



Selling America: How Well Does U.S. Government Broadcasting Work in the Middle East?

Tuesday, May 11, 2004, 9:00 a.m.–1:30 p.m.
Wohlstetter Conference Center, Twelfth Floor, AEI
1150 Seventeenth Street, N.W., Washington, D.C. 20036

Since September 11, 2001, Americans have begun to face up to the growing problem of anti-Americanism throughout the Arab and Muslim world. Polls consistently indicate high levels of hostility to the United States, and the problem has only intensified since the Iraq war began. One answer to the problem has been to improve U.S. communication with the Arab and Muslim world through U.S. government-sponsored broadcasting. Television is used to send the U.S. message to millions, as well as to counter the institutional hostility of regionally-owned networks such as al Jazeera and al Arabiya. But does it work? Can the United States replay the success of broadcasting during the Cold War? And is the Middle East really fertile ground for the American message?

To debate these and other questions, AEI is pleased to host a keynote speech by Representative Frank Wolf (R-Va.), chairman of the House Appropriations Subcommittee on Commerce, Justice, and State, the Judiciary, and Related Agencies. The speech will follow two panel discussions on the role of broadcasting in public diplomacy and how we measure the success of these efforts.

8:45 a.m. Registration

9:00 **The Role of Broadcasting in Public Diplomacy**

Speakers: Mark Helmke, U.S. Senate Foreign Relations Committee
Salameh Nematt, *Al Hayat*
Jeremy Sharp, Congressional Research Service
Ken Tomlinson, Broadcasting Board of Governors

Moderator: Danielle Pletka, AEI

10:30 **How Do We Measure Success?**

Speakers: Andy Kohut, Pew Research Center
Mouafac Harb, Middle East Television
Judy Milestone, Advisory Group on Public Diplomacy in the Arab and Muslim World
Judy Siegel, U.S. Department of State

Moderator: James K. Glassman, AEI

Noon Luncheon

Keynote Address: Rep. Frank Wolf (R-Va.)

1:30 p.m. Adjournment

I will attend the conference on Tuesday, May 11.

Name: _____

Title: _____

Affiliation: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Please check if this is a new address.

Please register online at www.aei.org/events or by faxing this form to 202.862.7171. Shortly after the event occurs, a video webcast will be available on the AEI website at www.aei.org/events/eventvideo_list.asp.

For more information, please contact Molly McKew at mmckew@aei.org
For media inquiries, please contact Veronique Rodman at vrodman@aei.org.