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 10 - March 16, 2019

Hôtel Malar – 29, rue Malar, 75007 Paris. Tel : 01 45 51 38 46
Center contact phone: 06 08 98 46 92 (portable): 01 45 00 42 83 (fixed line)

Schedule

Most programs will be held at The American University of Paris (AUP): 6 rue du Colonel Combes and 2 bis Passage Landrieu. The International Media Seminar is chaired by Lee W. Huebner, Airlie Professor of Media and Public Affairs at the George Washington University.

Sunday, March 10

2:00 pm. BOAT CRUISE ON THE SEINE. An ideal introduction to Paris. Meet at Hotel Malar promptly at 2:00 PM to walk to the boat dock. Cruise departs from Pont de l'Alma, Right Bank, 7008 Paris.

5:00 – 8:00 pm. OPENING RECEPTION at the home of Joanna Gordon, co-founder and co-president at DG Global Advisors – a consultancy in strategic marketing. With a talk by Vivienne Walt, noted war correspondent for Time and other publications.

Monday March 11

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.”


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.

3:00 — 4:30 pm. Meeting at the US EMBASSY. With David H.L. Van Cleve, Spokesman & Press Counselor, and his colleagues in the fields of (1) Social Media and (2) Countering Disinformation.


Tuesday, March 12


12:30 – 1:30. Lunch at 2 bis Passage Landrieu with Jim Peterson, lawyer and author, reflecting on the serendipitous nature of career path developments.

1:30 – 2:30 pm. Thomas Haley, veteran Paris news photographer, formerly with SIPA Press, a leading French photo news agency.

Late Afternoon: FREE TIME.

5:00 – 7:00 pm. Reception and presentation at the home of Jim Bittermann, Senior European Correspondent, CNN. Formerly Bureau Chief for ABC News and NBC News, Paris.

Evening: FREE TIME

Wednesday, March 13

10:00 – 11:00 am. “Covering the European Economic Scene.” Anne Swardson, Editor-at-large at Bloomberg News. Formerly chief of the Washington Post Paris Bureau.

11:00 am. Optional Walking Tour, including the Avenue Wilson open air market and the La Defense Sector, a modern architectural showcase & Europe’s largest purpose-built business district.

Lunch on your own

1:30 – 2:30 pm. A conversation with Adam Nossiter, Paris Bureau Chief for the New York Times, with previous experience in the American South and then in Africa—where he headed a NYT team that won the Pulitzer Prize for its coverage of the Ebola epidemic. He has recently been the leading US reporter about the current French political situation, including the Yellow Vest protest movement.


4:00–5:00 pm. "Covering the Fashion Scene in the World's Fashion Capital." Madeleine Czigler, fashion and culture journalist and professor at AUP & Wells College. Formerly with the Canadian Broadcasting Company.

6:00 – 8:00 pm. Reception at the home of Paris Friends. With Waddick Doyle, Professor of International Communications, American University of Paris. And AUP/CECI Scholarship Students, Narmin Elfurjani, from Libya, and Simon Musasizi, from Uganda, discussing their home media landscapes. Plus remarks by Elaine Cobbe, CBS News Paris Correspondent.

Thursday, March 14

10:00 am. Meet at Hotel Malar to travel to Le Monde. With a stop at the Liberty Flame Monument.

11:00 am - 1:00 pm. Visit to the leading French newspaper company, Le Monde. Hosted by Louis Dreyfus, President. Including Le Monde’s daily Editorial Planning Conference at noon.

1:00 – 2:30 pm. Lunch at AUP, with Anne Bagamery, former Senior Editor of the International Herald Tribune and the International New York Times. Anne will help us in analyzing the Le Monde Editorial Planning Conference, while also discussing her own role in “Editing the News for a Global Audience.”

2:30 – 4:00 pm Dana Thomas, Paris-based Cultural contributor to The New York Times Style section and other publications, Formerly Paris cultural correspondent for Newsweek magazine. Author of Deluxe: How Luxury Lost Its Luster and also Gods and Kings, an exploration into the rise and fall of fashion titans.

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4:00 – 6:00 pm. “Confessions of a Lifelong International Marketer.” Peter Barnet, Emeritus Professor, AUP, Former Executive VP. International Advertising, Young & Rubicam and other global ad agencies.

7:00 – 8:30 pm. Optional Event. Film Screening: “I Remember Better When I Paint.” (How the Creative Arts Can Help People With Memory Impairment.) With its co-director, Berna Huebner. Hosted by the Association of American Women in Europe.

Friday, March 15


11:00 – 11:45 am. Emma Piesse, Paris-based television journalist and director.

12:00 noon – 12:30 pm. Lunch at AUP.

12:30 – 1:45 pm. 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.

1:45 to 3:00 pm. Celestine Bohlen, Former Moscow correspondent for the New York Times and for the Washington Post. Recent Columnist for the International NYT and Bloomberg News Agency.

Late afternoon and early evening: FREE TIME.

8:30 pm Montmartre Cabaret Farewell Dinner. La Cremaillere 1900. 15, Place du Tertre, 75018 Paris (Montmartre). Metro: Abbesses or Pigalle. Meet at the Hotel Malar at 7:45 pm to travel together to Montmartre. Or meet on the steps at Sacre Coeur church (highest point in Montmartre) at 8:15 pm.

Saturday, March 17

OPTIONAL EVENTS: Visit to Chateau de Versailles (and/or other sites of interest.)