

The Future of Media: Can Uncertain Times Help Catalyze a New Golden Age of Journalism?

Fake news. Alternative facts. Social profiling. Weaponized narratives. Propaganda machines running on social platforms. Proliferation of free digital and social news. The rise of citizen journalism. Major media companies consolidating, focused on profits and ratings. Personal attacks that distract and drown out the issues, policies, and developments that truly matter. Shrinking reporting budgets for international and investigative reporting. Public trust in media at an all-time low....

Stare too long at the unprecedented challenges faced by journalism and you may lose sight of the fact that there are also signs of unprecedented opportunity. Never before have so many people around the world spoken out about the importance of freedoms and institutions, including the media.

The existence of a free and independent press is integral to a free and open society—and to the future of democracy. A consensus is emerging that there is an urgent need to take stock of the current media landscape and look for coordinated solutions that include strengthening “traditional” media and leveraging the power of new technologies and platforms—to counteract their ill use and also to ensure that citizens in the US and around the world have access to accurate, credible, and actionable information about their community, country, and world.

We expressly designed the **Future of Media track at the Skoll World Forum** to bring experts together to better understand the current global media landscape and its mounting challenges, and to identify the most promising short- and long-term solutions that can help support a thriving media ecosystem, and with it, vibrant civil society and democracy around the world.

We started this conversation in January to share knowledge, research, and ideas on the big questions facing the news media with a diverse group of more than 100 thinkers and actors from across the media ecosystem: major funders; venture capitalists; media executives; print, broadcast, and digital journalists; social media and platform representatives; technologists; legal and policy experts; and academics.

The Future of Media track at the Skoll World Forum offers a well-curated series of opportunities to listen, interact, and design along with other experts, practitioners, and supporters. Our hope is that you'll leave the Forum with new relationships, partnerships, and a renewed commitment to a robust global media ecosystem as the backbone of free, open, and democratic societies.

 **#FutureofMedia #SkollWF**

TRACK SCHEDULE:

Tuesday, April 4, 2:30pm-4:00pm:

VIP WELCOME RECEPTION (New Theatre, Press Lounge, downstairs)

*Join us for a pint & a bite as we meet our 2017 Skoll Awardees for Social Entrepreneurship, members of the press corps, and media as well as other partners. **Log in to RSVP:** <http://skoll.org/your-special-event-rsvps/>*

Wednesday, April 5, 7:45am-9:30am:

FUTURE OF MEDIA TRACK KICK-OFF BREAKFAST (Classroom 2, Said Business School, West Wing)

*Join us for a big welcome breakfast to kick off the Future of Media track with compelling conversations about the future of independent media, technology, and public policy. The breakfast will include some scene-setting, participant introductions, an exciting announcement, and a panel conversation about the challenges and opportunities in the global media landscape. **Log in to RSVP or register here:***

<http://bit.ly/2n17vle>

Wednesday, April 5, 11:45am-1:00pm:

**DELEGATE-LED DISCUSSION: *Public Interest Journalism*
(Lecture Theatre 6, Saïd Business School, West Wing)**

Public Interest Journalism: Open Data, Trust, and Citizen Governance

Over the last decade-plus, local newspapers and broadcast TV and radio stations have been fighting to survive, with the latter facing increasing consumer media choices and big funding gaps with threats of more cuts to come. How can public interest journalism be bolstered to continue to provide reliable local information and news? What are the opportunities to build coalitions and cooperatives that could serve local, national, and global communities and renew trust among citizens, civil society, and government officials?

Led by: Pat Mitchell, Pat Mitchell Media; Skoll Foundation Board Member. First woman president and CEO of PBS, and president and CEO of the Paley Center for Media.

Delegate-led discussions are structured as small-group conversations, led by a moderator who will foster discussion, debate, and interaction with a focus on generating ideas and next steps. Lunch will be available for pick up in Dining Room 1 (third floor, SBS, West Wing) and also in the Collaboration Café.

Wednesday, April 5, 1:30pm-2:45pm:

SESSION: *Civil Discourse in the Social Media Age* (Nelson Mandela Lecture Theatre)

In 2016, approximately 62 percent of Americans accessed news through social networking sites. Both the US and UK experienced political movements last year that underscored how these platforms spread fact and fiction—and the ability of citizens to know the difference. When clicks drive commercial value, not truth, unsavory incentives for content providers emerge. Is technology accelerating our retreat into divided camps? We'll ask how social media platforms and content providers might also provide solutions to challenges of civil discourse and responsibility in the digital age.

Manoush Zomorodi, Host + Managing Editor, WNYC Radio (moderator)

Matthew Segal, Founder & Editor-in-Chief, ATTN

Eli Pariser, Co-Founder, Upworthy

Philip Howard, Oxford Internet Institute

(Additional panelists pending confirmation)

Thursday, April 6, 11:45am-1:00pm:

DELEGATE-LED DISCUSSION: *Investigative Journalism*
(Lecture Theatre 6, Saïd Business School, West Wing)

Dark Money, Politics...and Corruption: Who Will Tell the Story?

Politicians, businesses, and criminals all have vested interests in who runs a country. We will explore how civil society can reveal and explain the networks behind these forces, and how these collective efforts can best be supported by partnerships, technology, and funding.

Led by: Drew Sullivan, Organized Crime and Corruption Project (OCCRP)
David Kaplan, Global Investigative Journalism Network (GIJN)

Delegate-led discussions are structured as small-group conversations, led by a moderator who will foster discussion, debate, and interaction with a focus on generating ideas and next steps. Lunch will be available for pick up in Dining Room 1 (third floor, SBS, West Wing) and also in the Collaboration Café.

Friday, April 7, 10:00am-11:15am:

SESSION: Media Matters: The Future of News (Nelson Mandela Lecture Theatre)

Many factors are weakening democratic values around the globe, including profound changes in the media landscape. How do we preserve the basic infrastructure of democracy with a solvent and independent media at risk? We'll take stock of the forces pushing this erosion, and explore the emerging technologies, business models, and government actions that can both undermine but also support media and journalism. We'll hear from seasoned journalists, media executives, and commentators about both the threats and the promising innovations they see on the horizon.

Pat Mitchell (moderator)

Katharine Viner, Editor-in-Chief, The Guardian

Kinsey Wilson, Editor for Innovation and Strategy & Executive VP, The New York Times

Edith Chapin, Executive Editor, National Public Radio

Andrew Jack, Head of Curated Content, The Financial Times

We hope you'll join us!



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