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DEMOCRACY, HUMAN RIGHTS, AND GOVERNANCE

ANTI-VIRAL MEDIA SQUAD

A new activity under USAID's Broad Agency Announcement Addendum "Advancing Integrity in Media."

The spread of false or misleading information through digital and social media platforms is exacerbating societal conflicts and triggering acts of violence around the world. If producers of credible information want to attract attention away from disinformation, they must adopt new approaches to storytelling and distribution that address the needs and motivations of the people most influenced by disinformation.

ANTI-VIRAL MEDIA SQUAD

Anti-Viral Media Squad is an activity developed under USAID's Broad Agency Announcement Addendum "Advancing Integrity in Media" that is being piloted in Moldova with the near-term goal of supporting anti-disinformation efforts in advance of the 2019 national elections. This activity seeks to "beat disinformation at its own game" by helping independent journalism break through a clamorous, crowded media space with engaging, credible information, taking advantage of the same viral storytelling and distribution techniques used to spread false and misleading information.

IMPLEMENTATION

The **Anti-Viral Media Squad** is a sustainable network of responders that will **test and refine different approaches to creative storytelling, distribution of credible media, and viral debunking in response to local needs.** The project starts with a "pop-up newsroom" approach – a newsroom that engages media, civil society, universities, and technology partners in a collaborative reporting effort around a specific event. The local stakeholders will engage in a co-design process to develop focused responses to specific disinformation challenges and distribute credible, engaging information.

The **result** will be **a self-sustaining network of media creators** who can track and respond to specific disinformation campaigns or topics through continued training and mentoring in disinformation monitoring, investigative verification, social footprint analysis, and debunking strategies.

ANTI-VIRAL MEDIA SQUAD is being piloted in Moldova in 2018-2019. It is being implemented by a consortium of organizations led by **International Center for Journalists** and including **Pop-Up Newsroom** and **Cardiff University Crime and Security Research Institute.**



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