

INTRODUCTION MEDIA MANAGEMENT

Jack Ronald, Slava Perunov

MONDAY, MARCH 10

Introduction: a business model of an independent press.

Papers' histories, their content, their business structure, how they are similar, and how they are different.

TUESDAY, MARCH 11

Advertising: design, sales, ethics.

The specifics of the Moldovan market.

WEDNESDAY, MARCH 12

Marketing, quantitative vs. qualitative research, and focus groups.

Experience of the “Spros I Predlojenie”, Balti newspaper. Case study.

Promotion of the newspaper in the marketplace.

THURSDAY, MARCH 13

Organizational structure and leadership.

Management styles and philosophy.

FRIDAY, MARCH 14

Finance and measurement, strategic thinking, and the fundamentals of business planning.

Experience of the “Spros I Predlojenie”, Balti newspaper. Case study.

Evaluation.

INTRODUCTION RADIO MANAGEMENT

Barend de Ronden, Vasile Botnaru

MONDAY, MARCH 17

Let's design a radio station

Why should we?

Five W's and an H

Target group

Frequency, how to get one?

TUESDAY, MARCH 18

What does the target group want?

research and test;

the stations USP.

Why a format?

format description;

format implementation.

Journalism in radio.

news, information and service
primetime, off-peak, night, weekend.

There's music in the air!

WEDNESDAY, MARCH 19

Format implementation

the clock, formatics.

Needs to realize the format

Programming

horizontal,
vertical.

Promotion

THURSDAY, MARCH 20

Guests: radio managers in Chisinau. Patricia Codirla, director "Kiss FM", Victoria Bucataru, director "Fresh FM"

Groups work:

make a program outline of 24 hours.

presentation of outlines, discussion.

Preparation for tomorrow:

news show, off-peak show.

FRIDAY, MARCH 21

Presentation of shows.

evaluation, discussion.

What did we achieve so far?

Business not dealt with.

Evaluation of the week.