

SALZBURG ACADEMY
ON MEDIA AND GLOBAL CHANGE

Created Histories, Creative Tomorrows: Distinct Moments that Shape Media Futures



July 14 to Aug 4, 2025

Schloss Leopoldskron
Salzburg, Austria



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 1,000 alumni and faculty from over 60 countries.

A Community-Centered Approach

As media platforms and social networks continue to grow in size, scope, and reach, there is also renewed interest in the role of local media in supporting community and democratic health. Amongst the emerging initiatives, little has been done to explore the impact of these initiatives globally.

Developing robust local media and news infrastructures can support a strong sense of community, a stronger understanding of democratic processes, and a stronger connection to those around us.

Over the last decade, much has been written and researched about the risks associated with a lack of local media infrastructures in communities. While calls to return to some past utopian models are shortsighted, there is a need to explore new emergent local media models and their role in supporting healthy communities locally, nationally, and globally.

The emergence of generative AI has further exacerbated the need to understand how communities find and connect to credible media outlets and build trust around them.

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 1,000 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.

To learn more about how you can take part in these efforts, contact:

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From July 20 to August 04, 2025, the Media Academy will bring together local media leaders to join in the Media Academy's two-week residential session alongside students and faculty from universities around the globe. This session will focus on the following key questions about the future of local media:

- What does cultural authorship of history look like in the age of digital archives, fan edits, and participatory media?
- What global technological turning points — from the rise of printing cultures in East Asia to the community radio movements in Africa and Latin America — continue to influence how we share information and build publics?
- How do past innovations, ruptures, and revolutions inform how we imagine the ethical and aesthetic dimensions of tomorrow's media?



At the heart of this year's theme lies a central provocation: to create tomorrow, we must first understand how yesterday was edited. What stories were erased, reframed, or remixed in the process of modernization? How do the media we inherit — from the printing press and photography to film, social media, and artificial intelligence — continue to redefine who gets to speak, who is heard, and what counts as an "authentic" representation of reality? The Academy encourages faculty, students, and visiting scholars to interrogate these questions through a multidisciplinary lens that bridges history, ethics, technology, and creative practice.

Find out more:
<https://bit.ly/49cYcxr>



In alignment with Salzburg Global's 2026 spotlight theme, "Meeting the Moment. Shaping the Future," the Academy invites a community of scholars, artists, and storytellers to imagine how the next century of media can be more ethical, equitable, and empathetic. As Salzburg Global approaches its 80th anniversary, the 2026 edition stands as both a reflection and a renewal — a moment to honor the Academy's long-standing mission to cultivate media leaders who can think critically, act creatively, and communicate responsibly in a fractured world.

Who Is This For?

For Students & Faculty

- Exposure to cutting-edge innovations across media industries
- Practical experience designing media based solutions to pressing challenges
- Mentorship by experienced media leaders
- Course credit offered by over 12 universities around the world
- Opportunities for collaboration on global research initiatives, publications, and media projects
- Development of joint learning content, case studies, and institutional exchanges

For Journalists

- Access to the next generation of aspiring media leaders, innovators, and storytellers
- Platform for knowledge sharing and innovation around shared challenges in the media sector
- Productive space for rejuvenation and ideation to develop practical concepts to apply at home
- Enhanced skills in creating and sustaining impactful local media initiatives
- Better support and engage local audiences by promoting accurate and trustworthy media

Outputs from the faculty and student participants range from proposals for new ventures, experimental platforms, and playbooks for implementing initiatives. Examples include a policy report for the Institut für Auslandsbeziehungen on Civic Media & Migration, building a digital media literacy academy in Beirut, Lebanon, supplying insights on Digital News for the BBC, collaborating on strategic media visioning work with the United Nations Development Programme and Internews, and proposing creative media interviews for The RedCross RedCrescent. Faculty work to oversee this work and provide knowledge inputs for the innovations created each summer.



Testimonials



"This program was perfectly set up to allow for dialogue around ideas, opinions, and collective brainstorming of innovative solutions. I believe everyone walked away with a clearer understanding of one another's reasons for holding beliefs and opinions and new ways to productively communicate about differences."

Logan Ward, Emerson College



"I enjoyed being intellectually and emotionally stimulated around likeminded and driven individuals and having soulful conversations on our past experiences and how they've shaped our perceptions of the future. I also appreciate how I could curate my own program experience through choosing certain spotlight sessions and weekend excursions."

Serene Zhai, The Chinese University Of Hong Kong



"This Academy has been such an important platform for me because it has given me various new perspectives. It really made me understand why stories do matter. The ability of people to open up has been a key highlight for me throughout this Academy. I feel like this platform does provide you with a safe environment for you to share and listen. That's another key takeaway [...] It's been a very powerful experience for me."

Israel Campos, Universidade Católica Portuguesa



"Overwhelming, beautiful, and new. These three adjectives were what I thought about when Salzburg came in mind [...] I loved, lived, and cried a lot in this program. It taught me that it's okay to feel and it's okay to talk, to be vocal, and understand. [Being] reborn is what happened to me in this program, and there will always be a part of me standing in this Schloss against the lake."

Lana Najdi, Lebanese American University



"The Media Academy was an incredibly enriching experience that I am deeply grateful for. Engaging with so many talented individuals from diverse cultures and backgrounds was both inspiring and eye-opening. The conversations and connections made here have not only broadened my perspectives but also left a lasting impact on my personal and professional growth. It's an experience I will cherish forever."

Katrin Wallner, University Of Applied Sciences St. Pölten



"Salzburg Global Seminar provided an exceptional platform for exploring the intersection of AI and media. The meticulously curated program, coupled with the stimulating intellectual environment of the Schloss, fostered invaluable collaboration and knowledge exchange. I am deeply grateful for the opportunity to participate as a Fellow and contribute to the development of a sustainable and innovative AI-driven future."

Vagmi V S, Anant National University

Salzburg Global *since 1947...*

Gathered
40,000+
Fellows

For 1,600+
sessions

From 173
countries

Media Academy *since 2007...*

Gathered
1,000+
Fellows

For 16
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*.

Over the last 77 years, we have worked with more than 40,000 Fellows from 180 countries to address the most pressing issues of our time. In 1947, our first session brought together over 100 young Europeans and Americans – including veterans of the French resistance, survivors of Nazi concentration camps, 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 occupation. They wrestled with how diverse and fractured groups of people could come together and start creating the conditions for peace in the aftermath of World War II.

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 reclaimed
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 down 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 during World War II, 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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