

# **Television's Post-Network Promotional Strategies**

## **Session 1**

**Thursday, October 9**

**12:45-2:45**

**Eastwoods Room (Level 2)**

What is happening to television's promotional forms in a post-network era? As the medium adapts to a multi-platform future, how are alternative distribution and online delivery impacting the way programs are presented as part of a station or network's offerings? What are the implications of these changes for television audiences?