



# Bringing diversity into the newsroom:

A train the trainers Mastercourse  
on the Diversity toolkit

Programme

EBU, Geneva, Switzerland  
2 September 2008





# Mastercourse

## Trainers:

- Marita Rainbird, YLE, Finland
- Eric May, EBU International Training, Germany

## Objectives:

- to train Trainers on the effective use of the Diversity Toolkit in their own organizations;
- to identify methods that they could give to their fellow professionals for breaking stereotypes and preconceptions on diversity themes;
- to identify skills for developing compelling stories on cultural diversity and changing societies;
- to understand audience expectations and responses to stories on diversity themes

## 2 September 2008

09:30 – 12:30 **Introduction, course principles, and participant expectations**

- Group discussion

### Module 1: Train the Trainers & Understanding the Toolkit

**Objective:** understand the role and responsibilities of a Trainer and the various roles he can play: trainer/coach/support / super user based on the different types of Broadcast organization; to get tools on the effective use of the Toolkit

- Group discussion

### Module 2: Stereotypes and hidden messages in news reporting

**Objective:** identify culturally loaded messages in news reporting and programs; get techniques for identifying hidden meanings in key words, images, sounds, and music

- Group discussion, practical exercise, summary

12:30 – 13:30 Lunch

13:30 – 17:00 **Module 3: Developing compelling stories on diversity themes**

**Objective:** get methods for identifying strong story angles on cultural differences; identify techniques for finding strong characters, experts, and spokesman; find effective diversity-driven angles on daily and long form news stories

- Group discussion, practical exercise, summary

### Module 4: Creative storytelling for changing societies

**Objective:** find alternative, compelling methods for explaining complex cultural issues; explore non-traditional structures and approaches for reporting diversity themes

- Group discussion, practical exercise, summary

17:00 – 17:10 **Conclusions and evaluation**