

MON APR 6

15:00
ENG/RU
3 hrs
OPENING CEREMONY
Welcome Address (U.S. Embassy Moscow, PAS) – TBD
Programming Schedule
AMC Tour

18:00
ENG/RU
2 hrs
“INFLUENCE OF MEDIA (XXI CENTURY)”
Headline event / TBD

TUE APR 7

15:00
ENG
1.5 hrs
“WHAT IS MEDIA LITERACY & WHY WE SHOULD STUDY IT?”
Lecture / Joe Crescente (American Center Moscow)

16:30
RU
1.5 hrs
WEB-VIDEO PRODUCTION
Lecture / Vadim Levin (Moscow Film School)

18:00
RU
2 hrs
“MY PATH FROM TRADITIONAL TO DIGITAL MEDIA”
Lecture / Irina Chesnokova (Journalist, Video Blogger)
📺 608K 📷 147K

WEN APR 8

16:00
RU
2 hrs
PODCASTING AND STORYTELLING
Workshop / Vsevolod Boyko (BBC News Russian)

18:00
RU
2 hrs
PRODUCTION IN FASHION MEDIA
Workshop /
Alisa Drobot (Video-editor - Tatler, Condé Nast)
Lena Koptseva (Producer - Tatler, Condé Nast)

18:00
RU
2 hrs
PRODUCTION IN FASHION MEDIA
Workshop /
Margarita Sinyayeva (Producer - Vogue, Condé Nast)
Ekaterina Shtokolova (Video-editor - Vogue, Condé Nast)

THU APR 9

15:00
RU
2 hrs
ART AND TECHNOLOGIES OF WEB-VIDEO PRODUCTION
Lecture / Vadim Levin (Moscow Film School)

18:00
RU
2 hrs
SHORT VIDEOS PRODUCTION
Workshop / Liliya Abramova (@tatarkafm)
📺 550K 📷 3.4M

FRI APR 10

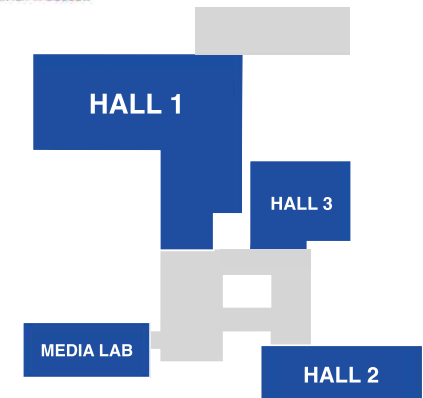
15:00
ENG
1.5 hrs
PRACTICAL WORK ON CONFORMATION BIAS
Workshop / Joe Crescente (American Center Moscow)

17:30
ENG
2 hrs
ROUNDTABLE WITH MEDIA EXPERTS
Discussion Panel /
Alisa Drobot (Video-editor - Tatler, Condé Nast)
Margarita Sinyayeva (Producer - Vogue, Condé Nast)
Ekaterina Shtokolova (Video-editor - Vogue, Condé Nast)
TBD (Moscow Film School)
Independent influencers
Moderator: Joe Crescente (American Center Moscow)

19:30
RU
0.5 hrs
2ND WEEK REVIEW
Planning Meeting / Robert De Shade,
Zlatoslava Terekhova (AMC)

AMC Media MEDIaweek 2020

media.amc.ru



APR 13

11:00 **MEDIA LAB OPEN HOURS**

15:00 **INTRODUCTION**
ENG 4 hrs
 Workshop /
 Keith Oppenheim (Associate Professor in Broadcast
 Media Production - Champlain College)

APR 14

11:00 **MEDIA LAB OPEN HOURS**

16:00 **PRE-PRODUCTION**
ENG 4 hrs
 Workshop /
 Keith Oppenheim (Associate Professor in Broadcast
 Media Production - Champlain College)

APR 15

11:00 **MEDIA LAB OPEN HOURS**
FIELD DAY
 Workshop /
 Keith Oppenheim (Associate Professor in Broadcast
 Media Production - Champlain College)
 Robert De Shade (AMC)

APR 16

11:00 **MEDIA LAB OPEN HOURS**

16:00 **PROJECT WORK**
ENG 4 hrs
 Workshop / Keith Oppenheim (Associate Professor in
 Broadcast Media Production - Champlain College)

APR 17

11:00 **MEDIA LAB OPEN HOURS**

16:00 **PROJECT SHOWCASE**
 Program Event /
 Keith Oppenheim (Associate Professor in Broadcast
 Media Production - Champlain College)
 Robert De Shade, Zlatoslava Terekhova (AMC)

18:30 **CLOSING CEREMONY**