

MEDIA & JOURNALISM

Media Ethics, Responsible AI & Digital Communication Governance

A two-day programme in media ethics & responsible ai, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Essential for Chief Risk Officers, media executives, ethics committees, and senior PR strategists, this governance masterclass provides actionable frameworks to maintain editorial integrity, implement ethical AI practices, and build transparent communication policies in a digital ecosystem.

What participants will learn

- 01** Ethical AI Integration: Deploy AI technologies in media operations while upholding truth, fairness, and safety.
- 02** Regulatory Compliance: Navigate global media regulations, data privacy laws, and synthetic media mandates.
- 03** Reputational Safety: Prevent ethical missteps, algorithmic biases, and corporate trust breaches proactively.
- 04** Governance Frameworks: Establish clear operational guidelines for journalists and corporate communicators.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Presenting a completed Enterprise Media Ethics & Governance Charter.

Detailed programme

Day 1: Ethical Frontiers in Modern Media & Generative AI

01 The Ethical Landscape of Media

- Key ethical challenges: Synthetic content, algorithmic bias, deepfakes, and hyper-targeted influence.
- Balancing commercial speed and audience reach with journalistic integrity and truth.
- Case Audit: Analyzing high-profile media ethics breakdowns and their consequences.

02 Responsible AI Deployment in Content Creation

- Transparency and disclosure standards for AI-assisted or generated content.
- Intellectual property rights, fair use, and copyright compliance in generative AI models.
- Workshop: Drafting clear AI usage disclosure statements for public content.

03 Algorithmic Bias, Fairness & Inclusivity

- Identifying and mitigating implicit biases in AI algorithms, training data, and automated systems.
- Ensuring fair and inclusive representation across media reporting and brand communications.
- Exercise: Auditing a media dataset and algorithmic tool for demographic bias.

04 Privacy, Consent & Data Governance in 2030

- Navigating modern global privacy frameworks (GDPR updates, CCPA extensions, digital identity laws).
- Ethical boundary setting for audience surveillance, social scraping, and behavioral tracking.
- Practical: Designing a privacy-compliant audience data gathering protocol.

Detailed programme

Day 2: Regulatory Compliance, Disinformation Defense & Policy Formulation

05 Global Regulatory Frameworks & Compliance Standards

- Overview of international media regulations, AI safety acts, and synthetic content labeling laws.
- Protecting your organization against regulatory fines, legal challenges, and public backlash.
- Legal Review: Assessing enterprise compliance against global standards.

06 Combating Astroturfing & Manipulative Influence Tactics

- Ethical boundaries in PR: Avoiding stealth campaigns, sockpuppets, and fake grassroots movements.
- Protecting organizational campaigns from inadvertent involvement in coordinated disinformation networks.
- Scenario: Resolving a complex ethics dilemma involving paid influence.

07 Establishing Internal Ethics Boards & Oversight Workflows

- Designing operational governance models: Ethics committees, review escalation chains, and whistleblowing channels.
- Conducting ethical impact assessments prior to major media campaign launches.
- Practical: Structuring an internal enterprise ethics review workflow.

08 The Enterprise Media Governance Policy Blueprint

- Formulating a comprehensive corporate governance charter covering AI, data usage, and public communications.
- Implementing staff training programs and continuous ethics audits.
- Capstone: Presenting a completed Enterprise Media Ethics & Governance Charter.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Presenting a completed Enterprise Media Ethics & Governance Charter.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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