



SALZBURG
GLOBAL
SEMINAR

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14 November 2019

Stephen Reese
Jesse H. Jones Professor of Journalism
Moody College of Communication
The University of Texas at Austin
Austin, Texas

Email: steve.reese@austin.utexas.edu

Dear Steve,

As December approaches, the Salzburg Academy on Media & Global Change team is starting to actively plan for the 2020 program. We are looking forward to another robust year with more dynamic approaches to impactful media literacy work around the world. Entering our **14th Year**, we have had the fortune of hosting **over 1000 participants**, and **over 200 different faculty and visiting scholars**, in what is becoming a strong ecosystem of young media innovators who have come through the Academy program.

Over the last four summers, we have focused our work on the creation of multimedia publications through the medium platform, that offer narratives and calls to action for how media can combat pressing problems of our time. In 2016, we partnered with Henry Jenkins and USC's Media & Participatory Politics initiative to explore the relationship between media and narratives of migration. The outcome was a publication titled [Move: Media, Migration and the Civic Imagination](#). In 2017, we explored how populism and extremism emerge in legacy and alternative media spaces. The outcome was a playbook titled [Re:action – A DIY Playbook for Building a Better World](#), featuring over 50 “plays” that offer young people avenues for using media to combat harmful populist narratives in their communities. In 2018 we focused on the topic of journalism and how we can reimagine approaches to reporting in an age of distrust. Our publication, [Persist: New Ideas for Journalism in an Age of Distrust](#), offers a series of experimental to journalism. Finally, last summer we focused on the “Cost of Disbelief” and built media literacy interventions under the publication title: [ReBuild: Interactive Learning Experiences for Media Literate Societies](#) that combated the erosion of trust we see in our media systems.

These publications have been circulated to organizations, networks, and classrooms around the world.

The title for the 2020 media academy, **Power, Protest, and the Press: Social Movements and civic futures**, offers a space to explore the role of social movements in the relationship between media, those in power and the public. The enclosed flyer articulates our approach to this topic.

The new advancements in our program are taking us in more new and dynamic directions, and we are very proud of our multi-year partnership with The University of Texas at Austin. On behalf of Salzburg Global Seminar, I would like to welcome your institution to participate in the 2020 Salzburg Academy, which is scheduled to take place between July 19 and August 5, 2020.

Should you need more information or have any questions, please do not hesitate to let us know.

Best regards,

A handwritten signature in black ink, appearing to read "P. Mihailidis", with a stylized flourish at the end.

Paul Mihailidis, PhD
Program Director and Faculty Chair,
Salzburg Academy on Media and Global Change