

# International Broadcasting: The Public Diplomacy Challenge

Thursday, November 16, 2006

Jack Morton Auditorium 805 21st Street, NW Washington, DC 20052

## Conference Schedule

8:30-8:45 a.m.

### **Welcoming Remarks**

8:45-9:00 a.m.

### **“Scene setter on International Broadcasting”**

McKinney H. Russell, President, Public Diplomacy Council

9:00-11:00 a.m.

### **Panel I: “The State of U. S. Government-Funded International Broadcasting”**

#### Moderator:

Amb. Karl F. Inderfurth, Elliott School of International Affairs; former Assistant Secretary of State, South Asian Affairs

#### Panelists

- Kenneth Y. Tomlinson, Chairman, Broadcasting Board of Governors
- Jeffrey N. Trimble, Acting President, Radio Free Europe/Radio Liberty
- Sanford Ungar, President, Goucher College; former Director of Voice of America
- Salama Nematt, Washington Bureau Chief, *al Hayatt*
- Paul Blackburn, former Public Affairs Officer at U.S. embassies in Beijing and Tokyo

11:00–11:20 a.m.

### **Coffee Break**

11:20 a.m.-12:45 p.m.

### **Panel II: “Whither International Broadcasting? Future Trends and Techniques”**

#### Moderator:

Robert T. Coonrod, former President and CEO, Corporation for Public Broadcasting; former Deputy Director, VOA

#### Panelists:

- Adam Clayton Powell III, Director, Integrated Media Systems Center, University of Southern California Viterbi School of Engineering; Senior Fellow, USC Center on Public Diplomacy
- Graham Mytton, former Head, British Broadcasting Corporation’s World Service Research
- Myrna Whitworth, former Acting Director and Director of Programming, VOA

- Mark Helmke, Senior Staff Member, Senate Foreign Relations Committee

12:45 p.m.

**Concluding Comments**

Robert Callahan, Public Diplomacy Fellow, George Washington University School of Media and Public Affairs