



AMERICAN PERSPECTIVES

ON

DIVERSITY

5 February, a conference, key note address and youth event on diversity, organized by the John Adams Institute and Coolpolitics in Amsterdam

Immigration and diversity: they are the biggest, hottest, most painful issues in the Netherlands. America is the land of diversity. What is the secret to America's approach? It's a tiny thing: the hyphen (streepje). Everyone in the U.S. has a dual identity: Mexican-American, Italian-American, Jewish-American, African-American... America tells newcomers: "Become American, join us...but don't lose your origins!" It has taken a few hundred years, and it has flaws, but American diversity seems to work. The purpose of "Hyphen-Nation" is to pose this question:

Can the American diversity format work in the Netherlands?

HYPHEN-NATION DIVERSITY CONFERENCE

Organised by the John Adams Institute – (with public keynote address by Jesse Jackson)

When 5 February, 1.00 until 21.30

Where Stadsschouwburg Amsterdam

Costs € 25 for conference and keynote address, register at www.john-adams.nl
€10 for Keynote address Jesse Jackson only

13.00 Documentary "**The New York Connection**," featuring diversity in New York City.

14.00 Welcome remarks by U.S. Ambassador **Fay Hartog Levin**.

14.05 **Opening talk by Eboo Patel**, member of President Obama's Faith Advisory Council on America's approach to immigration and diversity. **Response by Frans Timmermans**, Dutch Minister for European Affairs.

14.45 **Panel: Diversity at Work**

"Diversity is Good for Business" is the new mantra in the U.S. corporate world.

Robert Swaak, CEO of Price Waterhouse Coopers in the Netherlands, on the challenges of bringing American corporate diversity strategies to the Netherlands.

Stephanie Caparell, Wall Street Journal editor and author of *The Real Pepsi Challenge*; **Case study of Pepsi**,

Algernon Austin, Economic Policy Institute, Washington, D.C., on how American minorities still lag far behind whites in holding "good jobs."

Moderator: Harry Starren, director of de Baak.

- 16.15** **Slide show** by **Bahram Sadeghi**, Iranian-Dutch journalist/filmmaker; "undercover" in the Iranian-American community, experiencing life among illegal aliens.
- 16.30** **Panel: Diversity on TV**
Television reflects a society's self-image.
- Ron Taylor**, Vice President of diversity development at FOX TV; increasing diversity at Fox itself and working with diversity in programming.
- Kathy Johnson**, Director of the National Association for Multi-ethnicity in Communications; overview of diversity in American TV over the past 30 years.
- Hans Laroës**, Editor-in-Chief of NOS Journaal; Dutch perspective on diversity in television.
- Moderator: Tarik Yousif**, presenter of the TV show "Tafel van Babel."
- 18.15** **What About Women?** Presentation by **Pia Dijkstra** of the initial findings of the Taskforce DeeltijdPlus about women in the Dutch workforce..
- 18.45** **Closing Remarks:** **Farah Pandith**, U.S. Special Representative to Muslim Communities; the challenges of American society's handling of Muslim issues.
- 18.45 – 19.50** Drinks and **Buffet Dinner** for conference audience and panellists.
- 20.00 – 21.30** Keynote address by **Jesse Jackson**, followed by questions from the audience, moderated by Prem Radhakishun (open to general public)

HYPHEN – NATION YOUTH EVENT

Improvisation comedy by Boom Chicago with focus on diversity – Talk show with Jesse Jackson and Eboo Patel – Music – DJ

When 5 February, 21.30 until 03.00
Where Boom Chicago
Who 18-27 year olds (maximum capacity 500)
Costs € 10,-, register at www.coolpolitics.nl

- 21.00** **Doors open**
- 22.00** **Coolpolitics debate** with **Jesse Jackson**, politicians, artists and the audience
- 23.00** **Improv comedy** by **Boom Chicago**, featuring **Eboo Patel**
- 23.30 – 03.00** **Music and Party**, with **Flinke Namen** and **DVDJ's Off the Wall**