



Foreign &  
Commonwealth  
Office

# Reporting Diversity Curricula Development Workshop

Media Diversity Institute (MDI)  
in Partnership with Institut de Presse et des Sciences de l'Information (IPSI)  
With the support of UNESCO

**IPSI, Sept 23-25 (Friday/Sat/Sun), 2011**

## Agenda DRAFT

### **Day 1: Sept 23**

10.00—10.20

#### **Welcome and introductions**

*Dr Mohamed Ali KEMBI, Director, IPSI, TBC*

*UNESCO Representative, TBC*

*Milica Pesic, Executive Director, Media Diversity Institute*

10.20—11.15

#### **Why Diversity Matters?**

Milica Pesic, Executive Director, Media Diversity Institute

11.15--11.30

Coffee Break



11.30—12.45	<b>Reporting Across Cultures</b> – Module Presentation & Discussion  <u>Dr Rasha Abdulla, The American University in Cairo (Egypt)</u>
12.45—13.45	Lunch
13.45—15.00	<b>Reporting Diversity</b> - Module Presentation & Discussion  <u>Dr Verica Rutar, Cardiff University (UK)</u>
15.00—16.15	<b>BLUE EYES</b> ' - Screening of a documentary about an unusual diversity training technique. <b>DISCUSSION</b> on the strengths and weaknesses of this type of approach.
16.15—16.30	Coffee break
16.30--17.30	<b>Presentation of Modules Outlines by MDI Alumni</b>  Presentations (max 15 mins each) & Discussions
17.30—17.45	Wrapping Up
	<b>19.00 GROUP DINNER</b>

## **DAY 2**

10.00--11.15	<i>Reporting Human Rights</i> - Module Presentation & Discussion  <u>Dr Naomi Sakr, Westminster University (UK)</u>
11.15—11.30	Coffee break
11.30—13.00	<b>Methodology: Structuring A Training Module</b> Q & A Panel with MDI academics
13.00—14.00	Lunch
14.00--16.00	<b>Presentation of Modules Outlines by MDI Alumni</b>  Presentations (max 15 mins each) & Discussions  (Alternatively: Demonstration of an inter-active exercise)
16.00--16.15	Coffee Break



16.15--17.00	<b>Frustration</b> - Inter-active Exercise. Module Presentation. Discussion <i>Milica Pesic, Executive Director, Media Diversity Institute</i>
17.00 – 17.30	Wrapping up / Plan for Day 3

### Day 3:

10.00—12.00	<b>Pick A Theme – Make A Module Outline</b> Workshop in groups
12.00—13.00	<b>Frustration</b> - Inter-active Exercise. Module Presentation. Discussion <i>Milica Pesic, Executive Director, Media Diversity Institute</i>
13.00—14.00	Lunch
14.00—16.00	<b>Presentation of new Module Outlines I</b>
16.00--16.15	Coffee Break
16.15—17.00	<b>Presentation of new Module Outlines II</b>
17.00—17.30	<b>What's Next? Mentoring. New Modules</b>
17.30	<b>End</b>

Yours sincerely,

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Milica Pesic

MDI Executive Director

The Media Diversity Institute (MDI) is a charity and non-partisan organization that mobilises the power of media to lessen inter-group conflict, advance human rights – especially



minority rights – and support deeper public understanding of all types of social diversity. It is based in London. MDI works with media organisations, journalists, journalism educators, NGOs and governments to prevent and reconcile conflict, promote tolerance of vulnerable groups, and stimulate balanced and non-partisan journalism. MDI promotes the highest standards of professional journalism as they relate to coverage of diversity. It develops and employs tools, training methods and practical reporting initiatives to that end.