

Agenda Setting and Mass Media

CASES

ELECTION CAMPAIGNING 2002

COUNTRY IMAGES

TOWN IMAGES

CORPORATE REPUTATION
MANAGEMENT

INVESTOR RELATIONS
MANAGEMENT

ECONOMIC DEVELOPMENT

TECHNOLOGIES

FOREIGN AID

TV-AGENDA
SETTING & CUTTING

PUBLISHERS' IMAGE

THEORY

WEDNESDAY,
AUGUST, 21ST 2002

07:00 pm Reception
at the Hotel Königshof

08:00 pm Dinner & Concert

International MEDIA TENOR
Award for the most wide-
ranging reporting:

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
and various other Awards

THURSDAY MORNING,
AUGUST, 22ND 2002

08:00 am Reception

09:00 am Opening

Roland Schatz,
Editor in Chief, MEDIA TENOR,
Bonn, Germany

Prof. Dr. Frank Brettschneider,
University of Augsburg,
Media Tenor Board Member,
Stuttgart, Germany

09:45 am Lectures on
Agenda I: Political Issues

*What's left of
Americanisation?*
Hank Sheinkopf,
Clinton Campaign Manager
1996, New York, USA

*Diverse Reporting vs
Agenda Setting*
Jonathan Baker
Chief Editor,
BBC WORLD NEWS,
London, UK

Is there hope for the Internet?
Prof. Dr. Stephen Coleman,
London School of Economics,
Hansard Society for Parlia-
mentary Government, London,

US Campaign 2000 & Internet
Prof. John Pavlik,
Executive Director,
Centre for New Media,
Columbia University,
New York, USA

*The Fight against
Agenda Cutting*
Peter Eigen, President,
Transparency International,
Berlin, Germany

11:15 am Coffeefreak

11:45 am Workshops Part A

01:15 pm Lunchbreak

THURSDAY AFTERNOON,
AUGUST, 22ND 2002

03:00 pm Lectures on

Agenda II: Economic Issues

*The Impact of IR on
Corporate Communications*
Roland Klein,
Board Member CNC AG,
London, UK

*Who is to blame for the
Info-Gap?*
Dr. Petr Nemeč,
Editor,
HOSPODARSKÉ NOVINY,
Prague, CZ

Panel Discussion
Holtzbrinck

Creating Global Awareness
Stefan Zuber,
Member of Board,
Goldfields,
Johannesburg, SA

04:30 pm Coffeefreak

05:00 pm Workshops Part B

06:30 pm Plenary Session

Reports from the workshops

Résumé from a journalistic
Point of View

Résumé from the
Agenda Setting Point of View

by Prof. Dr.
Frank Brettschneider (Chair)

08:00 pm Dinner Riverboat

FRIDAY MORNING,
AUGUST, 23RD 2002

09:00 am Lectures on

Agenda III:
Agenda Setting & Elections

*Responsibilities of
Agenda Setters*
Christoph Keese,
Editor in Chief,
FINANCIAL TIMES DEUTSCH-
LAND,
Hamburg, Germany

Don't blame the wrong guy
Kai Diekmann, Chief Editor,
BILD-Zeitung, Hamburg

Criteria for TV-Debates
Bernd Gäbler, President,
Adolf Grimme Institute,
Marl, Germany

The Value of Independence
Frau, Editor in Chief,
RESPEKT, Prague, CZ

10:00 am Lectures on
Agenda IV: Social Issues:

Concepts for Development
Marcus

How to face Agenda Cutting
Danny Schechter,
Editor in Chief,
MediaChannel, New York

To get the ball rolling
James Urdang, Director,
Education Africa Foundation,
Johannesburg, SA

11:00 am Workshops Part C
12:00 am Closing Plenary
Session

Résumé from the
Agenda Setting point of view
by Prof. Dr. Stephen Coleman
(Chair)

01:00 pm Departure