The Center for the Study of International Communications, Paris

invites you to participate in an

International Media Seminar
March 23 - March 28, 2008
at

The American University of Paris (AUP)
31 avenue Bosquet and 6 rue du Colonel Combes

Hôtel Malar-29, rue Malar 75007 Paris. Tel: 01 45 51 38 46 fax: 01 45 55 20 19
Paris contacts: 014500 4283 and portable 0608984692

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 International Media Seminar will be chaired by Lee W. Huebner, director of the School of Media and Public Affairs at The George Washington University formerly professor, communication studies and journalism, Northwestern University.

Sunday, March 23

3:30 PM Optional Event. Boat Cruise on the Seine—an ideal introduction to Paris. Meeting at the Hotel Malar at 3 PM for those who want to travel together. Meet at 6:15 PM at the Hotel Malar to go to welcoming dinner.

*7 PM Welcoming Event: Buffet dinner at the home of Lee and Berna Huebner. Geraldine Baum, Paris bureau chief of the LA Times Paris. She came to the paper in 1990, and served in Washington DC and New York before moving to Paris three years ago. She has been a national correspondent covering everything from the Clinton impeachment to 911 in New York. She also wrote a column for the Calendar section for several years called “New York, N.Y. She received her BS from Medill and an MA from the Columbia School of Journalism.

Monday, March 24

*10 AM Visit to France TV 24, new all-news cable channel. Jean Lesieur, executive producer. Leave from Hotel Malar at 9 AM. (Address: 5 rue Nation Unis, entrance on des Camille des Moulins; take RER C to Molineau from Alma direction Versailles. Get off at Issy Val de Seine; walk downstairs; turn left; at light is des Camille des Moulins, turn left and on left side across from Coca Cola is French TV 24.)

*12:45 – 2:30 PM Meet for lunch and a talk on restaurant marketing by Tamara Prevost at FRAIS’ 3, rue de Vienne 75008. Metro St. Lazare.

3:30 – 5 PM AUP: 147 rue de Grenelle in G31. “Global Media; Developing World Perspectives,” with five AUP international journalism scholarship students who will present and exchange views about their countries and cultures and careers in international media.

Tuesday, March 25

AUP: Grenelle Building - 147, rue de Grenelle in G34 (building is behind the church)


12:15- 1:00 AM  "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.

Wednesday, March 26
At AUP. Grenelle  Building  147 rue de Grenelle

10:45 AM- 12 PM  "Informed, Irreverent and Unblinking—Two Careers in International Television News " Pat Thompson, managing documentary producer, the Paris Bureau Productions, and Jim Bittermann, senior on-air correspondent for Europe, CNN International and formerly bureau chief in Paris for ABC and for NBC Television News.

1:30 PM (appointment at 2:30 PM)  Leave AUP for visit.

4:15 - 5:30 PM  *Publicis, one of the world's largest advertising agencies. 133, avenue des Champs Elysees, 75008 Paris. Meeting with Robert Fredovich, Director of Marketing Communication, Publicis Groupe.

Thursday, March 27
At AUP, Combes Building, 6 rue du Colonel Combes, Room C11

11 AM – 12 PM  "New Media--New Opportunities." Eileen Bastianelli, founding president of Milestone Media, now a senior executive at BBDO Advertising Agency in Paris.

1:30 PM (appointment at 2:30 PM)  Meet at Hotel Malar at 1:30 PM

Friday, March 28
At AUP, Grenelle Building, Room G 34

9 – 11 AM  "Confessions of a Lifelong International Marketer." Peter Barnet, associate professor, American University of Paris, former executive VP for International Advertising at Young and Rubicam and other global ad agencies.

11 AM – 12 PM  "First, Foremost and Unrivaled —Celebrity Journalism in an International Setting." Cathy Nolan, former bureau chief of People Magazine, now freelancing for other publications.
Meet at the Hotel Malar at 2 PM to go to John Morris’ program

**3 PM** Location: 56 rue de Tournelles. “Searching Images: Six Decades of Front-line Photojournalism.” At the home of John Morris. Now a very active 90 years of age, John Morris is considered by many to be the leading photo news editor of the 20th century. Former head of Magnum and other photo agencies, former chief 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." (56 rue des Tournelles, ring Morris, rear of court. 01 4804 5340. Nearest Metro CHEMIN VERT or BASTILLE. Just around the corner from Place des Vosges.)

**8:30 PM** OPTIONAL EVENT. Cabaret dinner in Montmartre.

**Saturday, March 17**

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