“CCI Diversity and Inclusion Week: Does Diversity Really Matter?” is targeted at all members of the CCI community with specific focus on our 1,200 undergraduate majors. The 4-day event offers participants an opportunity to gain diversity skills and knowledge along with a chance to dialogue about diversity and inclusion issues and to share best practices by bringing together leaders and experts from inside and outside the college and university. This year’s Diversity and Inclusion Week theme is “Does Diversity Really Matter” along with daily sub-themes consisting of “Accepting Each Other,” “Working Together,” “The Mediasphere,” and “The Power of Words.” A keynote speech, an open forum, eight panels and a diversity festival will provide our students, faculty, staff and the UTK community with an inspirational and informative week designed to advance their understanding of and appreciation for diversity and inclusion.

The schedule for CCI Diversity and Inclusion Week is as follows. All sessions are free and open to the public and will be streamed online at http://www.ustream.tv/channel/cci-diversity-week.

**Monday, September 30 – Accepting Each Other**

**Morning Session**

Topic: “Families and Diversity”

Moderators: Rick Curry, Communication & Information Doctoral Student; Alice Wirth, CCI Diversity & Inclusion Week Chair & Director, CCI Diversity Student Leaders Society (DSLS)

Panelists:
- Kara McFarland, Director, Marketing & Community Relations, WBIR-TV
- Kelley Rieder, UTK undergraduate
- Jodi Rightler-McDaniels, Communication & Information Doctoral Student
- Will McDaniels

Location: CCI Auditorium

Time: 10:10 – 11:10 a.m.

**Afternoon Session**

Topic: “Profiling”

Moderators: Alice Wirth, DSLS Director; Hubert Smith, WUTK radio personality

Panelists:
- Dr. Stan Bowie, Associate Professor, UT College of Social Work
Tuesday, October 1 – Working Together

Morning Session:
Topic: “Public Policy and Diversity”
Moderator: Dr. Mike Fitzgerald, UT Political Science Professor & Baker Center Fellow
Panelists:
  - Dr. Anthony Nownes, UT Political Science Professor
  - Cassandra McGee Stuart, Commissioner & Secretary, Knox County Election Commission
  - Carlos Torres, Attorney at Law
Location: Scripps Lab
Time: 9:40 – 10:55 a.m.

Afternoon Session
Topic: “Diversity and the Workplace”
Moderator: Dr. Lisa Fall, UT Associate Professor of Advertising and Public Relations
Panelists:
  - Chris Powell, Human Resources Consultant, Former EVP, Human Resources, Scripps Networks Interactive
  - Kirk Graves, Human Resources Manager; EnerNeX
  - Cindy Mayfield, ORNL, Diversity and International Office
  - Doug Minter, Business Development Manager, Knoxville Chamber of Commerce
Location: CCI Auditorium
Time: 3:40-4:55 p.m.

Evening Session
Topic: “Open Forum on Diversity and Inclusion”
Moderators: Kathleen Duff, DSLS Student
  - Julian Wright, DSLS Student
Various topics will be discussed regarding diversity and equality in today’s society and how it affects everyone differently. Join us to voice your opinion and learn something new about your peers!
Location: Scripps Lab
Time: 5:05-6:20 p.m.

Wednesday, October 2 – The Mediasphere

Morning Session
Topic: “Traditional Media and Diversity”
Moderator: Dr. Peter Gross, Director, UT School of Journalism and Electronic Media
Panelists:
  - Terry Brooks, Sport Anchor/Reporter, WBIR-TV
  - Greg Sherrill, President, Tennessee Press Association
Gene Policinski, SVP/Executive Director, First Amendment Center, Nashville/Washington DC
Location: Scripps Lab
Time: 10:10 – 11:10 a.m.

Afternoon Session
Topic: “Social Media and Diversity:
Moderator: Davis Porcari, DSLS student
Panelists:
   Rennie Leon, Marketing Manager, Corporate Communications, Scripps Networks Interactive
   Brittney Jackson, DSLS student
   Natalie Spiro, Social Media Manager, Ruby Tuesday
   Julian Wright, DSLS student
   Kwaku Yeboah, DSLS student
Location: Scripps Lab
Time: 12:20 – 1:20 pm.

Diversity & Inclusion Week Keynote: “Does Diversity Really Matter?”
Keynote Speaker: Rickey Hall, Vice Chancellor for Diversity, UT Knoxville
Location: CCI Auditorium
Reception Time: 5:00 – 5:30 p.m.
Keynote Time: 5:45 – 6:45 p.m.

Thursday, October 3 – The Power of Words
Morning Workshop
Topic: “Hate Speech Workshop”
Workshop Facilitator: Dr. John Haas, Interim Director, School of Advertising and Public Relations
This interactive program explores hate speech in contemporary society. Workshop participants will come away with a clearer understanding of what constitutes hate speech and its impact on our culture and peoples across the globe.
Location: CCI Auditorium
Time: 11:10 a.m. – 12:25 p.m.

Afternoon Session
Topic: “Humor and Diversity”
Moderator: Dr. Catherine Luther, Associate Dean, College of Communication and Information Panelists:
   Nate Kate, Stand-Up Comedian
   Kristine Kinsey, Lifelong Intern in the Creative Arts
   Frank Murphy, Radio Personality
   Terry Wright, Oak Ridge National Lab Employee/Part-time Comedian
Location: CCI Auditorium
Time: 2:10 – 3:25 p.m.
Evening Festival
CCI Diversity Festival (an all-campus barbecue with diverse music, dance, games for all ages, a photo booth and cultural performances; all CCI student organizations will be participating including: Ad Club, Communication Studies Club, Diversity Student Leaders Society, Public Relations Student Society of America, and Society of Professional Journalists)
Organizer: Alice Wirth, DSLS Director
Location: Circle Park
Time: 5:00 – 7:00 p.m.