



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

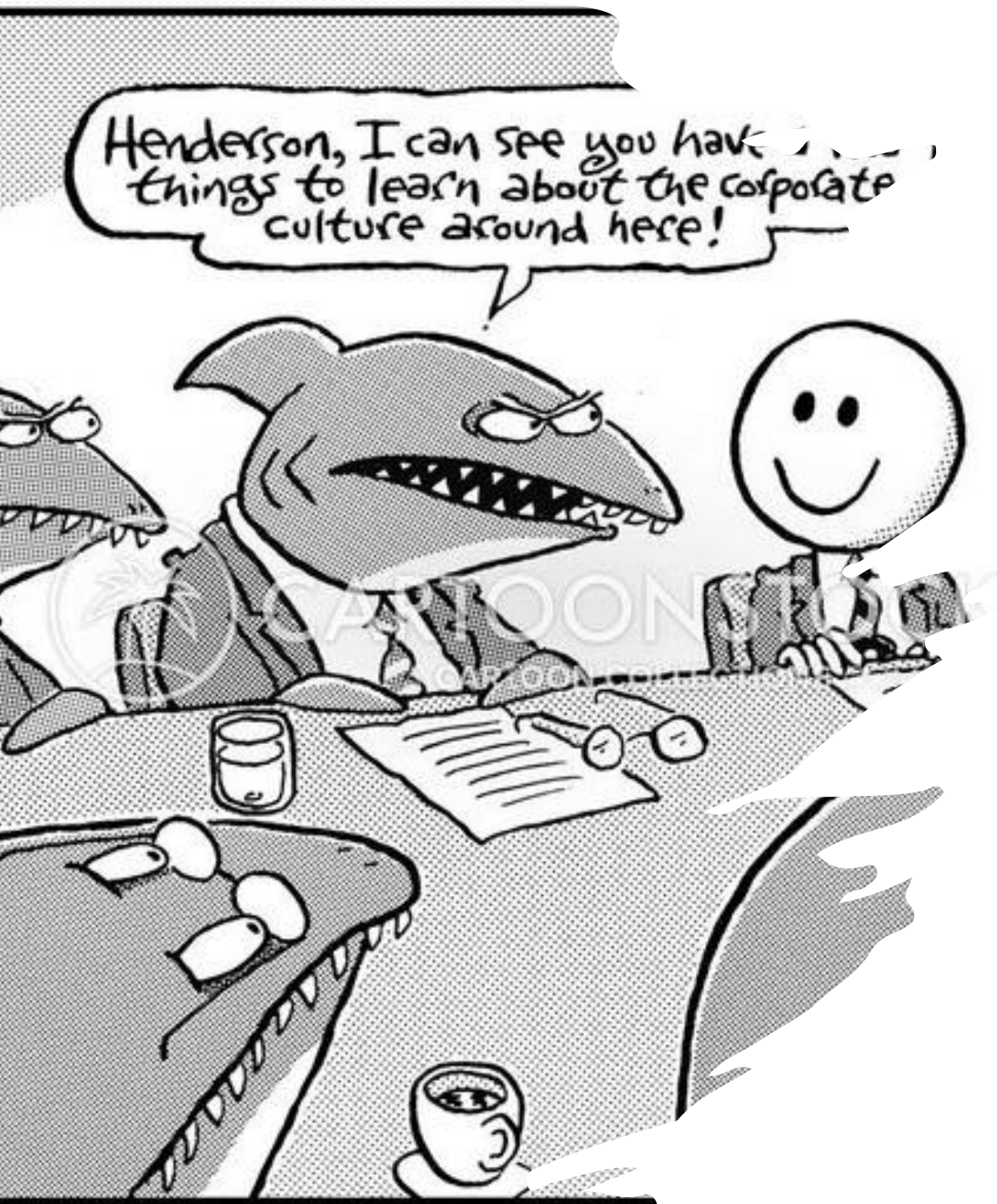
Ross Hendry, ELF May 2023

Who am I?





Act 1: Idealism
(reflections from a think tank)



Reflections from the think tank

- Even truth seekers have an agenda
- Data and evidence maybe knowledge but it is not wisdom
- Simplifying the complex is helpful. Being simplistic in dealing with complexity is dangerous



**Act2: What politicians want
(reflections from politics)**

ROSS Hendry

Pleidleisiwch Vote



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Eithoriwch
Elect

Ross Hendry



Dros Ddwyrain Caerfyrddin a Dinefwr | For Carmarthen East and Dinefwr

Mae'n bryd penderfynu It's time to decide

Beth mae Llafur wedi
olygu i Ddwyrain
Caerfyrddin a Dinefwr?

- Dros 1290 o swyddi'r Fargen Newydd.
- Rhagor o heddlu i ymiadd trosedd.
- Isafswm cyflog.
- Dros £20 miliwn o lawndal wedi dalu i lowr hyd yn hyn.
- Ysgolion newydd, a nrysys sy'n cael eu talu'n well.

Dyma'r amser i adellu ar hyn i gyd.

What has Labour meant
for Carmarthen East and
Dinefwr?

- Over 1290 New Deal jobs.
- More police to fight crime.
- A minimum wage.
- Over £20 million paid so far in miners compensation.
- New schools and better paid nurses.

Now is the time to build on these achievements.



"Mae Ross Hendry'n ymgeisydd rhagorol a byddai'n sicrhau canlyniadau da i'ch ardal chi."
"Ross Hendry is an excellent candidate who would really deliver results for your area."

Gordon Brown Y Canghellor/Chancellor

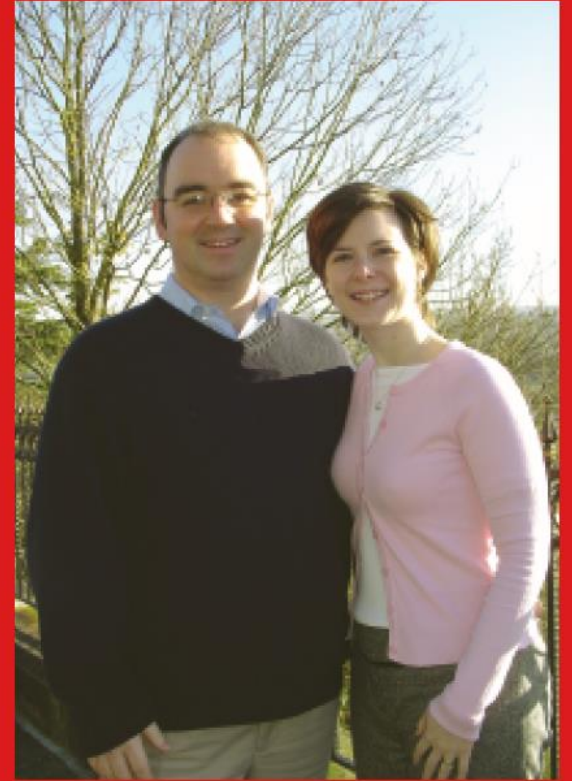
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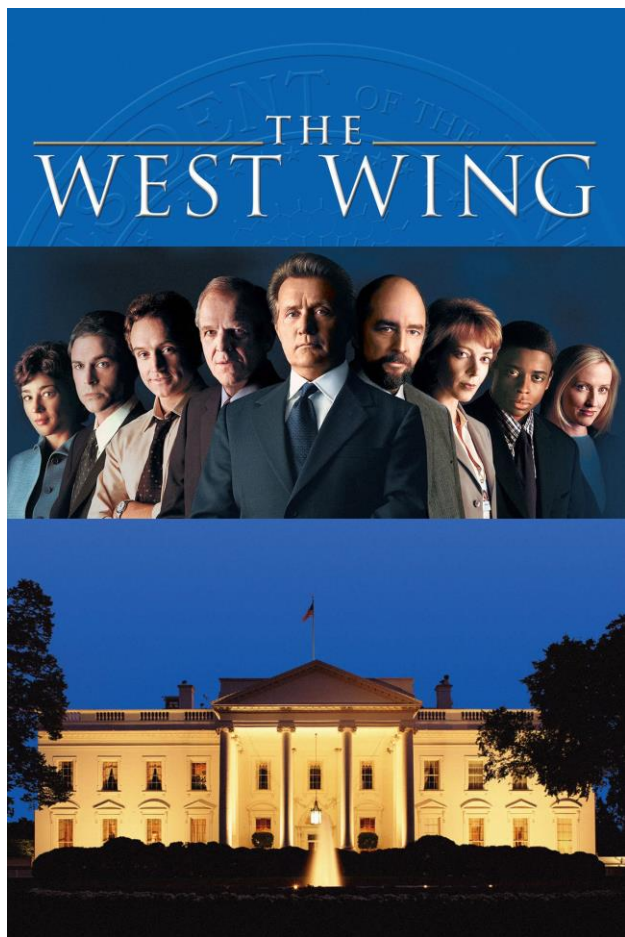


Hendry'n gyfwrdd gyda Gordon Brown ar 22 Ionawr 2005. Henwy, 22 West St, Ammanford SA8 3JN, Pembrokeshire, SA8 3JN. Tel: 01323 847111. Fax: 01323 847112. Email: ross.hendry@labour.org.uk

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The Game

- Your talking points vs.
- The media's agenda
- (criticise; conflict; personality)

The rules

- Stay on message
- Do not be controversial
- Talk about voters
- Mutuality (or parasitic?)

**Zero-sum vs.
win-win**
Daniel 1



Reflections from politics

- Understand both sides have objectives – seek the common ground with care
- Both sides are broken image-bearers
- Mutuality only goes so far
- You can redefine the rules
- The loudest voices are not always the majority or right.



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





Reflections from inside and outside government

- The power of the media to do good
- The challenge of harnessing that power 'for good'
- The power of stories



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




CARE
FOR WHAT
YOU BELIEVE

Reflections of leading an evangelical Christian organisation

- The difficulty of proving credibility
- The power of stereotypes: alignment; topics; tactics
- Understanding the difference between old and new media
- Beware conflict entrepreneurs



A LEGO minifigure is shown from the back, wearing a grey beanie, a white torso with green sleeves, and black pants. The figure is holding a black telescope in its right hand. The background is a soft-focus landscape with a prominent rainbow arching across the sky. The text is centered in the middle of the image.

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

Reflections from an aging optimist

- Understand what master you are serving
- Understand your cultural mandate
- Understand the power of the 'tongue', language, stereotypes and stories
- Beware 'conflict entrepreneurs'
- Beware the temptation of the ends justify the means. They do not – the means matters!
- Beware the domination not democratization of ideas and views in a new public square
- The blessing and responsibility of image-baring

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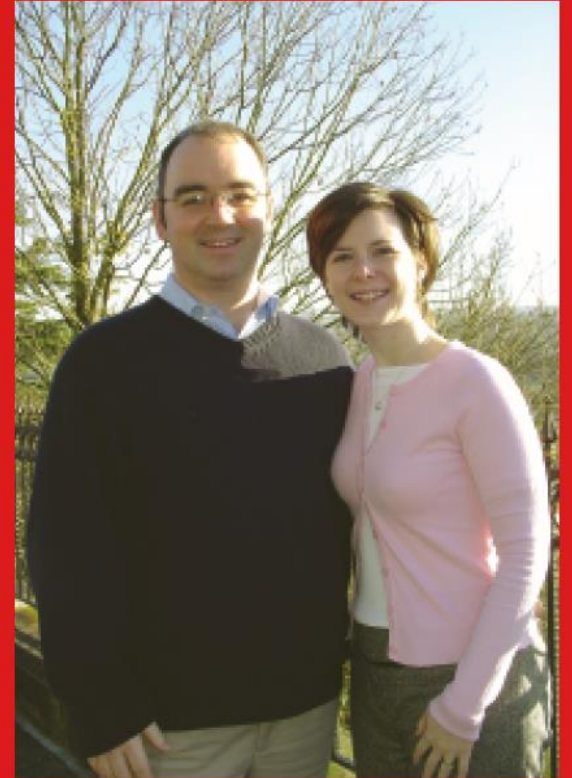
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Heddlu: gen. D. McPherson ar can. D. Hendry. B. dau yn 33, Hed. i Gwyn, Rhoswain, SA8 3JN. Agorfa: gen. C. Roberts (UK, AC-6), C. D. Chester (Amen), C. Gwyn (UK) 01292 3344.
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- ## Questions for group discussion
- What would you say to a Christian politician are the primary “rules of engagement” if they want media attention?
 - Is the news media redeemable? (You may want to challenge the premise of the question!)
 - What can you do to be a faithful presence in the public square and undertake redemptive acts in your field of work?

