

Media Development Researchers Conference

Monday, January 25, 2010

Venue: Open Society Institute
400 West 59th Street
New York

9:00 a.m. New Trends in Media Research

- What research is now underway? Do researchers communicate effectively with one another?
- How is research changing in response to an evolving media ecosystem?
- What trends, topics, and technology are reshaping the field?
- What are the most important studies now underway?
- What kinds of traditional research projects require continuing support?

Moderator: Joyce Barnathan, International Center for Journalists

Panelists: Charlie Beckett, London School of Economics
Meg Gaydosik, USAID
Ying Chan, University of Hong Kong

10:30 a.m. Break

10:45 a.m. Putting Media Research into Action

- What are the best examples of media research with practical applications?
- Is there research to show the best ways to design effective programs that can be easily replicated?
- What research most enhances the case for investment in media development?
- How might research be more useful and accessible for donors, policy-makers and implementers?
- Where can media research make the greatest difference?

Moderator: Marguerite Sullivan, Center for International Media Assistance

Panelists: Guy Berger, Rhodes University
Eduardo Bertoni, Palermo University
Gordana Jankovic, Open Society Institute
Leon Morse, IREX

12:15 p.m. Lunch

1:30 p.m. Making the Case: Media's Role in Advancing Broader Development Goals

- What research demonstrates the strongest correlations among independent media, structured information and good governance?
- What studies show that investments in independent media enhance gains against health, economic and other development goals?
- How do media literacy, attitudes and practice affect outcomes?
- Where are the greatest gaps and challenges in doing this kind of research?

Moderator: Monroe Price, Center for Global Communication Studies Annenberg School for Communication

Panelists: Tudor Vlad, Cox Center
Peter Goldstein, InterMedia
Sina Odugbemi, World Bank Institute
Gerry Power, BBC Trust

3:00 p.m. Break

3:15 p.m. Donor Perspectives on Media Research

- Of the research you have funded, what has produced the best “returns on investment”?
- How do you use this research and measure “returns”?
- What new areas of research are you considering?
- Where do you feel gaps exist that are essential to fill?
- In what areas might greater collaboration increase the effectiveness of research?

Moderator: Karen Dunlap, Poynter Institute

Panelists: Rob Garris, Rockefeller Foundation
Mark Koenig, USAID
Mayur Patel, John S. and James L. Knight Foundation
Marguerite Sullivan, Center for International Media Assistance

4:30 p.m. Making a Difference: Future Roadmap

- Invited Comments
- Summary of highlights from the day's sessions
- Identification of areas of possible future collaboration
- Next steps

Moderator: Stephen Salyer, Salzburg Global Seminar