



# U.S. Agency for Global Media

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## USAGM Event: The Evolution of Global Media

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**John F. Lansing,**  
USAGM CEO &  
Director

Thank you everyone for joining us for this important event.

My name is John Lansing, and I am the CEO and Director of the U.S. Agency for Global Media (USAGM), formerly the Broadcasting Board of Governors (BBG).

We can't wait to show you what we've been up to.

Thank you to our Board members here to today, Ambassador Crocker and Chairman Ken Weinstein.

I would also like to acknowledge our network heads—VOA Director Amanda Bennett; OCB Director Tomas Regalado; RFA President Libby Liu; MBN President Alberto Fernandez.

When I joined the then Broadcasting Board of Governors in 2015, it was important to me that I learn everything I could about this agency.

I spent months on a listening tour with stakeholders on Capitol Hill, off the Hill, in academia, in the media.



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I met with influencers in the think-tank community, our nonprofit partners, the media development community, and our public diplomacy colleagues.

I talked to many in this room.

I heard many perspectives about what we were getting right and what we needed to work on.

I heard you ... and we acted.

We began laying the foundation for us to compete in this ever-changing media industry. Our programs are now more collaborative and far-reaching.

We also continue to revolutionize our reach and impact, including:

- o Creation of 24/7 language networks such as Russian-language *Current Time* and the soon to be launched 24/7 Persian-language global network called *VOA 365*;
- o Expansion of affiliates to reach key audiences;
- o Extended growth of digital content in difficult environments; and
- o Restructuring and modernization of the Agency.

The U.S. Agency for Global Media is now a modern media organization, operating far beyond the traditional broadcast mediums of television and radio to include digital and mobile platforms.



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The term “broadcasting” did not accurately describe what we do. Our new name reflects our modernization and forward momentum while honoring our enduring mission to inform, engage, and connect people around the world in support of freedom and democracy.

How did we come up with our new name?

## RE-BRAND

It was an exhaustive 18-month effort, which included an industry and competitive analysis, and other activities designed to best capture our voice and our value to the U.S. government, American taxpayers and our audience.

The brand evolution, which includes a new name and logo, captures our progression and builds on the work we do.

But it is more than just a look and feel. It is the way we think about ourselves, and the way we conduct ourselves.

We have and always will put accurate, independent, and objective news and information to work internationally on behalf of U.S. interests, in parts of the world that need it most.

## PROGRESS REPORT

The U.S. Agency for Global Media’s unchanged role is to support the kinds of societies that, in the long run, support U.S. national interests. These are free, open and democratic societies.

They support U.S. interests because such societies

- o enjoy greater stability and prosperity;
- o live in peace with neighbors;



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- o reject terrorism and extremism; and
- o make better political allies and trade partners for the U.S.

In this global media environment, consumed by disinformation campaigns and far-reaching censorship, we know that accurate and unbiased information is an important currency.

Independent journalism brings clear, unfiltered news to the people who need it. It's really that simple.

We believe that when given the chance, this method definitely plays a major role in demystifying extremist narratives and fact checking disinformation.

Let me share some examples of our growth.

In 2018, we're projecting our weekly reach to be approximately 339 million, up from 278 million the year before.

This growth is largely due to our remarkably talented storytellers across the networks, and also to our commitment to using whatever tools are necessary to disseminate content where it is needed most, ranging from shortwave radio and local affiliates to one of the most advanced censorship-breaking applications in the world.

Media companies are known for showing their work instead of just talking about it. We are no different...

Here are a few examples of what we've been up to in the last few years.

**VIDEO PLAYS**



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And from our networks ...

## VIDEO PLAYS

### CONCLUSION

I am so very proud to be at the helm of a modern media organization that has been on an accelerating arc of success for almost two decades.

And as you can see from the videos, I am especially proud that every USAGM employee...

...from storytellers, news-gatherers, stringers, producers, digital editors, and broadcast techs to administrative professionals, affiliate partnership developers, data analysts, researchers, and strategists...

...is part of one team, working together in lockstep to advance our mission.

As we look to a horizon filled with even more collaborative reporting projects, state-of-the-art tools, and data-driven audience impact, we will not forget the journalistic values that both ground us and inspire us.

Edward R. Murrow, who in the early 1960s led the U.S. Information Agency, a predecessor to the U.S. Agency for Global Media, once told Congress:

- o “To be persuasive we must be believable;
- o To be believable we must be credible;
- o To be credible we must be truthful.”

Once again, thank you for joining us today. USAGM staff here can answer any questions you may have about our work.