



The Institute for
Law and Philanthropy
Buchmann Faculty of Law
Tel Aviv University



Philanthropy, Culture, and Soft Power: Cold War Origins and Today's Challenges

Two Lectures and a Panel Discussion

"It's not a conspiracy theory - the CIA really used a fake philanthropic foundation to exert influence"



Benjamin Balint

Who Paid the
Piper? Cold War
Ideology and CIA
Philanthropy



Assaf Shelleg

Cold War Music(s)



Panel Discussion
with **Joanna Landau**
Lessons for Today's
Philanthropy
(in Hebrew)



Moderator: **Guy Schultz**

Wednesday, May 22nd, 15:30 – 17:30

Room 307, the Buchmann Faculty of Law at Tel Aviv University

[Register here](#)

Benjamin Balint, a cultural historian living in Jerusalem, is the author most recently of *Bruno Schulz: An Artist, a Murder, and the Hijacking of History*, which won this year's National Jewish Book Award in biography. His previous book, *Kafka's Last Trial*, was published in Hebrew edition this year with Magnes Press. The *New York Times* called his first book, *Running Commentary*, "the best book to date about neoconservatism."

Assaf Shelleg, (The Hebrew University of Jerusalem and currently a visiting professor at the University of Basel) is the author of the awards-winning book *Jewish Contiguities and the Soundtrack of Israeli History* (Oxford University Press, 2014) and *Theological Stains: Art Music and the Zionist Project* (Oxford University Press, 2020). Shelleg was the director of the Cherrick Center for the Study of Zionism, the Yishuv, and the State of Israel at the Hebrew University of the Jerusalem; he is a music contributor for Haaretz, and served as a curator for the Israel Philharmonic Orchestra. Shelleg's new book, *The State of Afterness: Contemporary Music in and about Israel* is forthcoming with Oxford University Press.

Joanna Landau, best-selling author of *Ethical Tribing: Connecting the Next Generation to Israel in the Digital Era*, Joanna is an expert on country branding, Israel's soft power, and the unique challenges Israel faces when building its global reputation. Recognized by Forbes Israel as one of the 50 Most Influential Women in Israel, Joanna worked as a lawyer in Israel's high tech industry, established two Tel Aviv-based start-ups, and is the Founder, President and former CEO of Vibe Israel. She is a doctoral candidate on the topic of people-led country branding, a director of Tel Aviv Global & Tourism, a governor of Tel Aviv University, and a member of the International Education Committee of Taglit-Birthright. Born in London and raised in Israel, Joanna lives in Tel Aviv with her husband, 3 children and 2 dogs.