

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.”

**10:30 – 11:30 am.** 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.*”

**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.

**6:00 pm onward. Buffet dinner at the home of Lee and Berna Huebner.** With guest **speaker, Alissa Rubin**, former Paris Bureau Chief of the New York Times, formerly NY Times Bureau Chief in Baghdad and in Kabul and now posted again in Iraq. Pulitzer Prize Awardee in 2016 for International Reporting series on women in Afghanistan.

#### **Tuesday, March 12**

**10:00 – 11:00 am.** “The International Free-Lance Life.” **Kathleen Beckett**, NY Times contributor and former staff writer with Harper’s Bazaar, Glamour and Vogue.

**11:15 am – 12:30 noon.** A Conversation with **Laura Spinney**, noted British science journalist, whose most recent book *Pale Rider* (2017), dealt with the 1918 flu pandemic. She has written for *The Times*, *National Geographic*, *The Economist*, *Nature*, *New Scientist* and *The Daily Telegraph*.

**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.

**2:45—3:45 pm.** A talk by **Jean Lesieur**, author of current non-fiction best seller, *“Un meurtre à Georgetown.” (A Murder in Georgetown)*. Formerly with the French news magazines *Le Point* and *L’Express*. Founding Editor for the French international news channel, *France 24*.

**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**

**9:30 – 10:45 am.** “The Varied and Changing Face of French Television.” **Stephane Carrie**, writer for major French entertainment series.

**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 Aljaseem**, 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.**

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