



11/17/23

To prospective Salzburg study abroad students:

After a two-year pandemic hiatus, the Salzburg Academy for Media and Global Change successfully resumed its international media literacy program in 2022 and offered it again this past summer 2023. We have scheduled it again for July 15 to July 19th, 2024. 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 will be similar to the 2023 theme: “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 asked 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 a half-week period in residence, with some work carried out online predeparture, we brought 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 engaged with a series of workshops and seminars, where they were asked to identify key problems that they face, and built media literacy responses in the form of proposal and prototypes. An impact report is available on this website.

On a personal note, 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, including last program's syllabus and 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.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen D. Reese". The signature is fluid and cursive, with a long horizontal stroke at the end.

Prof. Stephen D. Reese
Jesse H. Jones Professor of Journalism & Media