



2024 Diverse Voices Program

Location: Kellogg Hotel and Conference Center, Red Cedar Rooms A+B

Parking: The Kellogg ramp will be open with complimentary parking

Tuesday, April 30:

8:15 a.m.

- Continental breakfast available

9:00 a.m.

Welcome remarks:

- **Jabbar R. Bennett**, Vice President and Chief Diversity Officer
- **Emily Guarrant**, Vice President and University Spokesperson, University Communications

9:15 a.m.

Write to Change the World presented by The OpEd Project

Welcome & Introductions

- Introduction & agreements (includes small group breakouts)
- Origin stories

9:45 a.m.

Foundational Questions (5 Core Questions)

We will set norms and establish a roadmap of inquiry for our time together that will lay the groundwork for the rest of the day. We will learn with and from each other as we develop a cumulative conversation designed to lead us to a destination of action.

10:30 a.m.

Break (15 min)

10:45 am

The Credibility Game (includes small group breakouts)

What are we experts in? Does that term apply? What do our answers to those questions signify? In this live experiment in how we enter a conversation of power, we will examine the source of credibility and strategies for creating it, as well as the underlying implications of our assumptions. We will interrogate the dominant understandings of “expert” and the false hierarchies of knowledge that flow from it.

12:30 p.m.

Lunch Break (45 min)

1:15 pm

How Do We Change Minds? (includes small group breakouts and pair shares)

After lunch, we focus on moving ideas into action. Why are some people more persuasive than others? We will examine the building blocks of Influence, including addressing opposition and why it is so difficult to change minds— because how we change minds is how we change the world. We will share classic concepts from journalism and test the research in pair shares and small groups to help you discover what works (or doesn't).

2:30 p.m.

Break (15 min)

2:45 p.m.

Real Op-eds (includes small group breakouts)

What can we learn from others who have written op-eds?

3:20 p.m.

That's Ridiculous! (includes pair shares)

If you say things of consequence, there may be consequences. The alternative is to be inconsequential.

3:40 p.m.

Thinking Bigger (Triangulation)

How can we use what we know to speak to what we don't know – with integrity? How do we escape our pigeonhole?

4:30 p.m.

Closing

- 5 Core Questions Redux
- What's Next? Resources and next steps. This is how we change who writes history.

Wednesday, May 1:

8:15 a.m.

- Continental breakfast available

9:00 a.m.

Welcome remarks:

- **Doug Gage**, Vice President for Research and Innovation

9 a.m.

How to Amplify Your Work Through Media and Public Relations presented by University Communications

Welcome & Introductions

- **Sydney Hawkins**, Director of Public Relations
- **Kim Ward**, Senior Manager of Public Relations
- **Alex Tekip**, Public Relations Manager
- **Emilie Lorditch**, Public Relations Manager
- **Dalin Clark**, Health Sciences public relations manager
- **Jack Harrison**, Public Relations Coordinator
- **Chris Chapman**, Title IX Communications Manager

Part 1:

- About University Communications
- Working with Media is Public Engagement
- Journalists' Challenges
- Preparing for interviews

10:30 a.m.

Break (15 min)

10:45 a.m.

Part 2:

- Exploring Your Expertise
- Interview Best Practices: Print, radio, TV
- Interview ABCs
- Partnering to begin your Public Engagement Journey/UComms PR tactics

12:30 p.m.

Lunch Break (45 min)

1:15 p.m.

A Discussion with Shawn Turner, general manager, WKAR Public Media

2:15 p.m.

Break (15 min)

2:30 pm

A Presentation by The Conversation

- Welcome and Introductions
- About The Conversation
- Increasing Diversity in Expert Voices
- The Process
- Dashboard and Republishing
- Share scholarship and research for potential stories
- Wrap up

4 p.m. Program Concludes



Media panel discussion: Diverse Voices Program

Facilitator



Shawn Turner is General Manager at WKAR and Professor of Strategic Communication at Michigan State University. As a National Security Communication Analyst for CNN, he is an established expert in communication leadership, strategy and crisis management. As an experienced practitioner, Turner's teaching focuses on the intersection of communication theory and the execution of effective communication practices. Turner's research interests include examining the role of disinformation in decision making related to civic engagement, and the use of persuasive communication strategies in extremist ideology.

Turner is also a retired Marine Corps officer and has served in communication leadership roles with governmental, private sector and non-profit organizations. His previous positions include Director of Communication for U.S. National Intelligence at the Office of the Director of National Intelligence, Assistant Press Secretary for Foreign Affairs at the National Security Council and Deputy White House Press Secretary for National Security under the Obama administration.

Panelists



Kelly House covers Michigan environmental issues for Bridge Michigan, a nonprofit, nonpartisan newsroom covering issues that affect Michiganders' lives. Previously, House reported for the Oregonian. Her coverage of the environment and other topics has garnered national honors, sparked criminal investigations and prompted reforms to better protect natural resources. She has a master's degree in environmental law from Lewis & Clark Law School and a bachelor's in journalism from Michigan State University. She is from Harrison, MI and currently lives in Lansing.



Sophia Saliby is WKAR's *All Things Considered* host and assignment editor. She's been a part of the station since 2020. Before that, Saliby spent time reporting and producing at WFIU/WTIU in Bloomington, Indiana and Georgia Public Broadcasting in Atlanta, Georgia. In Michigan, she has won several statewide reporting awards and a Regional Edward R. Murrow Award. Beyond hosting *All Things Considered* every afternoon, she loves to report on local arts and culture and to bring her listeners stories about the weird and wonderful in their

community.



Jam Sardar is the news director at WLNS-TV, the CBS affiliate in Lansing, MI, where he has worked for more than 16 years. Several shows are simulcast on WLAJ-TV, Lansing's ABC affiliate, as well. Sardar manages a team of 40 and is responsible for news products both on-air and online. He led the station to No. 1 in ratings and has won several awards, including General Excellence and Outstanding News Operation (Associated Press-Michigan), Station of the Year (Michigan Association of Broadcasters), several regional Edward R. Murrow awards, and numerous industry awards for breaking news and online/website/new media efforts. Sardar is also responsible for the station's

vision and strategy, including a revamp of the morning show, the establishment of a news bureau, and the hiring of a Capitol correspondent.