

Salzburg Academy on Media & Global Change



MULTI-YEAR
SERIES INFO



MORE INFORMATION:
[SALZBURGGLOBAL.ORG/GO/MEDIAACADEMY](https://salzburgglobal.org/go/mediaacademy)

The Salzburg Academy on Media & Global Change convenes emerging leaders across media industries to build networks, innovation, and leadership in media. In addition, participants collaborate to address social problems and design media-based solutions. Founded in 2007, the Media Academy has nearly 1,000 alumni and faculty from 70 countries.

STAFF CONTACT DETAILS

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UPCOMING PROGRAM

Imagining Equitable Global Futures (July, 2023)

MOST RECENT PROGRAMS

After the Pandemic: How Can Media Advance Equitable and Just Civic Futures? (July, 2022)

Protest and Pandemic: Has Misinformation Undermined Public Trust and Democracy? (November, 2020) [Online]

OUR IMPACT

For two weeks each summer, a truly international group of emerging media practitioners - journalists, filmmakers, activists, storytellers, and advocates - study, work, and live together at Schloss Leopoldskron, Salzburg, Austria.



Left and Right: The Media Academy features a mix of plenary presentations and discussions on a range of media-related topics, and immersive workshops on game design, mobile storytelling, immersive design, and community engagement, as well as faculty-led group project work and research.

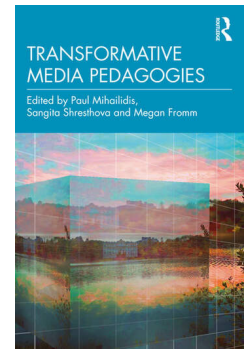


In 2014, Media Academy participants devised proposals for the UNDP ahead of the implementation of the Sustainable Development Goals (SDGs) on how gamification could address the challenges around youth unemployment and livelihoods, climate change, human rights, and corruption.



Left: Inspired by the Media Academy, long-serving faculty member Jad Melki founded the Media and Digital Literacy Academy of Beirut in 2013. Several faculty and alumni have since participated in the MDLAB - the first program of its kind in the Middle East.

Right: Academy faculty have collaborated on multiple research projects and publications, including "Transformative Media Pedagogies."



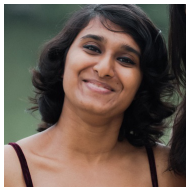
IMPACT AND OUTCOMES

Participants work with faculty and industry practitioners each year to create media processes and products focused on social impact and civic empowerment. These projects have included devising media literacy curriculum plans, co-creating learning experiences (such as 2022's [\[re\]CONNECT: Transformative media learning experiences after pandemic](#)), and proposing innovative projects and consulting for the United Nations Development Programme (UNDP).

ACADEMY STATISTICS | 2007-2022

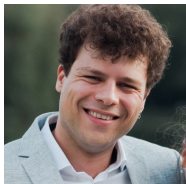
SALZBURG GLOBAL SINCE 1947	MEDIA ACADEMY SINCE 2007*
41,000+ TOTAL FELLOWS	980 TOTAL FELLOWS
170+ COUNTRIES	70 COUNTRIES
1,600+ PROGRAMS	14 PROGRAMS
	*IN-PERSON PROGRAMS

TESTIMONIALS



“I have had the opportunity to learn and understand several lived experiences during my two weeks at the Academy... I will be taking back home more perspective on how I can rethink and enrich the media pedagogies in my organization with the help of a network of ever-supporting faculty and fellows I can rely on for research.”

HARIKA SRINIVASAN, ASHOKA UNIVERSITY, INDIA



“I’m very grateful for this experience because it was interesting to see how we are not that different, even if we come from all over the world. We had a whole other connection here. From Salzburg, I take with me being open-minded, thinking across borders, fostering relationships, and living with the spirit and mindset of changing things even on a small scale.”

LUKAS PLEYER, ST. PÖLTEN UNIVERSITY OF APPLIED SCIENCES, AUSTRIA



“I can’t think of any other place on earth to be the perfect ground for ideas to grow and transform into action. Yet, more than the space and resources, the Academy’s big success lies in its people - the students, faculty, hotel staff, and the Seminar team - coming together to make a difference.”

TIMOTHY HENARES, HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY, HONG KONG

RECENT FACULTY & GUEST SCHOLARS

Paul Mihailidis, *Program Director & Faculty Chair, Media Academy; Professor of Civic Media & Journalism, Emerson College, USA*

Susan Moeller, *Director of the International Center for Media & the Public Agenda, University of Maryland, USA; Co-founder, Media Academy*

Tracie Powell, *founder and CEO of The Pivot Fund*

Jad Melki, *Associate Professor & Chairperson, Department of Communication Arts, Lebanese American University*

Shahidul Alam, *Photographer, Writer and Activist; Founder of Drik Picture Library*

Jennifer Colville, *Policy Advisor, Knowledge, Innovation and Capacity, United Nations Development Programme (UNDP)*

The Honorable Anthony Kennedy, *Associate Justice (ret.), The Supreme Court of the United States*

Anna Nemtsova, *Moscow Correspondent, The Daily Beast, and Newsweek*

Naja Nielsen, *Digital Director, BBC News*

Daniel Russell, *Über Tech Lead, Search Quality & User Happiness, Google, Inc.*

CURRENT PARTNER SCHOOLS

