

Salzburg 2023 outreach letter
10/18/22

The Salzburg Academy for Media and Global Change successfully resumed its program for 2022 after a two-year pandemic hiatus. We have scheduled it again for July 16 to August 1. As the faculty leader for participating UT-Austin students, I can accept up to six applications to join with my other colleagues and their students from universities around the world.

The precise content of this 3-credit hour program is still in development, but the thematic focus is “Imagining Equitable Media Futures.”

The robust digital realities of global society today have placed great pressure on institutions, public and private, to envision more inclusive, and equitable futures. This is particularly acute in media institutions, where local media outlets struggle for survival, and larger media and technology organizations struggle with credibility and public opinion. This climate demands not simply reform efforts but a robust imagination of future media structures and realities that prioritize equity, care, and more inclusive futures.

In 2023, The Salzburg Academy on Media & Global Change asks how we can, “**Imagine More Equitable Futures**” through visioning media initiatives that work to advance meaningful and robust human connections and interdependency in digital culture. Using imagination allows aspiring media industry leaders to move beyond current constraints of existing media structures to advance creative and experimental ideas for media industries of the future. Imagination is needed to reform current structures for media that are rooted in norms driven by market-realities, extractive and opaque algorithms, and oversight of content that is wrought with insufficiency.

Innovations in media industries relies on the ability for people to imagine alternatives without constraints, towards media environments that nurture meaningful human engagement, inclusion, and respect for others. We will specifically focus on how media industries can aspire to transformational futures, where they are able to care for their communities, help communities imagine more robust and care-driven realities, and cultivate greater abilities for communities to participate meaningfully in media and daily life.

Over a two- and half-week period in residence, with some work carried out online predeparture, we will bring a mix of students, faculty, and professionals from media organizations and media nonprofits together to work on strengthening the media literacy infrastructures of their organizations and work. Participants will engage with a series of workshops and seminars, where they will be asked to identify key problems that they face, and build media literacy responses in the form of proposal and prototypes.

Austria is fully open to U.S. travelers without health restrictions, and I expect that we will again be able to hold this program safely. I have been an academy faculty member since 2008, and I

am always eager to return to Salzburg with a group of Texas students. I encourage you to take a look at the materials on the Moody Salzburg website, which have further information about previous programs and the Salzburg Global Seminar itself, a letter from me outlining the spirit of the Salzburg idea (with student testimonials), as well as key deadlines:

<https://moody.utexas.edu/students/travel-programs/international/salzburg-academy-media-global-change>

Please contact me if you have further questions at steve.reese@utexas.edu.

A handwritten signature in black ink, appearing to read "Steve Reese". The signature is fluid and cursive, with a prominent initial "S" and a long, sweeping underline.

Prof. Steve Reese

Jesse H. Jones Professor of Journalism & Media