

Culture – Truth in the media and the spreading of values

Mats Tunehag was our speaker for Wednesday's General Session. Mats came from Sweden where he works as a senior freelance journalist for a leading Christian newspaper, *Världen Idag* ("The World Today"). In this position Mats has commented many issues hitting the headlines, including the 'Åke Green' affair in Sweden (2004-2005), the 'Muhammad Cartoons' controversy in 2005, or the issue of human trafficking in Europe. Mats shared his personal experience in journalism and faith-based activism, raising the issues of how to be ethical and balanced when involved in public speech, making strong cases on sensitive issues, and the importance of Public Relations in advocacy for example in the Christian world. He also trained participants with some knowledge in small groups as to how values spread and "how to read between the lines" what we see in the media.

Mats Tunehag is also an active member of the European Evangelical Alliance. He has contributed to various topics and thinking, including on the concept of Business as Mission.