

Media, Muslims, and the Mideast How Media Shapes Perspectives in America

May 8, 2018

Talk 5:00 - 6:00pm followed by refreshments & informal discussion
La Sierra University, Zapara School of Business - 4500 Riverwalk Pkwy, Riverside CA



Edina Lekovic

Until recently, our presenter Edina Lekovic was Director of Policy & Programming at the Muslim Public Affairs Council frequently acting as a national spokesperson for the American Muslim community to media outlets, government officials, interfaith leaders, academic institutions, and community organizations.

She was named one of the 10 Most Inspirational L.A. Women of 2015 by Los Angeles Magazine, and in 2009 one of the 500 most influential Muslims in the world by the Royal Islamic Strategic Studies Centre in Amman, Jordan.

Edina has recently started a new venture in the world of broadcasting as the host of a podcast series called "Meeting the Moment" in which people tell the story of how they turned what they thought were devastating challenges into opportunities.

How would you react if most of the news and references to your religious, racial, or ethnic group were negative? How do you think this might shape people's opinions and feeling toward you and your group? To whom is this happening currently? To whom has this happened historically? Ms Lekovic will talk about this phenomenon in today's media and make suggestions for how to deal with it.

**For community participants, discussion and light Mideast refreshments follow the talk.
Adjourn 6:30pm**

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