

Tentative Program (as of 11/12/06)

The Media as a Theater of War, the Blogosphere, and the Global Battle for Civil Society

December 17 – 18, 2006

Daniel Hotel, Herzliya

Sunday, 17.12.06

Media as a Theater of War: Lessons of the Second Lebanese War

- 08:00 – 08:30 **Registration**
- 08:30 – 09:00 **Opening Address**
Prof. Uzi Arad, Head and Founder, Institute for Policy and Strategy, IDC, Herzliya
Prof. Richard Landes, Head of the Media Working Group for the 7th Annual Herzliya Conference
- 09:00 – 10:30 **Panel I: Coverage of the Lebanese War: Arab Media**
Hayim Azses, Educational Director, Sephardic Educational Center
Dr. Michael Widlanski, The Hebrew University of Jerusalem
Itamar Marcus, Director, Palestinian Media Watch
Leah Soibel, Senior Researcher, The Israeli Project
- 11:00 – 12:30 **Panel II: Coverage of the Lebanese War: Western Media**
Chair and Comment: Richard Landes
Nidra Poller, Paris Editor, [Pajamas Media](#)
Tamar Sternthal, Israel Director, Committee for Accuracy in Middle East Reporting in America
Lee Smith, Visiting Fellow, Hudson Institute
Prof. Gerald Steinberg, Bar Ilan University, Editor, NGO Monitor
- 12:30 – 13:30 Lunch. **Screening of *Icon of Hatred*** (Continuation of [Pallywood](#) and [Al Durah](#), from [Second Draft](#))
- 13:30 – 15:00 **Panel III: Kfar Qana: Inflection Point?**
Chair and Comment: Nachman Shai, Director, UJC Israel, Former IDF Spokesperson
Please read the work of Richard North of [eureferendum](#), who cannot come: “[The Corruption of the Media](#)”
Joe Hyams, [Honest Reporting](#), “[Qana in Context](#)”
Maj. Gen. (res.) Yaacov Amidror, Former Commander of the IDF's National Defense College
Dr. Raanan Gissin, Strategic Consultant and former advisor to Prime Minister Ariel Sharon
Jonathan Davis, IDF Spokesperson's Unit (res.), VP for External Relations, IDC
Mark Regev, Spokesperson, Ministry of Foreign Affairs
- 15:15 – 16:45 **Panel IV: The New Kid on the Block: Blogosphere and Mainstream Media**
Chair and Comment: Allison Kaplan Sommer, Israel 21c, Middle East Editor, [Pajamas Media](#)
Richard Fernandez, [The Belmont Club](#), Australian Editor, [Pajamas Media](#)
Michael Totten, [Middle East Journal](#)
Martin Solomon, [Solomonias](#)
Judith Weiss, [Keshet Talk](#)
- 17:00 – 18:30 **Panel V: Media Oxymoron: Open Reporting from Closed Societies**
Dr. Michael Widlanski, The Hebrew University of Jerusalem
Noah Pollak, Assistant Editor, *Azure*, Shalem Center
Stephanie Gutmann, [The Other War: Israelis, Palestinians and the Struggle for Media Supremacy](#)
Dr. Reuven Paz, Senior Fellow, [GLORIA](#)
Prof. Anna Geifman, Boston University
- 18:30 **Reception for All: Professor, [Blogger](#), and Rabbi Jeffrey Woolf will Light the Chanukah Candles**

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Strategies for the 21st Century: Public Diplomacy as Self-Defense for Israel and Civil Society in the West and the World

- 08:30 – 09:00 **Opening Remarks**
MK Amira Dotan, Member of Knesset, Chairperson, Hasbara Committee
Prof. Richard Landes, [The Second Draft](#), [The Augean Stables](#)
- 09:00 – 10:30 **Panel I: What Challenges face Israeli Public Diplomacy in the 21st Century?**
Chair and Comment: Danny Seaman, Director, Government Press Office
Stephanie Gutmann, [The Other War: Israelis, Palestinians and the Struggle for Media Supremacy](#)
Philippe Karsenty, [Media-Ratings](#)
Maj. Avital Leibovich, Head of the Foreign Press Division, IDF Spokesperson's Unit
Amir Gissin, Director, Public Affairs Department, Ministry of Foreign Affairs
Dr. Mike Cohen, Senior Analyst and Founder, Galilee Institute
- 11:00 – 12:30 **Panel II: Paradigm Shifts: Radical Reorientations**
Chair and Comment: Ron Schliefer, Bar Ilan University and College of Judea and Samaria
Dr. Joel Fishman, Project Director of Democracy in Israel, Jerusalem Center for Public Affairs
Aryeh Green, Advisor to former Minister Natan Sharansky
Dr. Manfred Gerstenfeld, Chairman of the Steering Committee, Jerusalem Center for Public Affairs
Charles Jacobs, Founder, The David Project
Dr. Emmanuel Navon, CEO, The Business Network for International Cooperation
Yitzhak Sokoloff, Executive Director, Merkaz Keshet, "Beyond Right and Left"
- 12:30 – 13:30 Lunch: **Screening of *Icon of Hatred*** (Continuation of [Pallywood](#) and [Al Durah](#), from [Second Draft](#))
- 13:30 – 15:00 **Panel III: Cyberspace as a Media Revolution: Implications for Israeli Public Diplomacy**
Chair and Comment: Yaakov Kirschen [The Drybones Blog](#)
Lisa Goldman, [On the Face](#)
Charles Chuman, [Lebanese Political Journal](#)
Michael Totten, [Middle East Journal](#)
Richard Fernandez, [The Belmont Club](#), Australian Editor, [Pajamas Media](#)
Benjamin Kerstein, [Diary of an Anti-Chomskyite](#)
Aussie Dave, [Israellycool](#)
Mary Madigan, [Exit Zero](#)
- 15:15 – 17:00 **Panel IV: Quo Vadimus? New Initiatives for Public Diplomacy in the 21st Century**
Dr. Mitchell Bard, Executive Director, American Israeli Cooperative Enterprise, "The American Campus"
Nitsana Darshan-Leitner, Director, Shurat HaDin Israel Law Center
Candy Shinaar, Director, Council of Hasbara Volunteers ([CoHaV](#))
Noam Bedein, [Sderot Media Center](#)
Joel Rubinfeld, President, Atlantis Institute
Dr. Mike Cohen, Senior Analyst and Founder, Galilee Institute
- 17:30 – 18:00 **Closing Remarks:** Prof. Richard Landes: Enlarging the Coalition