

AGENTS OF CHANGE



Sasa Vucinic

Founder and Managing Director of Media Development Loan Fund (MDLF)

Chair: Durreen Shahnaz
Adjunct Associate Professor & Head, Programme on Social Innovation and Change
Centre on Asia and Globalisation, Lee Kuan Yew School of Public Policy

Date: Tuesday, 14 April 2009

Time: 12.15 p.m. - 1.30 p.m.

Venue: Seminar Room 3-1, Level 3
Manasseh Meyer
Lee Kuan Yew School of Public Policy
469C Bukit Timah Road, Singapore 259772



Please contact Yanchun at (65) 6516-6724 or cag@nus.edu.sg to indicate your interest.

This is a brown bag seminar and you are most welcome to bring your own packed lunch

Independent Media and Delivering Social Change

ABOUT THE SPEAKER

Sasa Vucinic is the Founder and Managing Director of Media Development Loan Fund (MDLF). Prior to founding MDLF, Mr. Vucinic worked as a Media Consultant to the Soros Foundation network. He started his career as a journalist and was also the General Manager and Editor-in-Chief of Radio B-92 in Belgrade. Mr. Vucinic is a graduate of the University of Belgrade Law School and was also educated at Harvard Business School. He has been recognized by the World Economic Forum as a Global Leader of Tomorrow and by the Ashoka Foundation as Senior Global Fellow.

SYNOPSIS

MDLF is a social investment fund for independent news media in the developing world. It provides low-cost capital, new technology solutions and management know-how to assist journalists in challenging environments build sustainable businesses around professional, responsible and quality journalism. MDLF was founded in 1995 and has since provided about US\$90 million in affordable financing to independent media companies in 24 countries.

Mr. Vucinic will discuss the tectonic shifts in technology that have changed the way we create, deliver, and consume news and knowledge, and which have rendered traditional media economics and business models untenable. He will also outline the value of independent media in these new circumstances and discuss the emergence of new and promising business models in the sector. The seminar will also discuss the importance for societies of protecting and supporting independent media outlets.