Leading through the Changing Media Landscape
Leading through the Changing Media Landscape (Online)

Faculty Chair: Nancy Gibbs

Leading through the Changing Media Landscape is designed to equip leaders in the public and corporate sector to be more successful in today’s difficult media environment.

During the past few years, our understandings of truth, trust, and communication have been completely upended by a combination of technological, social, and political changes. We are in the midst of historic media disruption, which is posing unprecedented challenges.

Strong leadership skills and powerful ideas are no longer enough to overcome pressing policy issues. Today, a lack of communication skills and the inability to maneuver within this fast-paced, polarized, and ever-changing landscape presents an insurmountable handicap.

Led by Nancy Gibbs, former Editor In Chief of TIME, Leading through the Changing Media Landscape will equip you with the strategies and techniques you need to be more successful in an age of disinformation and mistrust.
Throughout the two-week program, you will deepen your understanding of the factors that have transformed today’s media environment and those that continue to shape and influence it every day. Considering these changes, you will also learn how to be more effective in your daily work using actionable intelligence, cutting-edge research findings, and proven tools.

Learning goals for Leading through the Changing Media Landscape include:

» gaining a sophisticated understanding of today’s dynamic media ecosystem and how to navigate it
» acquiring practical tools to overcome specific challenges and complexities within the media environment
» learning new ways to communicate more effectively, both within your organization and externally with stakeholders and the broader public
» gaining deeper insight into how trust, polarization, mis- and dis-information, news deserts, and algorithms impact the media environment
» examining how the “attention economy”, emotion, and psychological bias affect information processing
(Learning goals, cont.)

» improving communication strategies across differences
» exploring global trends in and challenges with social and media platforms, including accountability issues

WHO SHOULD ATTEND

» Senior-level leaders in government at the national, regional, or local level
» Executive directors and senior-level leaders of nonprofits and nongovernmental organizations (NGOS)
» Military leaders
» Private sector leaders
» Leaders in education, healthcare, public health, and social services

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WWW.HKS.HARVARD.EDU/EE/MEDIA  

Admission is competitive and based on professional achievement and organizational responsibility. There are no formal educational requirements; however, fluency in written and spoken English is a necessity for participation.

This program is part of the Public Leadership Executive Certificate series. Visit www.hks.harvard.edu/ee/certificate to learn more.
Nancy Gibbs is the director of the Shorenstein Center and the Edward R. Murrow Professor of Practice of Press, Politics, and Public Policy. Previously, she was Editor in Chief of TIME, directing news and feature coverage across all platforms for more than 65 million readers worldwide, as well as Editorial Director of the Time Inc. News Group. Gibbs was named TIME’s 17th editor in September 2013, the first woman to hold the position, and remains an Editor at Large. Gibbs has also served as a consultant to CBS News and an essayist for the News Hour on PBS. She has interviewed five U.S. presidents and multiple other world leaders, and lectured extensively on the American presidency, including at the Bush, Reagan, Carter, Johnson and Truman libraries, the Aspen Institute, the Dallas World Affairs Club, the Commonwealth Club, and the National Archives. She is also a senior fellow at the USC Annenberg Center on Communication Leadership and Policy.

“I created this program to give leaders a high-level, sophisticated understanding of the factors that are changing today’s information landscape, and to provide them with actionable intel they can use to be more successful in light of those changes.”

– NANCY GIBBS
FACULTY CHAIR OF LEADING THROUGH THE CHANGING MEDIA LANDSCAPE
YOU’RE HERE TO MAKE A DIFFERENCE.