

CIME Workshop: Public Leadership for Media Professionals

pushing for positive change



Part One — *What is public leadership?*

- What does “public leadership” mean?
- “Leadership” is a process of influencing social change.
- Media professionals have huge capability for social leadership. They provide guidance on social influence by choosing which topics receive coverage, and by providing the framework within which they are received.

Part Two — *How can media professionals lead their public?*

Group discussion: Break into small groups (3-5 people) and discuss the above question. Possible topics of conversation:

- What do you think needs to be improved in your country, to benefit its people?
- What exactly needs to be done to make that change happen?
- Which news reporting topic might you choose to push that change?
- Which sources would you talk to prepare that news report?

Part Three — *Involve many different sources when creating change.*

In this segment of the workshop, the groups will share their thoughts and ideas from discussion. Each group:

- Presents their idea for change and the news article they have talked about above.
- Asks other participants what differing viewpoints might exist in relation to the chosen topic.
- Suggests what additional sources they might interview to ensure their reporting is unbiased.

Thank you for joining a CIME Workshop! Stay in touch by emailing our team at info@cimethics.org

Center for International Media Ethics CIME

www.cimethics.org

Our driving emphasis is that media professionals take responsibility in shaping society.