



POLITICS AND MEDIA: HOW THEY DO AND DON'T WORK TOGETHER IN MN

(25 minutes speech – 20 minutes Q&A)

- Thanks – to Minneapolis Regional Chamber of Commerce
- Greetings to class members of Leadership Program (50 managers and leaders from businesses and organizations that spend one day a month learning about leadership)
- Your day today is filled with politicians and media people. I don't envy you.
- My view: Thanks to the 1st Amendment – the media is an unfortunate necessity.
- I want to be fair to the media – so I'll list the good as well as the bad things:
- The GOOD: (pause) Well . . . I can't think of *anything* Good to say . .
- The BAD – Gee, now we have a good size list (how much time do we have?)
 1. They don't tell the whole story (example)
 2. take things out of context . . . (example)
 3. They focus on what's entertaining rather than what's important...(example)
 4. They create the news (example)
 5. They are basically a business out to make money.
- You only really have freedom of the press when you have your own media; That's why I rely on my radio show.
- Time now for Questions.

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