

WORLD RADIO DAY 2018

DATE: 25 FEBRUARY 2018

TIME: 10:30AM-12:30PM

LOCATION: YARMOUK UNIVERSITY, FACULTY OF MASS COMMUNICATION

PROGRAM

10:30am Arrival at the Dean's office, received by the acting President Dr Ziad al Assad.

10:40am Tour of new equipment, ribbon cutting ceremony

11:00am **Opening ceremony** (auditorium)
Master of Ceremony: Ms. Hanadi Gharaibeh, UNESCO

Welcome address:

Dr. Ziad al Assad, Acting President of Yarmouk University

Speeches:

Ms. Costanza Farina, UNESCO Representative to Jordan

H.E. Mr. Andrea M Fontana, EU Ambassador to Jordan

HE. Mr. Mohammed Momani, Minister of State for Media Affairs

11:30-12:00pm **Panel discussion: Is sports broadcasting "dropping the ball on gender equality?"**

Moderated by: Mr. Naim Dawahreh, Ro'ya TV

Panelists:

Mr. Mussab al-Laham, football player, Al Ramtha SC, Jordan National Team

Ms. Diana Khasawneh, athletics, Champion in pole vaulting

Ms. Batoul Aranaot, founder of BOOST initiative to support sports and athletes in underprivileged areas

Prominent sports personalities will speak about the role of radio in promoting sports in Jordan. Sports coverage is hugely powerful in shaping norms and stereotypes about gender in particular. All media, and radio in particular, has the ability to challenge these norms and stereotypes, promoting a balanced coverage of men's and women's sports and a fair portrayal of sportspeople irrespective of gender.

12:00pm **Reception**



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