

WORKSHOP PROGRAM

Media Brands: Their Management, Effects, and Social Implications

20 - 22 September, 2007
Stockholm – Helsinki – Stockholm, Sweden
aboard the cruise ship *Silja Symphony*

Sponsored by
Media Management and Transformation Centre
Jönköping International Business School, Jönköping University, Sweden

20 September, Thursday

11:30 Assembly at the *Silja* Terminal. We will meet at the check-in point for group travellers and board the ship as a group.

12:00 – 13:00 Lunch on board the ship

Opening of the workshop

13:00 – 13:15 Welcome and opening remarks
Robert G. Picard, Media Management and Transformation Centre, Jönköping International Business School, Sweden

13:15 – 14:00 Media Brands and Integrated Marketing
Edward Malthouse & Bobby J. Calder, Kellogg School of Management, Medill School of Journalism, Northwestern University

14:00 – 14:15 Discussion

Brand Equity

14:15 – 14:45 Brand equity and choice: A study of traditional and online news audiences
Harsh Taneja, BBC World Mumbai, Tara Nair, Institute of Rural Management, Anand Gujarat, India

14:45 – 15:00 Coffee break

15:00 – 15:30 Brand equity on advertising markets: Advertising buyers' perception of the value of 'strong' media consumer brands
Mart Ots, Media Management and Transformation Centre, Jönköping International Business School, Sweden

15:30 – 15:45 Discussion

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Brand Loyalty

- 15:45 – 16:15 The effect of brand trust in a consumer's brand loyalty in the magazine publishing industry
Hanna-Kaisa Ellonen & Marianne Horppu, Lappeenranta School of Business, Lappeenranta University of Technology, Finland
- 16:15 – 16:45 The linkage between brand satisfaction, brand trust and brand loyalty online and offline
Hanna-Kaisa Ellonen & Marianne Horppu, Lappeenranta School of Business, Lappeenranta University of Technology, Finland, Per-Erik Wolff, Media Management and Transformation Centre, Jönköping International Business School, Sweden
- 16:45 – 17:00 Discussion
- 17:00 – 17:30 Generating audience loyalty to internet news providers through branding
Mary Alice & Dan Shaver, University of Central Florida
- 17:30 – 18:00 Discussion
- 19:30 Reception
- 20:00 Dinner buffet
- Free time to night club and casino

21 September, Friday

Breakfast

Newspaper Branding

- 08:30 – 09:00 Success factors of brand extensions in the German newspaper industry
Frank Habann & Heinz-Werner Nienstedt, Institut für Publizistik, Johannes-Gutenberg-Universität, Mainz
- 09:00 – 09:30 Editorial content as a key tool for brand building: The case of “El Mundo”
Juan Pablo Artero & Alfonso Sánchez-Taberner, University of Navarra
- 09:30 – 09:45 Discussion
- 09:45 – 10:00 Coffee break
- 10:30 Assembly in the main foyer of the ship
Sightseeing tour of Helsinki 10:30 – 12:30
- 13:00 Lunch on board the ship

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TV Branding

14:00 - 14:45 Applying brand personality constructs on news products: A study of the U.S. network television news brands

Sylvia M. Chan Olmsted, Department of Telecommunication, & Jiyoung Cha, College of Journalism and Communications, University of Florida

14:45 – 15:15 Why come data matters: An exploratory case study of four local TV news brands

Walter McDowell, School of Communication, University of Miami

15:15 – 15:30 Coffee break

Public service and branding

15:30 – 16:00 Brand ownership of ‘public service’

Maria Norbäck & Edward Humphreys, Media Management and Transformation Centre, Jönköping International Business School, Sweden

16:00 – 16:30 Do political news matter? Political news coverage as part of media brand identity

Gabriele Siegert & Patrick Rademacher, IPMZ - Institute of Mass Communication and Media Research, University of Zurich

16:30 – 17:00 Discussion

19:30 Dinner

Free time to night club and casino

22 September, Saturday

General outlook on current and future issues

09:00 – 09:30 Self-Promotion: Pole position in media brand management

Gabriele Siegert, IPMZ - Institute of Mass Communication and Media Research, University of Zurich

09:30 – 10:00 Discussion and coffee break

10:00 – 10:30 How to build and manage media brands in the era of media industry convergence

Xuetao Jin, Media Management School, Communication University of China, Jinjin Liao, International Communication School, Communication University of China

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10:30 – 11:00 Evolution of media brands: Four scenarios
*Ana Andjelic, Department of Sociology, The New School, University of
Columbia, New York*

11:00 – 11:30 Discussion

12:00 Lunch

13:00 Departure from ship