

**Notional Agenda Deep Dive 5 Building Global Media Capacity –
Media Sustainability and Media Literacy, 6th of December, 2017 – Washington DC**

Please note: The following discussion outline sketches the contours of the planned conversation, to be further specified through discussion with speakers and participants.

0830 **Arrival, check-in, light breakfast**

0900 **Preliminaries**

Welcome, Deep Dive Plan and Ground Rules
Bruce Sherman, Strategic Adviser to RNW Media and the PeaceTech Lab

Opening Remarks
Jacqueline Lampe, CEO, RNW Media
Sheldon Himelfarb, CEO, PeaceTech Lab
Shannon Maguire, Media Adviser, USAID/ Europe and Eurasia

Session One: Media Sustainability

0915 **Pressure Points and Problems**

Factors impeding sustainability, from rising censorship to fragile business models.

0945 **New Business Models and Partnership Plays**

Examples to emulate and lessons learned for application to media in the developing world.

1045 **Break**

1100 **Business Entrepreneurship Training**

Educating media owners and operators in sales and marketing, research and advertising, audience development, etc., including diversifying revenue streams.

1145 **Role of Technology**

How technology both drives and inhibits sustainability.

1215 **Lunch**

Session Two: Media Literacy

1300 **The Landscape**

Scoping the magnitude and nature of the global disinformation problem and the trust gap, from the developed to the developing world.

1330 **Media Literacy Campaigns**

Takeaways from efforts to educate publics, using both formal and informal approaches.

1415 **Break**

1430 **Educating Media to Educate Their Audiences**

Building the capacity of local media to conduct their own literacy campaigns.

1515 **Innovation to Combat Disinformation**

New, innovative approaches to addressing fake news in the era of filter bubbles and information polarization.

1550 **Wrap-up**

1600 **End**