

What does the news media want?
Perspectives from the political sidelines
(or, *Thoughts on the news media from a failed politician*)

With over 20 years working in Government, NGOs, and frontline politics Ross will share reflections on how the news media is perceived to work (for good and bad) from the perspective of public affairs, and consider what might be the Christian's appropriate faithful response, whether politician, journalist, or public square influencer. The aim will be to better understand a different perspective on the news media and a practical discussion about how to engage positively and effectively, and get the most out of those working in politics and the wider public square.

Ross Hendry serves as CEO of CARE since November 2021. Prior to joining the team, he was the CEO of Spurgeon's, one of the UK's largest children's charities. He has also served as Deputy CEO at the office for the Children's Commissioner in England and as Head of Public Policy at Action for Children. In 2005, he stood as a Parliamentary candidate for the Labour Party.

An account in 5 Acts

Act 1: Idealism
(reflections from a think tank)

How we like to think the world works

The truth is out there... but it's a lot of work getting there

Simplifying does not have to lead to simplistic

Act 2: What politicians want
(reflections from politics)

The game

The rules

Zero sum gain vs. win-win

***Act 3: The power to do good
(reflections from inside and outside of government)***

Shining a light and salting society

Understanding the media's power

People will surprise you

***Act 4: A 'new' news media is a savage master
(reflections of leading an evangelical Christian organisation)***

The power of conflict and stereotypes

There is always a metanarrative

Never turn your back

***Act 5: Redeeming the news
(reflections from an aging optimist)***

Which master do you serve?

Little things matter

Cherishing the *imago Dei*

Legacy building