International Radio Conference
March 5\textsuperscript{th} 2013

\textbf{FM+} is an international radio conference that will place you at the cutting edge of radio technology and content. The conference will highlight case studies and practical solutions from Israel and around the world while providing an arena to facilitate reciprocal professional productivity.

The conference will reveal results of new surveys and research while showcasing new and creative models for leveraging content and profit as well as the latest marketing and technological trends in FM, internet and mobile devices.

The \textbf{FM+} conference is aimed at marketers, content and development staff, media personas, journalists and communications students.

The second annual \textbf{FM+} International Radio Conference will be held on Tuesday March 5\textsuperscript{th}, at IDC Herzliya campus.

9:45 \textbf{Welcome, Coffee and Light Refreshments}

10:15 \textbf{Greetings}

\textbf{Prof. Uriel Reichman}, President and Founder of IDC Herzliya

\textbf{Dr. Noam Lemelshtreich-Latar}
Dean, Sammy Ofer School of Communications, IDC Herzliya

\textbf{Dr. Ilan Avishar}, Chairman of the Second Authority for Television and Radio

\textbf{Guy Eitingon}, Director of Content Development and Business Initiatives and Director of the IDC Radio, Sammy Ofer School of Communications
Sessions

10:30
Receiving the future
British radio futurologist, James Cridland, will present case studies from different markets around the world, offer proven strategies for commercial and public radios and provide a new vision on the world of content & technology. He will also share his experience on developing measuring methods, technological innovations in the hybrid radio and in car radios and examine the successful case of the British RadioPlayer platform.

11:15 Break and light refreshments

11:30
**8 Minutes to Air** – short lectures on different topics from the radio world.
“Making History” – Ran Levi, on the most successful independent podcast in Israel.

What's New With News?
The heads of the leading news stations in Israel will present their vision and discuss the new formats from Israel and abroad, in listening habits, the journalists’ status and the importance of news in the future of radio.
Is there stagnation in the news on the radio? Is there a necessity to change current formats in order to appeal to a younger audience or is there no point in replacing a successful model? Is there justification for the four hourly-editions that are currently on-air?
What would be the best way to implement the social media world into the workflow of the news programs, and what is the status of radio as opposed to internet in the field of news?

Yaron Dekel, Galatz (IDF Radio) Chief
Dr. Miki Miro, Kol Israel (Voice of Israel Radio) CEO
Avi Meshulam, 102FM Radio Tel-Aviv CEO
Dr. Rafi Man, Communications School, Ariel University, “The Seventh Eye” communication magazine
Host – Gadi Lahav, journalist and editor

12:30 Noon break and light refreshments

13:15
** 8 minutes to air
- Radio and the Ultra-Orthodox sector – A love story
  Eitan Dobkin, the manager of the ultra-orthodox division of “Habetzefer”, on what we can learn from the ultra-orthodox radio.
- “And all the world sees the voices”
  Yoram Levi, the senior creative manager of Bauman-Ber-Rivnai, with inspirational advertisements from Israel and around the world.
- Adio – Dror Ganot on the online radio advertisements. An advertisement platform in radio broadcasts, Internet Jingles and on Smartphones, and digital solutions for radio stations.

Advertising on the Radio – Is It Working?
What to expect in the field of radio advertisement, technological innovations, regulation and measuring methods. Will product placement replace the commercial breaks completely? What are the developments in the relations between advertising and technology – smartphones, video, AOD and personalized ads? Why hadn’t the PPM for radio replaced the TGI survey?
Ronen Barka, CEO of “Shapam” (United Advertisement Broadcasts)
Yoram Levi, senior creative manager, Bauman-Ber-Rivnai
Dani Nishlis, Radio Haifa CEO
Idit Chernovitch, radio vice president, the Second Authority for Television and Radio
Host – Lee-or Aberbach, editor of “Firma” magazine, Globes.

14:45 - ** Break and light refreshments

15:00 ** 8 Minutes to Air - “20 years of educational radio in Israel”

Air Freshener
Discussing the upcoming publication of the new ethical code of the Second Authority for Television and Radio, Ayelet Metzger, the authority's executive CEO, will present the main parts of the code, and the findings of a special survey that was conducted for the FM+ radio conference. In light of the findings, issues of conflict of interests and general ethics will be examined. Is there a need for an ethical code especially for the radio? Is it legitimate to combine product placement in the world of news? Is there a place for old ethics in a world of social media and free information?

Judge Dr. Bilha Kahana, Chairman of the ethics committee of the IBA.
Dr. Aliza Lavy, Knesset member, teach at the Communications school in Bar Ilan University, journalist, author and a social activist.
Ayelet Metzger, the executive CEO of the Second Authority for Television and Radio
Hanoch Marmari, editor of “The Seventh Eye”
Host – Dr. Yuval Karniel, Sammy Ofar School of Communications, IDC Herzliya

16:15 - ** Break and light refreshments

16:30 ** 8 Minutes to Air – "In-D-Radio" – Barak Haimovitch and Ayelet Triest on the best programs that you've never heard.

The pitch
The final stage of our formats and radio shows contest. The judges are the leading programme directors in Israel. The Panel members will critic the proposals and “bid” on their favorites. This is a rare opportunity for radio rookies to impress the panelists and hopefully integrate in one of the leading radio stations in Israel.

Gilad Amilio Shankar, program director, Galatz
Amir Cohen, program director, 103FM
Roy Katz, program director, 102FM
Dr. Moshe Morad, CEO, 88FM
Keren Milo, program director, Radios 100FM
David Azran, program director, Kol Rega Radio
Host – Tal Berman, Morning show, ECO99Fm

AM+ We are not interested only in the future. You are invited to go back in time by visiting our unique radio museum with its displays of hundreds of sound equipment pieces spanning from Marconi to the first sparks of Zionism, all the way to the new millennium.

All participants must register in advance. There is no participation fee. Admittance is free.
Free parking is available in the student parking lots.

Changes in the session and participants might occur
For the latest session status, additional information and registration (in Hebrew) – Click Here or contact fmplus@idc.ac.il