

Miami-Florida European Union Center of Excellence

School of International and Public Affairs

The Miami-Florida European Union Center of Excellence,
a partnership with Florida International University
and the Jean Monnet Chair of the University of Miami,

cordially invites you to attend a

**Luncheon/Briefing with the Press and Public Diplomacy Counselors
of the EU embassies in Washington, D.C.**

Friday, April 26, 2013 | 12:00 PM

The Coral Gables Country Club
997 North Greenway Drive, Coral Gables, FL 33134

Welcome:

Rebecca Friedman, Co-Director, EU Center, Florida International University

Lead Analysis

Joaquín Roy, EU Center/Jean Monnet Chair

Leonardo Ferreira, Professor of Communications, University of Miami

Comments:

Silvia Kofler, EU Delegation Head of Press and Public Diplomacy,

Kasper Zeuthen, EU Delegation Senior Media Advisor,

General agenda:

- What is the European Union? Same as Europe?
- How to report and comment? What citizens ask for and need?
- What are the major difficulties for media staff?
- Which are the countries and issues of special interest? Why?
- How understanding and reporting can be enriched?
- Special context: Hispanic Media. Is it different?

