**STANDARD CE.10A -- THE MEDIA**

The impact of the media on public opinion and public policy.

The media informs policymakers and influences public policy.

Ways the media play an important role in setting the public agenda:
- Focusing public attention on selected issues
- Offering a forum in which opposing viewpoints are communicated
- Holding government officials accountable to the public

Government officials use the media to communicate with the public.

Strategies for evaluating media:
- Separating fact from opinion
- Detecting bias
- Evaluating sources
- Identifying propaganda

**STANDARD CE.10B -- INTEREST GROUPS & INFLUENCE**

Individuals and interest groups influence public policy.

Individuals and interest groups influence public policy.

Terms to know:
- **lobbying**: Seeking to influence legislators to introduce or vote for or against a bill

Individuals can influence public policy by:
- participating in politics (e.g., voting, campaigning, seeking office)
- joining interest groups

Individuals and interest groups influence public policy by:
- Identifying issues
- Making political contributions
- Lobbying government officials
- Expressing opinions (e.g., through lobbying, demonstrating, writing letters or e-mail, using social media).

**STANDARD CE.10C -- INTERNATIONAL IMPACT**

The impact of international issues and events on local decision making.

Local governments may be required to formulate, adopt, and implement public policies in response to international issues and events.

International issues and events that would require policy decisions by local government officials could include the following:
- Public health concerns in the event of a pandemic
- Public safety in the event of an act of terrorism
- Economic development policies in response to the emerging global economy
- Policies to protect the environment (e.g., wildlife protection)