

SALZBURG ACADEMY
ON MEDIA AND GLOBAL CHANGE

Local Media Futures and Democratic Health



July 14 to 30, 2025

Schloss Leopoldskron
Salzburg, Austria



BU Bournemouth University



香港中文大學
The Chinese University of Hong Kong



IOWA
School of Journalism and Mass Communication



LSU | Manship School of Mass Communication

MICHIGAN STATE UNIVERSITY



NORTHWESTERN UNIVERSITY



2025 Partners

The Salzburg Academy on Media and 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 more than 1,100 alumni and faculty from over 60 countries.

Global Exchange for Local Change

The Salzburg Academy on Media and Global Change, a project of Salzburg Global, annually gathers young emerging storytellers and media industry leaders to explore healthy media futures and build networks to support more robust and inclusive civic societies.

Since 2007, the Media Academy has convened over 1,100 participants from over 60 countries worldwide, cultivating media leadership across sectors and geographical boundaries.

Each summer, the Media Academy selects a topic and gathers students, faculty, and practitioners to dive into this project and experiment with potential new directions, initiatives, or responses to the proposed challenge.

Upcoming Program

July/Aug 2026: *20th Annual Salzburg Academy on Media & Global Change*

Most Recent Programs

- July 14 to 30, 2025: *Local Media Futures and Democratic Health*
- July 15 to 31, 2024: *Belonging in the Age of Machines: Reimagining the Soul of Media*
- July 16 to August 1, 2023: *Imagining Inclusive and Equitable Futures*

Overview of the 2025 session

From July 14 to 30, 2025, local media leaders joined the 2025 Cohort in a two-week residential session. Under the theme "Local Media Futures & Democratic Health," participants focused on the following key questions:

- What conditions allow for local media initiatives to flourish and sustain?
- What approaches lead to impact local media initiatives?
- How can local media support more inclusive and vibrant communities?
- How can local media help to ground communities and foster a sense of belonging in a fragmented, often polarized, media environment?

To learn more, contact:

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19th Annual Salzburg Academy on Media & Global Change: *Local Media Futures & Democratic Health, July 14 to 30, 2025*

Highlights

- Workshops by visiting experts, including **Olesya Bida** and **Ryan Powell**
- Excursions to the **UNESCO World Heritage site Gosausee** and the **Dokumentation Obersalzberg museum**
- **2nd Annual Shumow Symposium at the Paris Lodron Universität Salzburg (PLUS)**, followed by a tour of the historic libraries on campus and the **Decolonizing Salzburg Tour**, which grappled with the complex diversity, history, and culture of the city
- **4 solution-oriented project proposals from the students addressing 'media deserts'**



Addressing 'media deserts' from the perspective of the 2025 Media Academy Fellows

After over 20 hours of research and group work, our Fellows applied their learnings to real and fictional scenarios to create innovative projects addressing 'media deserts' - geographical locations that lack access to media.

- **The Case of Self-Built Media Deserts:** The "Home Future Dialogue" holds 45-minute civic forums about social issues to get people more politically involved. The forums would travel around Germany and allow individuals to learn more online through a dedicated website.
- **Laal Stadt:** "The Vermelho Trust" is a non-profit organization working in the fictional city of Laal Stadt. By fostering open dialogue, the donation-based organization hosts public forums, publishes a magazine, and hosts its own radio show.
- **Moontown Media Desert Revolution 3025:** Set 100 years from now in a fictional world on the moon, "The Dark Side" rises in Moontown as an alternative news outlet. It promotes community involvement and Indigenous values through street art, digital campaigns, and community events.
- **Alpia:** "Sweet Unity" is a non-profit organization that utilizes educational programs to empower people in the region of Alpia, a fictional place made up of displaced individuals struggling to manage and maintain their local media.

More details on the projects can be found in the 2025 Cohort's final publication, *"Proximity, People, and Power,"* published on the online platform Medium. It also features the group's playlist, keynotes, reflections, and session highlights.

Recent Faculty & Guest Scholars

Erika Abad Professor, Nevada State University

Len Apcar Professor in Residence,anship School of Mass Communication, Louisiana State University

Hanan Badr Professor of Communication Studies, Paris Lodron University of Salzburg

Olesia Bida War Crimes Investigation Unit Reporter, The Kyiv Independent

Kim Bissell Dean,anship School of Mass Communication, Louisiana State University

Gino Canella Associate Professor, Emerson College

Sanjeev Chatterjee Professor, School of Communication, University of Miami

Manuel Chavez Professor and Director, Michigan State University

Jamie Cohen Assistant Professor, Media Studies, Queens College, CUNY

Brian Eckdale Professor, University of Iowa

Bobbie Foster Assistant Professor, University of Arkansas

Karen Fowler-Watt Professor of Journalism and Global Narratives, United Kingdom

Celeste González de Bustamante Director, Center for Global Change and Media, University of Texas at Austin

Johanna Grüblbauer Academic Director, University of Applied Sciences St. Pölten

Manuel Guerrero Professor & Researcher, Universidad Iberoamericana

Chris Harris Professor of Communication, Nevada State College

Thawab Hilal Senior Scientist, University of Salzburg

Surya HK Network Development Specialist, Culture and Design Lead, Salzburg Global Media Academy, Salzburg Global

Claudia Kozman Assistant Professor in Residence, Northwestern University in Qatar

Pablo Martínez-Zárte Artist and Professor, IberoDocsLab

Jad Melki Associate Professor, Lebanese American University

Karntachat Raungratanaamporn Associate Dean for International Affairs Faculty of Journalism and Mass Communication, Thammasat University

Paul Mihailidis Program Director and Professor, Emerson College

Ryan Powell Head of Innovation and Media Business, International Press Institute

Carol Reese Gifted and Talented Specialist/Coordinator, Eanes Independent School District

Stephen Reese Professor, University of Texas at Austin

Federico Rey Lennon Professor, Director of the Doctoral Program in Communication, Pontificia Universidad Católica Argentina

Jessica Roberts Assistant Professor, Universidade Católica Portuguesa

Sangita Shresthova Director of Research, University of Southern California

Ho Man Tang Lecturer, School of Journalism and Communication, The Chinese University of Hong Kong

Melissa Tully Professor, University of Iowa

Andrea Vilhena Ph.D. Candidate, Bournemouth University

Simone Yearwood Dean, School of Arts and Humanities, CUNY, Queens College

Testimonials



"The Media Academy provided a powerful framework for reimagining solutions to global challenges, ranging from media innovation to equitable leadership. What stood out was the openness of exchange and the emphasis on collaboration, creativity, and inclusion. It was both a learning experience and a call to action. I left the session feeling not only inspired but also empowered to carry the momentum forward in my own work and community."

Manasvi Maheshwari, University of Miami



"The Salzburg Global Media Academy challenged and pushed me in various ways - academically, personally, politically. It showed me blind spots of my own perspectives, it taught me new concepts of how to think about the world and brought wonderful people to the place I call my home - Salzburg."

Cedric Keller, Paris Lodron University of Salzburg



"I will never forget my time at Salzburg Global Media Academy. More than anything else, I am so glad I got to spend time surrounded by so many amazing people and making bonds that will last a lifetime."

Gwyneth Agbenyo, Queens College CUNY



"Salzburg Global Media Academy was nothing I'd ever experienced before. It was a culmination of cultures and countries, perspectives and opinions, that furthered my understanding of local media and the vitality of democracy. It was incredible to have conversations with people who have differing views than me, and to grow in every possible way."

Jack Pfeiffer, Michigan State University



"While it wasn't a walk in the park by any means, my experience at Salzburg Global Media Academy was beyond anything I could've imagined. I was challenged intellectually in ways that I haven't been in the past and I truly believe that I'll be going home a completely different person. I am incredibly grateful for the professional connections I made and more so for the peer-to-peer relationships made with my colleagues."

Aristotle Wills, Nevada State University



"The Media Academy challenged me in ways I've never experienced before. I am so thankful for the opportunity to work with such amazing people from around the world, to dream of solutions, to solve real problems that real people face. The lectures, group work, and adventures will never leave me as I continue working towards my goals."

Kaitlyn Thomas, Louisiana State University

Salzburg Global *since 1947...*

Gathered
40,000+
Fellows

For 1,600+
sessions

From 170+
countries

Media Academy *since 2007...*

Gathered
1,100+
Fellows

For 19
sessions

From 60+
countries

About Salzburg Global

Salzburg Global is an independent, non-profit organization dedicated to convening open-minded leaders to overcome barriers and *open a world of better possibilities*.

Since 1947, we have worked with over 40,000 Fellows from more than 170 countries to address the most pressing issues of our time. Our first session brought together over 100 young Europeans and Americans – including survivors of concentration camps, veterans of resistance movements, prisoners of war, and former enemies. They met at Schloss Leopoldskron, an Austrian palace that had been occupied by the Nazis, in a country that was still under Allied military control. Together, they wrestled with how diverse and fractured groups of people could come together and begin to create the conditions for peace in the aftermath of war.

Today, the challenges may be different, but our mission still carries that same founding spirit: *To overcome barriers and open up a world of better possibilities*.



The Austrian palace
we call home

A Schloss With a Mission

Since 1947, we have made our home at Schloss Leopoldskron, an Austrian palace with a rich and complex history stretching back to the 18th century.

The Schloss has been many things over the years – the summer home of a notorious Prince Archbishop, a cultural hub for Europe's theater scene, the home of famed director and impresario Max Reinhardt, a Nazi administrative headquarters, and a monument to the past.

Today, it is a thriving center for dialogue and debate – a place of refuge and reconciliation where diverse leaders from around the world gather for conversations of consequence. We are committed to reclaiming the past of the Schloss and serving as stewards of its future.

WWW.SALZBURGGLOBAL.ORG

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