INTERNATIONAL RADIO CONFERENCE
05/03/12
RECEIVING THE FUTURE
SAMMY OFER SCHOOL OF COMMUNICATIONS, IDC HERZLIYA

SESSIONS *

13:30-13:00
LISTENERS, NOT WHAT YOU THOUGHT?
Do we really know our listeners? What happens for example on our cellphones and on the internet in Israel and around the world? This session will introduce the latest data from the world's latest trends in Israel: Commercial Radio as well as from a designated survey conducted by the Second Authority for Television and Radio before the conference.

Moshe Samra, Director General of the Second Authority for Television and Radio
Larry Resin, Founder, Partner and President, Edison Research USA

13:00-13:00
BREAK AND LIGHT REFRESHMENTS

13:00-13:30
8 MINUTES TO AIR* 1
In light of the development of internet radio and the use of podcasts and music streaming services on cell phones, the session will present an analysis of alternative models to traditional radio and players in the developing Israeli market. The session will also highlight various user experiences, new technology and current and projected user profiles of these and related features (in TED format).

Gustavo Ganbach, CEO Media Forest
Meit Lippman, CEO, Israel BMG/CEO of podcast website
Ron Levi, co-founder and Chief Content Officer, DOGTV
Lior Zalmanov, Virtual community researcher in music (operating in Last FM), Tel-Aviv University
Host: Ayael Tiest, Program Manager, IDC Radio, Sammy Ofer School of Communications, IDC Herzliya

13:30-13:30
A MATCH MADE IN FM
Tal Berman and Aviad Kiss, Sharon Taicher and Eden Zarayev from Tel Aviv University will talk about the dynamic of the leading radio couples in the country.

Host: Rika Michaeli

14:00-14:00
BREAK AND LIGHT REFRESHMENTS

14:15-17:25
RETURN ON INVESTMENT (ROI)
Where is the money? Updated business models and proven use of various platforms; new, vital growth leverage and appearance in quantifying how we survive and grow stronger in light of the media evolution?

Clive Dickson, Founder, Partner and VP, Absolute Radio, UK
Eyal Peet, Director General, 103FM
Gadi Maxer, President and CEO of Noble Radio
Joe Green, Director General, Greenpeace
Host: Lior Ayekuck, Editor in Chief of Globes’ Firm magazine

17:25- BREAK AND LIGHT REFRESHMENTS

17:45-18:25
8 MINUTES TO AIR* 2
TED format in which researchers, thinkers, bloggers and start-ups present new ideas, concepts and associations of radio on the present and future.

A live radio play with actors and performances.
Writing: Shimon Riklin
Production: IDC Radio Staff & Amnon Shalam, Host: Ron Targor, Liron Baranes, Sharon Taicher, Ayael Tiest Sound Effects: Dor Lapidot Announcer: Omer Freiberg
Making History, Ron Levy. The most successful independent podcast host in Israel
Sagia Ben-Ze’ev, Founder Serendip, internet-based radio
Eran Sabha, Host and editor, Galitz.
Host: Ayael Tiest, Program Manager, IDC Radio, Sammy Ofer School of Communications, IDC Herzliya

18:25- BREAK AND LIGHT REFRESHMENTS

PARELLEL WORKSHOPS *

12:15-13:15
RADIO SCHOOL – THE EDUCATIONAL RADIO OF ISRAEL
Discussion of the successes, failures, possibilities and future of educational stations.

Opening Statements: Moshe Shamis, Faculty of Communications, Emil Yarral Co-Regie
Minahem Grant, KI Israel
Talia Ilan, KI Israel
Dovit Railo, Ministry of Education
Yosi Lavi, Ministry of Education
Leon Feldman, KI Harasmpus 106FM
Host: Guy Einhorn, Director Content, Development and Business Initiatives, Sammy Ofer School of Communications, IDC Herzliya

12:15-13:15
RADIO FOR CHANGE
Radio can be used as an effective platform for persuading and changing positions. The radio’s unique ability as an easily accessible, non-invasive and interactive medium, allows it to serve as an important channel. How can organizations (such as the Ministry of Foreign Affairs or NGOs) use the radio to make a difference?

Dr. Noam Lemsichbat Latar, Dean, Sammy Ofer School of Communications, IDC Herzliya
Dani Siman, Ministry of Public Diplomacy & Diaspora Affairs
Adar Nis, Channel 2 News
Shah Karam – Radio A-Shams
Host: Avi Meshulam, former Editor in Chief of Walla and Maariv

*Not only the future interests us. You are invited to go back in time by visiting our unique radio museum with its displays of hundreds of sound equipment spanning time from Marcoux to the first sparks of Zionism to the new millennium.

Entrance is free. Visits must be scheduled in advance. Free parking in the student parking lot.