

Agenda Setting 2003

Mass Media & Public Opinion

CASES

ELECTION CAMPAIGNING
Germany 2002 - Hessen 2003

**CORPORATE REPUTATION
MANAGEMENT**
Altana - MLP - Corporate News

**INVESTOR RELATIONS
MANAGEMENT**
Fidelity Invest - Goldman Sachs
SMUs

ECONOMIC DEVELOPMENT
EZB - East Germany
Private Consumption

IRAQ WAR
USA - Germany
International Perspectives

INITIATIVES
INSM - NEPAD - WEF

E-GOVERNMENT
Politikerscreen.de
Oxford project - Canada

**TV-AGENDA
SETTING & CUTTING**
BBC - CZ-TV - DW-TV

PUBLISHERS' IMAGE
BILD - FTD - DIE ZEIT

AGENDA SETTING THEORY
McCombs - Shaw - Weaver

WEDNESDAY, SEPTEMBER, 10th 2003

06:00 pm Reception
at Hotel Königshof
06:30 pm Apéritif
06:45 pm Special Awards
08:00 pm Dinner & Concert

**International MEDIA TENOR
Award for Media Diversity:**
USA TV and Business Media
GB TV and Business Media
CZ TV and Business Media
GER Dailies and Weeklies
SA TV and Business Media
and various other Awards

THURSDAY MORNING, SEPTEMBER, 11th 2003

08:00 am Reception
09:00 am Opening
Prof. Dr. Frank Brettschneider
University of Augsburg
Augsburg, Germany

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

Prof. Dr. Holli A. Semetko
Emory University
Atlanta, USA

09:45 am Lectures Agenda I: Political Issues

*Is the media reducing politics to a
superficial topic?*
Reinhard Bütikofer
Chairman B'90/Die Grünen
Berlin, Germany

*Diverse reporting vs.
Agenda Setting*
Roger Mosey
Director BBC TV
London, United Kingdom

E-Government in the future
Prof. Dr. Liss Jeffrey
University of Toronto
Toronto, Canada

*The role of NGOs in keeping poli-
tics on the agenda*
Dr. Michel Ogrizek
Director of Communications
World Economic Forum
Geneva, Switzerland

*Integrated Communication
as a concept for
improving awareness*
Dr. Tonio Kröger
Chairman DDB
Berlin, Germany

11:00 am Coffee Break
11:15 am Panel Discussion
How news coverage changes the
perception of democracy:
Reinhard Bütikofer, Matthias
Machnig, Prof. Dr. Wolfgang
Stock

11:45 am Workshops Case 1
01:15 pm Lunch Break

THURSDAY AFTERNOON, SEPTEMBER, 11th 2003

02:45 pm Lectures Agenda II: Economic Issues

*The impact of IR on
Corporate Communications*
Dr. Thomas Gauly
Head CC Altana AG
Bad Homburg, Germany

*The future of financial market
communication*
Prof. Dr. Ann-Kristin Achleitner
Technische Universität München
Munich, Germany

*Using Agenda Setting
to create a brand*
Michael Rzesnitzek, CEO
FINANCIAL TIMES DEUTSCHLAND
Hamburg, Germany

Creating global awareness
Richard Gaul
Director Corporate Affairs
BMW Group
Munich, Germany

*How to put a CEO on the
agenda*
Dr. Christoph Walther
Chairman CNC AG
Munich, Germany

03:45 pm Panel Discussion
Back to quality - how to focus on
the value drivers:
David Kamenetzky, Goldman
Sachs; Michael Pfister, MLP;
+ lecturers see above

04:30 pm Coffee Break
05:00 pm Workshops Case 2
06:30 pm Plenary Session

Reports from the Workshops

Review from the
Agenda Setting point of view
by Prof. Dr. Maxwell McCombs
University of Texas
Austin, USA

Chairman: Prof. Dr. Frank
Brettschneider
University of Augsburg
Augsburg, Germany

08:00 pm Dinner
Restaurant DEUTSCHE WELLE

FRIDAY MORNING, SEPTEMBER, 12th 2003

09:00 am Lectures Agenda III: Consumer Behaviour

*The impact of the economic
information flow on private
consumption*
Dr. Udo Ludwig
IWH - Institut für Wirtschafts-
forschung Halle, Germany

*The impact of the economic
information flow on corporate
spending*
Prof. Dr. Jan Egbert Sturm
ifo - Institut für Wirtschafts-
forschung, Munich, Germany

*Africa: lost continent, lost on the
agenda. The NEPAD Initiative
and the media.*
Prof. Dr. Daniel Venter
UNISA, Pretoria, South Africa

10:00 am Lectures Agenda IV: Social Issues

How to face Agenda Cutting
Tasso Enzweiler
CEO Initiative Neue Soziale
Marktwirtschaft, Germany

*SARS: a perfect case to study
Agenda Setting and Cutting*
Prof. Dr. John Pavlik
Rutgers University, NJ, USA

*Orchestrated communica-
tion with a blink - the Baden-
Württemberg campaign.*
Prof. Sebastian Turner, CEO
Scholz & Friends,
Berlin, Germany

*Provocation or abuse: victims
as protagonists of reporting:*
Gideon Meir, Director General
Foreign Affairs Department
Jerusalem, Israel

11:15 am Workshops Case 3
**12:15 am Closing Plenary
Session**

Review from the Agenda
Setting point of view
by Prof. Dr. David Weaver
Indiana University, USA

01:00 pm Departure

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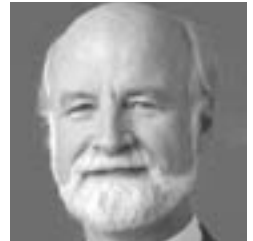
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