

FOR IMMEDIATE RELEASE

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Salzburg, Austria -- Justice Anthony Kennedy, considered by The Washington Post to be the U.S. Supreme Court's "most important justice" for his swing role on the Court's 5-4 decisions, will open the first Salzburg Academy on Media and Global Change here on July 29 with a speech to students, faculty and official guests on Sunday, July 29th.

The Salzburg Academy is a new initiative of the University of Maryland's Philip Merrill College of Journalism and the Salzburg Global Seminar, a non-profit think-tank based at the Schloss Leopoldskron in Salzburg, Austria. The three-week program is designed to bring together top undergraduate and graduate students from around the world with a global faculty to study and live at the world-renowned Schloss, an historic center of the arts and scholarship and home to the Von Trapp family in The Sound of Music.

Participants will examine, in-depth, how media function to shape policy and public opinion on a global scale and how it can impact policy and public opinion. By the end of the session students will have completed major projects examining terrorism and climate change and will create a curriculum guide for studying global media.

Fifty-two students have been selected to participate in the Academy from the following universities: American University in Sharjah (UAE), Beijing Foreign Studies University (China), Bournemouth University (UK), George Washington University (USA), Pontificia Universidad Catolica (Argentina), Pontificia Universidad Catolica (Chile), Quaid-i-Azam University (Pakistan), Stellenbosch University (South Africa), Tsinghua University (China), Universidad Iberoamericana (Mexico), University of Maryland (USA) and Zayed University (UAE).

"The new perspectives and tools developed at the Salzburg Academy will go back home with the participants," said Stephen Salyer, the President and CEO of the Salzburg Global Seminar. "We expect this summer's participants - like the participants of the first Salzburg Summer School in 1947 - to set in motion ideas and projects that will reverberate for decades to come."

The Salzburg Academy's co-director Susan Moeller, an associate professor of the Merrill College and ICMPA executive director, said the program is designed to:

- » encourage cross-cultural thinking about the roles media play in global affairs and policy
- » help students and faculty appreciate critical distinctions among international media and policy models
- » consider and initiate norms regarding media's role in promoting global awareness and understanding
- » assist universities in developing curricular tools and cross-regional case studies for media, public policy and other related courses that are otherwise unavailable or would be prohibitively expensive to generate in-house

"What we have witnessed in the past 20 years is nothing short of a media revolution," said Jochen Fried, director of education initiatives

for the Salzburg Global Seminar and Academy co-director, on the importance of the program. "Everyone is aware of the global impact of media giants like CNN, Reuters or Al Jazeera. But it doesn't stop here. Take, for example, the Mohammed cartoons: an otherwise unremarkable small newspaper in Denmark causes an outbreak of violent protest against what was seen as a blasphemous insult. This incident is a strong reminder that media matters globally, even if it seems to be limited to a local audience."

In addition to two for-credit courses in media literacy and global change, students and faculty will be creating an online Global Media Literacy curriculum and web modules on media coverage of climate change and terrorism--all to be used back home by the international partner institutions.

The Academy overlaps with the famed Salzburg Music Festival and students will have access to the Salzburg Global Seminar's two writers in residence for this summer: Jeffrey Eugenides (who won the Pulitzer for Middlesex) and Richard Ford (who won the Pulitzer and the PEN/Faulkner award for Independence Day).

For more information on the Salzburg Academy, and for a listing of participating universities, visit <http://www.salzburg.umd.edu>.

or contact:

Susan Moeller, PhD
Director, International Center for Media and the Public Agenda (ICMPA)
Associate Professor, Philip Merrill College of Journalism
& School of Public Policy
University of Maryland
College Park, MD 20742 USA
w) 301-405-2419
m) 240-472-4166
Skype) sdmoeller

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