

ABU ONLINE MASTERCLASS

WITH MONEEZA HASHIMI

6 April 2020 & 13 April 2020



ABU ONLINE MASTERCLASS WITH MONEEZA HASHIMI

ABU is presenting a two-part online masterclass series in collaboration with veteran broadcaster and media consultant Moneeza Hashimi on two major topics: (1) Communication and Understanding the 7Cs of Learning and (2) Gender Sensitization. As a senior broadcaster with over 35 years of experience, Moneeza brings a wealth of knowledge and expertise on these subject matters to help broadcasters harness the power of creative thinking to enhance the coverage of their programmes.

WHO'S IT FOR

These masterclasses are intended for broadcast media professionals who wish to deepen their knowledge and understanding of the power of communication, creative thinking and gender sensitization.

SCHEDULE

- **Masterclass I – Communication and Understanding the 7Cs of Learning**
Monday, 6 April 2020, 16:00 – 17:30 MYT (GMT +8)
- **Masterclass II – Gender Sensitization**
Monday, 13 April 2020, 16:00 – 17:30 MYT (GMT +8)

See next page for the programme-at-a-glance.

EQUIPMENT NEEDED

To take part in this online masterclass, you will need:

- A computer with a good internet connection (preferably a landline)
- Microphone headset
- Minimum system requirements:
 - Operating system: Windows 7, Windows 10, Mac OS X 10.x
 - Browser: Latest version of Google Chrome, Mozilla Firefox

MASTERCLASS DETAILS

Duration

2 weeks (2 sessions)

Dates

Session 1: 6 April 2020

Session 2: 13 April 2020

Venue

Online

Coaching Method

Virtual Classroom via GoToWebinar

Registration Deadline

5 April 2020

Working language

English

CONTACT DETAILS

For inquiries and registration, contact:

Hamdhoon Rashad

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PROGRAMME AT A GLANCE

| | SESSION | TOPIC | COACHING METHOD |
|-----------|--|--|--|
| SESSION 1 | Masterclass I 6 April 2020, 16:00 – 17:30 MYT (GMT +8) | Topic: Communication and Understanding the 7Cs of Learning <i>What you will learn in this masterclass:</i> <ul style="list-style-type: none">• How do we learn• Media for Society• Media for the Individual• Creative Thinking | Virtual Classroom via GoToWebinar & Assessment |
| SESSION 2 | Masterclass II Monday, 13 April 2020, 16:00 – 17:30 MYT (GMT +8) | Topic: Gender Sensitization <i>What you will learn in this masterclass:</i> <ul style="list-style-type: none">• Understanding Gender• Defining Gender• Gender practices in different cultures and societies.• Gender roles/stereotypes/paradoxes• Gender sensitive reporting/programming | Virtual Classroom via GoToWebinar & Assessment |



T R A I N E R

Moneeza Hashmi is a veteran broadcaster and international media consultant with over 35 years of experience in the broadcasting industry. Wearing several prominent and professional hats, she was President Commonwealth Broadcasting Association (later Public Media Alliance) for 3 terms, General Manager International Relations HUM TV and Director Programmes Pakistan TV. Moneeza Hashmi entered the world of television in 1974 as Programme Manager of Pakistan Television (PTV), Lahore, and became a well-known household name from the beginning. She remained the General Manager from 1988 till 2003. Her association with the PTV lasted till 2004 when she retired as Director Programmes, the first female to head this position. In addition to her job responsibilities at the PTV, she also headed PTV-UNDP project titled 'Portrayal of Women in Media' from 1999 to 2002.

As her experience grew in production, so did her interest and experience in gender. While heading the UNDP project, she organized and conducted a number of gender sensitization workshops for media professionals. During her tenure as the National Project Director of this project, she also initiated gender committees in all the PTV centers in Pakistan that allowed PTV staff to report any gender related concerns to the head of the center.

At present, she serves as the Creative and Media Head of KASHF Foundation a women organisation working on giving micro credit to women all over Pakistan. She has recently been appointed Chairperson Board of Governors of Pakistan Arts Council, the first female to hold the post.

Recipient of various national and international awards, one of the most prestigious one that she has received is the President of Pakistan's Pride of Performance Award 2002 for contribution in portrayal of women in electronic media in Pakistan.



