



Public
Media
Alliance

Action Plan

Combatting misinformation and disinformation for Caribbean media workers



Introduction

In July 2022, journalists and media stakeholders from 11 Caribbean countries attended a two-day virtual workshop, as part of the Public Media Alliance's project, "Developing a Situation Report & Action Plan on Media and Information Literacy and Disinformation in the Caribbean".

The workshop's aim was to reinforce the capacities and skills of journalists and improve their ability to promote media and information literacy and combat disinformation. Under the theme "Media literacy in the age of disinformation", the workshop also provided the opportunity for participants to network with their regional counterparts and examine their central roles in using improved fact-checking and verification to promote media and information literacy and thwart disinformation.

The 23 participating media workers also contributed to the development of an eight-point action plan, which will serve as a useful tool and resource for those working in the Caribbean media landscape, particularly as they navigate growing threats to media freedom, media literacy, and credible journalism.

The plan incorporates the key points raised by regional media stakeholders as part of PMA's research and feedback. The plan not only benefited from consultations from both media professionals and media owners/managers, but also from months-long research conducted in several Caribbean territories.

Key points include:

- The need for strengthened and increased collaboration amongst regional journalists, media associations, and media houses.
- The importance of launching a public awareness campaign aimed at empowering audiences on how to spot misinformation and disinformation.
- A commitment to train and develop the region's journalists.

This eight-point action plan charts the course for more robust efforts to tackle both misinformation and disinformation while committing to media literacy for all, with the goal of rebuilding trust in news media.

The wider project was spearheaded by the Public Media Alliance with support from UNESCO Cluster Office for the Caribbean and UNESCO's International Programme for the Development of Communication, and saw partnerships with the Association of Caribbean Media Workers and the Media Institute of the Caribbean to examine more long-term solutions to fighting misinformation and disinformation.

Action Plan

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1

Develop a Caribbean Regional Code of Practice on Disinformation and Misinformation.

Regional key workers must be guided by a code that not only supports their efforts in fighting both disinformation and misinformation, but also keeps them accountable to the public by emphasising the value of rigorous fact-checking and verification processes.

2

Launch a public awareness campaign on how to identify misinformation and disinformation, supported by key stakeholders.

Citizens are vital partners in fighting misinformation and disinformation, but must be well-equipped to do so. It is important that key stakeholders, including media organisations, governments, and educators, work together to support the citizenry.

3

Create a knowledge hub as an online resource centre for regional media practitioners.

To fight misinformation and disinformation, regional media workers must have access to guides, research, forums, and the latest insights that keep them up to date on efforts across the Caribbean.

4

Invest in technology necessary to combat misinformation and disinformation.

As misinformation and disinformation evolve, it is important that media organisations are evolving as well, by investing in technology, such as fact-checking and AI-powered technology.

5

Commit to training and development of region's journalists.

Caribbean media workers' skills must be developed through training, whether through their media organisations or national or regional initiatives. Training must focus on the principles of good journalism, including accuracy, independence, and accountability.

6

Encourage media literacy via education in the school system.

Introducing media literacy formally into the education system will develop the next generation of media literate citizens.

7

Increase and strengthen collaboration amongst journalists in the region, including media associations and media houses.

Collaboration is central to thwarting misinformation and disinformation regionally, and media professionals must work together by training collaboratively, developing guides, sharing best practices, and more.

8

Address the issue of 'Big Tech' and online misinformation and disinformation via an industry-wide approach.

Key stakeholders across the region must develop approaches that mitigate the existential threat to journalism and fact-based information posed by global big tech and online misinformation and disinformation. Stakeholders must advocate for regional initiatives that support regional journalism and hold big tech companies to account.