



Ukleja Center for Ethical Leadership Welcomes Patrick McClenahan, 2008 William Dickson Leader-in-Residence

Thanks to a generous gift from the Dickson family, the second annual William Dickson Leader-in-Residence program was held in November 2008. Through this program, the Ukleja Center for Ethical Leadership invites a prominent business executive to spend a week in residence at CSULB to interact with students, faculty, and community leaders.

Patrick McClenahan, recently named President of the CBS 2/KCAL 9 broadcasting duopoly, was invited to serve as *2008 William Dickson Leader-in-Residence*. During his residency on campus, Mr. McClenahan made a variety of presentations to journalism and business students, faculty, and community leaders. He shared specific examples of ethical dilemmas faced within the media and entertainment industry, such as advertisers' increasing requests for product placement.

The Leader-in-Residence program culminated with a panel presentation on "Ethical Leadership Challenges in the Media," which was held in conjunction with CSULB's fall homecoming celebration. Patrick McClenahan outlined recent media challenges and then invited three industry experts to share their professional experiences and answer questions from the audience. Panelists included Rich Archbold, *Press-Telegram* Executive Editor, Nancy Bauer Gonzales, CBS 2/KCAL 9 News Director, and Ralph Winter, movie producer. The panel presentation will be aired on *Beach TV* over the coming weeks.



Patrick McClenahan with Rich Archbold, Nancy Bauer Gonzales, and Ralph Winter