



SALZBURG  
GLOBAL  
SEMINAR

SALZBURG ACADEMY  
ON MEDIA AND  
GLOBAL CHANGE



We challenge current and future  
leaders to shape a better world

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



# Salzburg Academy on Media and Global Change



MULTI-YEAR  
SERIES INFO



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

*The Salzburg Academy on Media and Global Change builds digital literacies and engagement around critical challenges for society. Its annual three-week program connects young media innovators across disciplines to produce multimedia tools and reframe curricula and research. Founded in 2007, it has almost 1000 alumni and faculty from 70 participating institutions worldwide.*

## STAFF CONTACT DETAILS

**PAUL MIHAILIDIS**

Program Director and Faculty Chair  
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**CONNOR BEVAN**

Davidson Impact Fellow  
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## UPCOMING PROGRAM

Power, Protest and the Press: Social Movements and the Future of Civil Society  
(July 19 to August 5, 2020)

## RECENT PROGRAMS

The Cost of Disbelief: Fracturing Societies and the Erosion of Trust (2019)

Re-Imagining Journalism: News and Storytelling in an Age of Distrust (2018)

Voices Against Extremism: Media Responses to Global Populism (2017)

Migration, Media and Global Uncertainty (2016)

*For three 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: 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.*



*Right: Guest speakers in 2019 included Shahidul Alam, named one of TIME magazine's Person of the Year in 2018*



## IMPACT AND OUTCOMES

Each year, students work with faculty and industry practitioners to create media processes and products focused on social impact and civic empowerment. These projects have ranged from media literacy curriculum plans – implemented by several partner schools; co-created workshops – 2019’s [\[re\]BUILD: Interactive Learning Experiences for Media Literate Societies](#); multimedia publications – 2018’s [Persist: New Ideas for Journalism in an Age of Distrust](#); and “playbooks” – 2017’s [Re:Action – A DIY Playbook for Building a Better World](#), to proposing innovative projects and consulting for the United Nations Development Programme (UNDP).

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



*Left: Inspired by the Salzburg Academy, long-serving faculty member Jad Melki founded the Media and Digital Literacy Academy of Beirut in 2013. Several faculty and alumni have since taken part 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 [New Journalisms: Rethinking Practice, Theory and Pedagogy](#), edited by Karen Fowler-Watt and Stephen Jukes and with contributions from seven more faculty.*



## ACADEMY STATISTICS | 2007-2019

SALZBURG GLOBAL  
SINCE 1947

**37,000+**  
FELLOWS

**170+**  
COUNTRIES

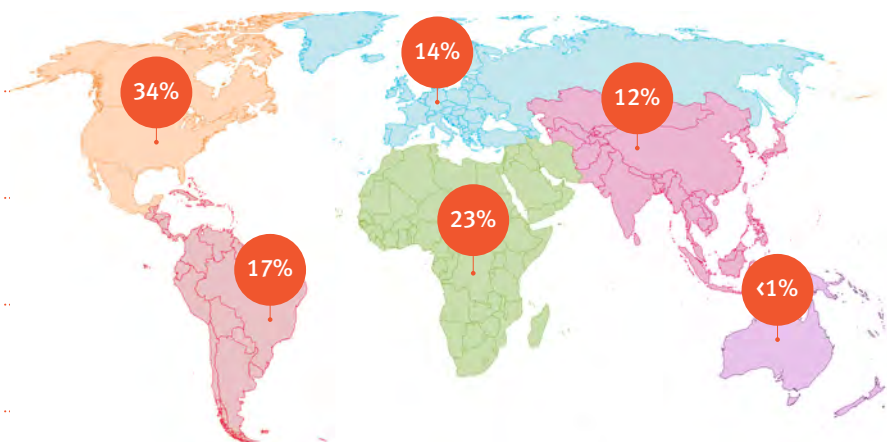
**900+**  
PROGRAMS

MEDIA ACADEMY  
SINCE 2007

**980**  
FELLOWS & FACULTY

**73**  
COUNTRIES

**13**  
PROGRAMS



● AFRICA & MIDDLE EAST  
● EUROPE

● SOUTH AMERICA & CARRIBEAN  
● NORTH AMERICA

● ASIA  
● OCEANIA

## TESTIMONIALS



“Coming here has completely flipped my perspective and made me realize that I have such a Western-centric view on the media... It’s made me look at everything I consume in a different way. Being in close proximity with people from different countries, that have different backgrounds, different ethnicities, different religions has made me contemplate other perspectives.”

MAYA PARCHMENT, BOURNEMOUTH UNIVERISTY, UK



“I had the opportunity of meeting so many enthusiastic and passionate young people from all over the world, tackling issues concerning immigration... I never really had considered whether Kenya had such a problem before... It was an eye-opener for me. It made me understand that the way we tell our stories really effects how policy is made. Media has the power of engaging people.”

JEREMIAH KIPAINOI, DAYSTAR UNIVERSITY, KENYA



“Every person who ever has a chance [to attend the Salzburg Media Academy] should take it. It is life changing, because it’s not only about what you learn – you start thinking about things differently, you discuss topics you didn’t think you would discuss with different people with different backgrounds [and] you also get to create prototypes about projects that might change the journalism field.”

SALLY FARHAT, LEBANESE AMERICAN UNIVERSITY, LEBANON

## RECENT FACULTY & GUEST SCHOLARS

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

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

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.*

Robin Wright, *Foreign Affairs Journalist, The New Yorker*

## CURRENT PARTNER SCHOOLS





# Power, Protest and the Press: Social Movements and the Future of Civil Society



UPCOMING  
PROGRAM



JULY 19 TO AUGUST 5, 2020  
SCHLOSS LEOPOLDSKRON, SALZBURG, AUSTRIA



MORE INFORMATION:  
[SALZBURGGLOBAL.ORG/GO/SAC14](https://salzburgglobal.org/go/sac14)

*As media continue to fragment and social movements intensify around the world, democracies are at risk. Mainstream media, in a digital information landscape, now serve to divide publics as much as they inform them. As a result, the civic structures that once supported strong democracies now compromise and corrupt them.*

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The 2020 **Salzburg Academy on Media and Global Change** will respond to the crisis of democratic norms by asking aspiring journalists and storytellers to build media-based responses that support vibrant social movements. Working alongside civil society organizations, activists, and journalists, this global cohort of young people will put into place toolkits and workshops to support social movements with the specific aim to reform corrupt democratic systems.

## PARTICIPANT PROFILE

The 2020 Academy will gather 75 emerging media practitioners – journalists, filmmakers, activists, storytellers, and advocates – alongside 25 faculty and 20 visiting scholars, who span across media disciplines, fields, and industries. Participants come from over 20 countries on five continents, and represent top universities, global NGOs, development agencies, and community-focused organizations.

## PROGRAM FORMAT

The Academy features plenary presentations and discussions on a range of media-related topics; immersive workshops on game design mobile storytelling, guerilla filmmaking, immersive design, and community engagement; and sessions on world building, cultural representation, and human interaction complement the program. Project-based work is conducted through student-led groups, where a human-centered design process is put forward. The Academy also features reading groups and a film club.

See online for **KEY QUESTIONS, FACULTY, VISITING SCHOLARS** and more.

# About Salzburg Global Seminar



INSTITUTIONAL  
OVERVIEW



MORE INFORMATION: [SALZBURGGLOBAL.ORG](https://salzburgglobal.org)  
NEWSLETTER: [SALZBURGGLOBAL.ORG/GO/SUBSCRIBE](https://salzburgglobal.org/go/subscribe)

*Salzburg Global Seminar is an independent nonprofit founded in 1947 to challenge current and future leaders to shape a better world. Our multi-year programs aim to bridge divides, expand collaboration and transform systems. Over 37,000 Fellows from 173 countries have come together through our work. Our historic home at Schloss Leopoldskron in Salzburg, Austria, allows us to welcome all participants in conditions of trust and openness.*

## FOLLOW US ON SOCIAL MEDIA

[facebook.com/SalzburgGlobal](https://facebook.com/SalzburgGlobal)  
[twitter.com/SalzburgGlobal](https://twitter.com/SalzburgGlobal)  
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[linkedin.com/company/  
Salzburg-Global-Seminar](https://linkedin.com/company/Salzburg-Global-Seminar)  
[youtube.com/SalzburgSeminar](https://youtube.com/SalzburgSeminar)

## STRATEGIC FRAMEWORK

- 1 **BRIDGE DIVIDES:** Convene outstanding talent across generations, sectors and cultures
- 2 **EXPAND COLLABORATION:** Foster lasting networks and partnerships for creative, just and sustainable change
- 3 **TRANSFORM SYSTEMS:** Inspire new thinking and action on critical issues, connecting local innovators and global resources

## OUR HISTORY

In the summer of 1947, for the second time in just thirty years, Europe was in the midst of recovering from a devastating conflict. Economic rebuilding was desperately needed, but three young visionaries believed that intellectual reconstruction was also vital. Over 70 years, their idealistic experiment became a fully-fledged institution, attracting people of prominence and promise from first Europe and America and now from across the globe to learn from each other and together, shape a better world. The work of Salzburg Global Seminar and of our Fellows remains at the forefront of defining and leading global solutions.

## CURRENT PROGRAM AREAS AND MULTI-YEAR SERIES



### FINANCE & GOVERNANCE

Philanthropy and Social Investment  
Salzburg Global Finance Forum  
Salzburg Global Corporate Governance Forum  
Public Sector Strategy Network  
Salzburg Global Law and Tech Forum



### JUSTICE & SECURITY

Salzburg Global LGBT\* Forum  
Holocaust Education and Genocide Prevention  
Asia Peace Innovators Forum  
Cutler Center for the Rule of Law  
Salzburg Cutler Fellows



### CULTURE & SOCIETY

Culture, Arts and Society  
Salzburg Global Forum for Young Cultural Innovators  
Salzburg Global American Studies Program



### PLANET & HEALTH

Parks for the Planet Forum  
Health and Healthcare Innovation  
Sciana – The Health Leaders Network  
Finding Outbreaks Faster  
Japan-India Transformative Technology Network



### MEDIA & VOICE

Salzburg Academy on Media and Global Change  
Salzburg Global Media and Public Trust Forum



### EDUCATION & WORK

Education for Tomorrow's World  
Targeting Interdisciplinary Research to Meet the Sustainable Development Goals (SDGs)

SINCE 1947

**37,000+**  
FELLOWS

**173**  
COUNTRIES

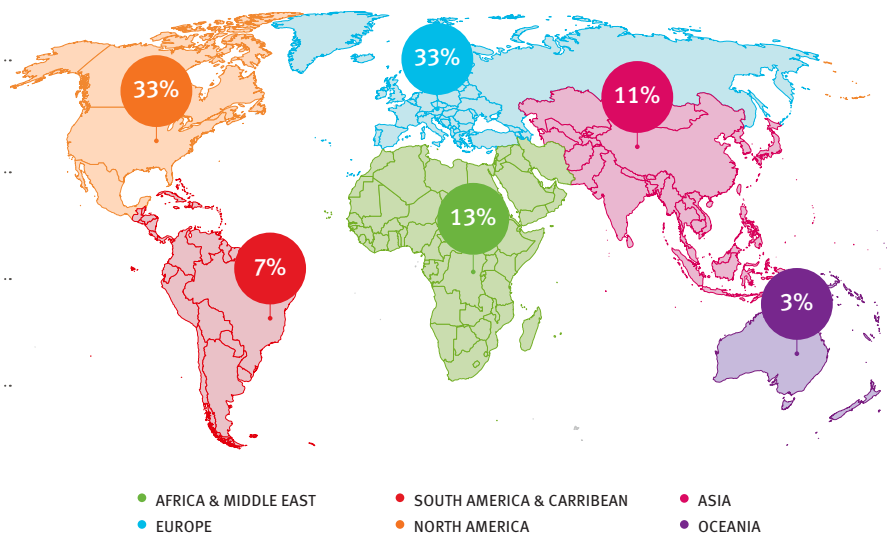
**900+**  
PROGRAMS

IN 2018

**978**  
FELLOWS

**87**  
COUNTRIES

**22**  
PROGRAMS



### FOLLOW US ON SOCIAL MEDIA

[facebook.com/SchlossLeopoldskron](https://www.facebook.com/SchlossLeopoldskron)  
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[youtube.com/SchlossLeopoldskron](https://www.youtube.com/SchlossLeopoldskron)  
[twitter.com/HSLeopoldskron](https://twitter.com/HSLeopoldskron)

\* LGBT: Lesbian, Gay, Bisexual and Transgender. We are using this term as it is widely recognized in many parts of the world, but we would not wish it to be read as in any way exclusive of other cultures, groups or terms, either historical or contemporary.

### ABOUT SCHLOSS LEOPOLDSKRON

Built by a Prince-Archbishop in 1736, and once home to Austrian theater impresario Max Reinhardt, Schloss Leopoldskron today is owned by Salzburg Global Seminar. From Oscar-winning movies to peace agreements, celebrated novels to radical new thinking, Schloss Leopoldskron has inspired many people to do great things. Our home is a place where people from around the world can come together in conditions of trust and openness to share ideas and form plans for a better future.

In 2014, this 18th-century palace was transformed to become Hotel Schloss Leopoldskron, a premier 21st-century hotel. As a social enterprise, the Hotel's revenue supports both the work of Salzburg Global Seminar and our stewardship of this Austrian national monument.

# 2020 Program

## FEBRUARY

CUTLER FELLOWS PROGRAM

### The Future of Public and Private International Law \*

Feb 20 to 22 | Washington, DC, USA

[SalzburgGlobal.org/go/cutler](https://SalzburgGlobal.org/go/cutler)

## MARCH

ASIA PEACE INNOVATORS FORUM

### Building Peace, Stability and Regional Cooperation in Asia

Mar 5 to 9

[SalzburgGlobal.org/go/apif](https://SalzburgGlobal.org/go/apif)

CULTURE, THE ARTS AND SOCIETY

### What Future for Festivals?

Mar 10 to 15

[SalzburgGlobal.org/go/culture](https://SalzburgGlobal.org/go/culture)

LAW AND TECHNOLOGY FORUM

### Finding Common Ground on Law Enforcement, Cybersecurity and Cyberwarfare

Mar 29 to 31

[SalzburgGlobal.org/go/lawandtech](https://SalzburgGlobal.org/go/lawandtech)

## SPRING

JAPAN-INDIA TRANSFORMATIVE TECHNOLOGY NETWORK

### Harnessing the Power of AI for Human and Planetary Health

Spring | Japan

[SalzburgGlobal.org/go/japanindia](https://SalzburgGlobal.org/go/japanindia)

## MAY

PARKS FOR THE PLANET FORUM

### The Way We Live: Nature, Health and Cities of the Future

May 17 to 22

[SalzburgGlobal.org/go/parks](https://SalzburgGlobal.org/go/parks)

PUBLIC SECTOR STRATEGY NETWORK

### Annual Strategic Foresight Retreat \*

*Topic to be announced*

May | Paris, France

[SalzburgGlobal.org/go/publicsector](https://SalzburgGlobal.org/go/publicsector)

## JUNE

FINANCE FORUM

### Finance for the Public Good: Meeting New Expectations in a Decade of Converging Risks

Jun 21 to 23

[SalzburgGlobal.org/go/finance](https://SalzburgGlobal.org/go/finance)

LGBT\* FORUM

### The Role of Religious Communities in Achieving LGBT Equality \*

Jun 29 to Jul 3

[SalzburgGlobal.org/go/lgbt](https://SalzburgGlobal.org/go/lgbt)

YOUNG CULTURAL INNOVATORS FORUM

### US Regional Events \*

Jun | Locations TBA

[SalzburgGlobal.org/go/yci](https://SalzburgGlobal.org/go/yci)

## JULY

SALZBURG ACADEMY ON MEDIA AND GLOBAL CHANGE

### Power, Protest, and the Press: Social Movements and the Future of Civil Society

Jul 19 to Aug 5

[SalzburgGlobal.org/go/mediaacademy](https://SalzburgGlobal.org/go/mediaacademy)

## AUGUST

CULTURE, THE ARTS AND SOCIETY

### Max Reinhardt Symposium: 100 Years of the Salzburger Festspiele \*

Aug 20 to 22

[SalzburgGlobal.org/go/culture](https://SalzburgGlobal.org/go/culture)

## FALL

HEALTH AND HEALTH CARE INNOVATION

### Promoting Community Health and Wellbeing: Global Innovations in Private Sector Collaboration

Fall

[SalzburgGlobal.org/go/health](https://SalzburgGlobal.org/go/health)

JAPAN-INDIA TRANSFORMATIVE TECHNOLOGY NETWORK

### Harnessing the Power of AI for Human and Planetary Health

Fall | India

[SalzburgGlobal.org/go/japanindia](https://SalzburgGlobal.org/go/japanindia)

## SEPTEMBER

EDUCATION FOR TOMORROW'S WORLD

### Agile Leaders of Learning Innovation Network (ALL-IN)

Sep 14 to 17

[SalzburgGlobal.org/go/education](https://SalzburgGlobal.org/go/education)

HEALTH AND HEALTH CARE INNOVATION

### Community Co-Design of Health and Health Care Systems

Sep 19 to 24

[SalzburgGlobal.org/go/health](https://SalzburgGlobal.org/go/health)

## OCTOBER

CORPORATE GOVERNANCE FORUM

### Topic to be announced

Oct 8 to 10

[SalzburgGlobal.org/go/corpgov](https://SalzburgGlobal.org/go/corpgov)

YOUNG CULTURAL INNOVATORS FORUM

### Cultural Innovation and Collaboration: A Global Creative Platform

Oct 20 to 25

[SalzburgGlobal.org/go/yci](https://SalzburgGlobal.org/go/yci)

SALZBURG GLOBAL AMERICAN STUDIES PROGRAM

### Topic to be announced

Oct 11 to 15

[SalzburgGlobal.org/go/americanstudies](https://SalzburgGlobal.org/go/americanstudies)

## NOVEMBER

ASIA PEACE INNOVATORS FORUM

### Building Peace, Stability and Regional Cooperation in Asia

Nov 10 to 14

[SalzburgGlobal.org/go/apif](https://SalzburgGlobal.org/go/apif)

## DECEMBER

EDUCATION FOR TOMORROW'S WORLD

### Social and Emotional Learning in Post K-12 Contexts

Dec 6 to 11

[SalzburgGlobal.org/go/education](https://SalzburgGlobal.org/go/education)

## ALL YEAR

SCIANA – THE HEALTH LEADERS NETWORK

### Cohort 4 Meeting 3 \*

May 10 to 14

### Cohort 5 Meeting 1 \*

May 12 to 16

### Cohort 4 Meeting 4 \*

November 21 to 25

### Cohort 5 Meeting 2 \*

November 23 to 27

[ScianaNetwork.org](https://ScianaNetwork.org)