



Northwestern University School of Communication and
The Center for the Study of International Communications

Invites you to participate in an

International Media Seminar Paris

March 20 - March 26, 2011

at

The American University of Paris (AUP)

31 avenue Bosquet

Grand Salon - 2nd floor

Hôtel Malar – 29, rue Malar, 75007 Paris. Tel : 01 45 51 38 46 fax : 01 45 55 20 19

Contact phone: 06 08 98 46 92 (portable): 01 45 00 42 83 (fixed line)

Schedule

All programs will be held at The American University of Paris (AUP), except where marked by * you must have photo identification to be admitted to some venues.

The Center for the Study of International Communications is chaired by Lee W. Huebner, Professor of Media and Public Affairs, George Washington University.

Sunday, March 20

***3:00 pm** OPTIONAL EVENT. Boat Cruise on the Seine, an ideal introduction to Paris. Meeting at the Hotel Malar at 3:00 pm for those who want to walk to the boat dock together. Pick up your boat tickets at the desk of Hotel Malar.

(TBC) - 6:00 pm Meet at Hotel Malar to travel together to the welcoming dinner.

Monday, March 21

10:15 am. Meet at the Hotel Malar to travel to Publicis.

***11:00 am** Visit to Publicis, one of the world's largest advertising agencies. 133, avenue des Champs Elysées 75008 Paris. Metro: Etoile. Meeting with Robert Fredovich, Director of Marketing Communications, Publicis Groupe.

***1:45 pm – 3:00 pm** “How the World’s First Global Newspaper Serves a Globalizing World.” With a talk and a tour led by Anne Bagamery, Senior Editor, International Herald Tribune, 6 rue des Graviers, 92200 Neuilly. Métro Ligne 1 Pont de Neuilly.

Evening: *7:00 pm Buffet dinner at the home of Lee and Berna Huebner, 3, rue Lalo, 75116 Paris. Door code A3104, interphone LWH, 7th floor. Tel 01 45 00 42 83. Métro Lignes 1 or 2. Guest speakers: Patricia Wells, author and food critic and Walter Wells, former Executive Director, International Herald Tribune and author.

Tuesday, March 22

AUP, 31 avenue Bosquet 75007 Paris—Grand Salon 2nd floor

09:30-10:30 am “Reporting the world from a European Perspective.” **Jean-Marc Illouz**, Senior International Correspondent for France 2 TV.

10:30 - 11:30 am “Diplomacy and the Media” **Elizabeth Detmeister**, Deputy Press Attaché at the U.S. Embassy in Paris, France.

11:45 am - 1:00 pm "New Media--New Horizons." **Eileen Bastianelli**, founder of Milestone Media, former executive at BBDO Advertising Agency, Paris, now an adviser and producer linking the worlds of advertising and digital content.

1:00 - 2:00 pm Lunch at AUP and Discussion of "Developing World Media Perspectives," with AUP international media journalism students who will talk about their countries, cultures and career plans in the media field.

AUP: Combes Building – 6, rue Colonel Combes Room C31

3:20 - 4:20 pm "The Power behind "Soft Power"." **Judith Baroody**, Minister-Counselor for Public Affairs at the US Embassy in France.

Wednesday, March 23 AUP, 31 avenue Bosquet 75007 Paris – Grand Salon 2nd floor

9-10 am Anne Swardson, "Business News in Europe-Covering the Economic Scene"

10:30 - 11:30 am "Foreign Reporting in a Dangerous World," **Jon Randal** former international correspondent and war correspondent for the Washington Post.

11:30 - 1:30 pm "First, Foremost and Unrivalled – Celebrity Journalism in an International Setting." **Cathy Nolan**, former Paris Bureau chief of People Magazine.

Lunch in-between (12: 45--1:30 Lunch)

1:30 - 2:30 pm **Celestine Bohlen**, Former Senior Correspondent for Political and International affairs, Bloomberg News Agency. Former Moscow correspondent for the Washington Post and the New York Times.

3:25 pm "Food as a Metaphor for French Culture." **Harriet Welty Rochefort**, Journalist and author of "French Toast" and "French Fried," both very popular books about cultural differences and similarities.

Late Afternoon and Evening: Free Time

Thursday, March 24 AUP, 31 avenue Bosquet 75007 Paris – Grand Salon 2nd floor

9:00 - 10:00 am "Three Continents, Two Careers, One Couple, Two Kids, No Dogs." **Ann and Don Morrison**, Time Magazine. Formerly co-editors of Time Magazine Europe. Ann Morrison: Editor, Asiaweek Magazine Hong Kong, Executive Editor, Fortune Magazine, New York; Don Morrison: Co-Editor, Time Magazine Europe, Executive Europe, Time Magazine, Asia, Assistant Managing Editor, Time Magazine, New York.

10:00am – 12:00 noon. "Confessions of a Lifelong International Marketer." **Peter Barnet**, Associate Professor, The American University of Paris, Former Executive VP for International Advertising at Young and Rubicam and other global ad agencies.

12: 00 – 3:30pm Lunch + Free time

***3:30 - 4:30 pm** Location: 56 rue de Tournelles. "Searching Images: Six Decades of Front-line Photojournalism." At the home of **John Morris** - Now a very active 93 years of age, John Morris is considered by many to be the leading photo news editor of the twentieth century. Former head of Magnum Agency, former senior photo editor for Life Magazine, the New York Times, the Washington Post and other publications; author of "Get the Picture: A Personal History of Photojournalism. " At: 56 rue des Tournelles, ring Morris at street door, go to rear of court. 01 48 04 53 40. Nearest Metro CHEMIN VERT or BASTILLE. Near the Place des Vosges.

Friday, March 25

9:30 am Meet at the Hotel Malar to travel together to France 24.

***10:00 am** Visit to France TV24, all-news cable channel. With a talk by Jean Lesieur, Executive Producer, and a tour. Address: 5, rue Nations Unis, entrance is on rue Camille Desmoulins; take RER C to Molineau from Pont de Alma, direction Versailles. Get off at Issy Val de Seine; walk downstairs; turn left. At the light is rue Camille Desmoulins, turn left and on left side, across from Coca Cola is France TV24. Entrance around the corner.

1:00 pm Meet at Hotel Malar at 1:00 pm to travel together to *Liberation*.

***2:00 pm** Visit to *Libération*. François Sergent, Senior Editor. "A Close Up Look at a Leading French Daily." 11, rue Béranger 75003 Paris Métro République or Temple.

Late Afternoon Free Time

***8:30 pm** OPTIONAL EVENT. Montmartre Cabaret dinner; meet at Hotel Malar at 7:00 pm to travel together to Montmartre.

Saturday, March 26

*OPTIONAL EVENT. Private bus trip and guided tour. Chateau de Versailles.