

2018 INTERNATIONAL MEDIA SEMINAR: FINAL SCHEDULE

The Center for the Study of International Communications (CECI), Paris and
The School of Media and Public Affairs at The George Washington University (SMPA)
invite you to participate in an

International Media Seminar

March 11 - March 17, 2018

Hôtel Malar – [29, rue Malar, 75007 Paris](#). Tel : [01 45 51 38 46](#)

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Schedule

Programs will be held at The American University of Paris (AUP): [6 rue du Colonel Combes](#) and [11 rue Pierre Villey](#), and various Paris homes. The Seminar is chaired by **Lee Huebner**, Airlie Professor of Media and Public Affairs and is part of a Short Term Study Abroad course at the George Washington University on “Globalization and the Media.”

Sunday, March 11

2:00 pm. BOAT CRUISE ON THE SEINE. With a visit to the Paris **Liberty Flame Monument**.

5:00 – 8:00 pm. OPENING RECEPTION at the home of **Joanna Gordon**, co-president at DG Global Advisors –specializing in strategic marketing. With a talk by **Alissa Rubin**, Paris Bureau Chief of the New York Times, formerly NY Times Bureau Chief in Baghdad and in Kabul. Pulitzer Prize Awardee in 2016 for International Reporting.

Monday March 12.

9:00 --10:30 am. “The Uniqueness of French Culture.” **Harriet Welty Rochefort**, Journalist and author of “French Toast”, “French Fried,” and “Joie de Vivre,” describing what the author calls “Secrets of the special way the French do their romancing, wining, dining, vacationing, squabbling and shrugging.”

10:30 – 11:45 am. “The Changing Face of French Television.” With **Stephane Carrie**, television writer for major French entertainment programs.

12:00 noon – 2:30 pm. Visit to the UNESCO world headquarters. (United Nations Educational, Scientific and Cultural Organization). Hosted by **Nolwazi Mjwara**, Communications Consultant with UNESCO’s World Heritage Center. Including: **Lunch at the UNESCO Dining Room.**

3:15 – 4:30 PM. A conversation with **Alan Riding**, formerly Chief European Cultural Correspondent and Chief Latin American Correspondent for the *New York Times*. Author of the recent book on French cultural life during the Nazi occupation, “*And The Show Went On.*”

4:30 -- 6:00 PM. Walking tour of Paris’s **La Defense Sector**, a modern architectural showcase & Europe’s largest purpose-built business district.

6:00 pm onward. Buffet dinner at the Huebners. With **Jeff Schaefer**, Chief European Video Editor for the Associated Press, and his wife, **Vivienne Walt**, noted war correspondent for *Time* magazine and other publications.

Tuesday, March 13

9:00 – 10:15 am. “The International Free-Lance Life.” **Kathleen Beckett**, NY Times contributor and former staff writer with Harper's Bazaar, Glamour and Vogue.

12:30 – 1:30 pm. Lunch with Laura Spinney, British science journalist. Her book *Pale Rider* (2017) deals with the 1918 flu pandemic. She has written for *The Times*, *National Geographic*, *The Economist*, and *The Daily Telegraph*.

1:45 – 2:45 pm. Thomas Haley, Paris news photographer, formerly with SIPA Press, the French photo news agency.

3:00—4:30 pm. Jim Bittermann, Sr. European Correspondent, CNN. Formerly Paris Bureau Chief for ABC & NBC.

4:45 – 6:00 pm. Celestine Bohlen, Former Moscow correspondent for the New York Times and the Washington Post. Recent Columnist for the International New York Times and Bloomberg News Agency.

Wednesday, March 14

11:30 am. Walking tour of the Neuilly open-air market.

1:30 – 2:45 pm. A talk by **Jean Lesieur**, author of recent non-fiction book, *“Un meurtre à Georgetown.”* (*A Murder in Georgetown*). Formerly with

the French news magazines *Le Point* and *L'Express*. A founding editor of *France 24 TV*.

2:45 pm – 4:00 pm. A conversation with **Adam Nossiter**, New York Times Paris Bureau, previously with the NYT in the American South and in Africa—where he headed a Pulitzer Prize winning team that covered the Ebola epidemic.

6:00 – 8:00 pm. Reception at the home of **Belinda de Gaudemar**. Her son, **Matthieu de Gaudemar**, will discuss his recent work with the Cambodian newspaper, the *Phnom Penh Post*. With CECI / AUP **Scholarship Students, Irini Khundadze (Georgia), Simon Musasizi (Uganda) & Maha Assalabani (Syria)** on their home media landscapes.

Thursday, March 15

9:00 – 10:15 am. "Globalization and the Future of the Fashion Industry." **Madeleine Czigler**, Professor at AUP and Wells College. Formerly fashion and culture correspondent for the Canadian Broadcasting Company.

10:15 am – 2:30 pm. Choice of optional programs: (1) A visit and tour with **Julien Bizot**, CEO of Radio Nova; **OR** (2) A visit at the home of novelist and screenwriter **Diane Johnson**.

3:00 – 4:30 pm. A visit to the offices of the French daily newspaper, **Le Monde**. With a presentation on Le Monde's response to the challenges of a new media age by **Louis Dreyfus**, Chairman of the Executive Board.

5:00 – 6:30 pm at AUP: [6 rue du Colonel Combes, Room, C-104.](#) “Confessions of a Lifelong International Marketer.” **Peter Barnet, Emeritus Prof., AUP. Former Executive VP. International for Y & R and other ad agencies.**

7:00 – 9:00 pm. Reception at the home of **Emily Lodge and Robert Pingeon**: Emily will discuss her book: *“The Falcon Diaries: an American in Jordan.”* With a talk on “The Juxtaposition of African, American and French Business Cultures” by **Evelyn Odonkor**, AUP International Business Professor.

Friday, March 16

9:00 –10:30 am. **Eleanor Beardsley**, Paris Correspondent for National Public Radio.

12:00 noon – 1:30 pm. Lunch with **Dominique Moisi**, Founding Scholar at the French Institute of International Relations and Professor at Kings College, London. Author of “The Geopolitics of Emotion.”

1:45 —3:00 pm. “A Career in Public Diplomacy with the US Foreign Service.” With **Sheldon Austin**, former Public Diplomacy officer, US State Department.

3:00 –4:15 pm. A visit with **Randy Weddle**, Formerly Asia Managing Director of the International Herald Tribune and the International New York Times. Now an independent marketing consultant.

4:30 – 5:30. “The European Migration Crisis.” With **Lamis Aljasem**, Syrian graduate student at Sciences Po (the Paris Institute of Political Studies) and

former AUP/CECI Scholarship student. Member of Time Magazine's documentary team covering refugees in Europe.

8:30 pm *Montmartre Cabaret* Farewell Dinner. La Cremaillere 1900.

Saturday, March 17

OPTIONAL EVENTS: Visit to Chateau de Versailles (and/or other sites