Albrecht Waldstein,  
Founder CSA,  
Vienna, Austria

Dr. Michael Inacker,  
Head of Berlin Office,  
FAZ, Berlin, Germany

**11:15 am Coffeebreak  
11:45 am Workshops Part A  
01:15 pm Lunchbreak**

## AFTERNOON, NOVEMBER, 1<sup>ST</sup> 2001

**03:00 pm Lectures on  
Agenda II – Economic Issues**

Jochen O. Keinath,  
Founder of the Transatlantic  
Institute for Rhetorics and  
Speech Performance,  
New York/Berlin

Heiner Herkenhoff,  
Board Member,  
Bundesverband deutscher  
Banken,  
Berlin, Germany

Richard Gaul,  
Senior Vice President  
Corporate Affairs and Politics,  
BMW Group,  
Munich, Germany

**04:00 pm Podium Discussion**

Roland Tichy,  
Editor in Chief,  
Die Telebörse,  
Frankfurt, Germany

William Boston,  
Wall Street Journal, Berlin  
Germany

Peter Dietlmaier  
Corporate Communications,  
Goldman Sachs,  
Frankfurt, Germany

**04:30 pm Coffeebreak  
05:00 pm Workshops Part B  
06:30 pm Plenary Session**

Reports from the workshops

Résumé from a journalistic  
point of view by  
Dr. Petr Nemeč

Résumé from the  
Agenda Setting point of view  
by Prof. Dr. Dieter Roth

**08:00 pm Dinner Riverboat**

## FRIDAY MORNING, NOVEMBER, 2<sup>ND</sup> 2001

**09:00 am Lectures on  
Agenda III – Agenda Setting  
& Science**

Prof. Dr. Hermann Schäfer,  
Director, Haus der Geschichte  
der Bundesrepublik Deutsch-  
land, Bonn, Germany

Prof. Dr. Michael Krzeminski,  
Technic Journalism,  
University of Applied Scien-  
ces, Sankt Augustin, Germany

Dr. Frank Schirmmacher,  
Editor in Chief, FAZ,  
Frankfurt, Germany

Prof. Dr. Otmar Wiestler,  
Head of Neuropathology,  
University of Bonn, Germany

Christoph Keese,  
Editor in Chief, FTD,  
Hamburg, Germany

**10:00 am Lectures on  
Agenda IV – Social Issues:  
AIDS and Racism**

Countess Albina du Boisrou-  
vray, Founder and Head of the  
Association Francois-Xavier  
Bagnoud, Switzerland

**10:30 am Podium Discussion**

Thabang Chiloane,  
Director, Government Com-  
munication and Information  
Systems, Pretoria, SA

Danny Schechter,  
Editor in Chief, Media Chan-  
nel, New York, USA

**11:00 am Workshops Part C**

**12:00 am Closing Plenary  
Session  
01:00 pm Departure**