



the local TV news experience

Medill ■ Media Management Center ■ Northwestern University

The local TV news experience

How to win viewers by focusing on engagement

Friday, July 20, 2007

McCormick Tribune Center, Northwestern University, Evanston, Illinois

Agenda

8:30 – 9:00	Registration and breakfast
9:00 – 9:15	Welcome John Lavine, Dean of Medill
9:15 – 10:00	Research presentation: Local TV news content Dr. Limor Peer, Research Director at the Media Management Center, will present research on what viewers typically find on their local television news programs.
10:00 – 10:15	Break
10:15 – 11:00	Research presentation: Experiencing local TV news Dr. Ed Malthouse, Associate Professor of Integrated Marketing at Medill, and Dr. Bobby Calder, Charles H. Kellstadt Professor of Marketing at the Kellogg School of Management, will present research about how viewers in Chicago engage with local television news.
11:00 – 12:00	Keynote: Changes and challenges for local TV stations Hank Price, Senior Fellow, Media Management Center, and President and General Manager, WXII-TV, will discuss how this new research can impact the daily operations of local TV news. Hank will also moderate a Q & A with the audience.
12:00 – 1:00	Lunch
1:00 – 1:30	Keynote: Audience research in perspective Dr. Seth Geiger, President of SmithGeiger, a strategic market research and consulting firm, will discuss this new research in light of existing research.
1:30 – 2:30	Panel: News Directors discuss the future of local TV news Larry Stuelpnagel, Assistant Professor at Medill and former news director and anchor, will moderate a panel of five local news directors on their response to the study and thoughts about the future of local TV news.
2:30 – 2:45	Closing Mike Smith, Executive Director of the Media Management Center



John S. and James L.
Knight Foundation

