

2026 Summer School for Journalists and Media Practitioners

15 - 19 June 2026

Sala Europa - Villa Schifanoia, Via Boccaccio 121 - Florence

Elda Brogi | European University Institute

Iva Nenadic | European University Institute

Danielle Da Costa Leite Borges | European University Institute

Pier Luigi Parcu | European University Institute

Introduction

Acknowledgments

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Draft Programme

15 June	Big Tech, AI, and Journalism: Visibility, Authority, and Viability Format: Keynotes, practitioner panels, case studies
	Chair Iva Nenadic EUI
9.30 - 10.00	Welcome and Tour de Table
10.00 - 11.00	Session 1 Who is a journalist today? Renate Schroeder European Federation of Journalists (EFJ)
11.00 - 11.30	Coffee break
11.30 - 13.00	Session 2 Platform logics, algorithmic visibility, and audience reach – exploring YouTube and TikTok Kevin Munger EUI Benjamin Guinaudeau New York University
13.00 - 14.15	Lunch break
14.15 - 15.00	Session 3 Artificial intelligence in newsrooms: opportunities, risks, and professional boundaries Konrad Bleyer-Simon EUI
15.00 - 15.30	Coffee break



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- 15.30 - 17.00 Session 4
 Collective brainstorming: what to do for democracy when trust in its key knowledge institutions erodes, and when journalism, as an accountability mechanism, is systematically and economically disrupted by big tech and increasingly attacked by leading political actors?
Lorenzo Cicchi | EUI
Marie Palmer | EUI
- 16 June** **Who Pays for Journalism? Platforms, Power, and Sustainability Format: Expert lectures, comparative analysis, roundtable discussions**
- Chair
Roberta Carlini | EUI
- 9.30 - 11.00 Session 1
 Redistribution of resources between platforms and media organisations
Pier Luigi Parcu | EUI
Konstantina Bania | Brunel University
Louis Dreyfus | Le Monde
- 11.00 - 11.30 Coffee break
- 11.30 - 12.15 Session 2
 Open session with the participants: advertising markets, data extraction, and platform dependency
Roberta Carlini | EUI
- 12.15 - 13.15 Lunch break
- 13.15 - 14.45 Session 3
 Innovative business models in journalism
Lise Witteman | Follow the money
- 14.45 - 15.15 Coffee Break
- 15.15 - 16.30 Session 4
 EU funding for journalism
Elisabetta Airaghi | EUI
- 17 June** **Public Interest and Infrastructures Day**
- Chair
Tijana Blagojev | EUI
- 9.30 - 10.30 Session 1
 Democracy, Platforms, and Transatlantic Tensions
Erik Jones | EUI
- 10.30 - 11.00 Coffee break
- 11.00 - 12.15 Session 2
 Workshop: reimagining alternative digital infrastructures for public interest journalism and information spaces
Iva Nenadic | EUI
- 12.15 - 14.00 Lunch break

14.00 - 15.30 Session 3
Digital infrastructures for democracy
Thomas Streinz | EUI
Speaker TBC

18 June **Legal & Democracy Day**

Chair
Elda Brogi | EUI

9.30 - 11.00 Session 1
Journalistic freedoms, editorial independence, and platform power
Damian Tambini | London School of Economics and Political Science

11.00 - 11.30 Coffee break

11.30 - 12.30 Session 2
The European Media Freedom Act
Anna Herold | European Commission

12.30 - 13.30 Lunch break

13.30 - 15.00 The EU regulatory framework: what is there for journalism
Elda Brogi | EUI
Sofia Verza | EUI
Erik Longo | University of Florence

15.00 - 15.30 Coffee Break

15.30 - 16.30 UN Strategy against disinformation
Charlotte Scaddan | UN Global Communications

16.30 - 18.30 Aperitivo

19 June **Interactive Lab**

Chair
Danielle Borges | EUI

09.30 - 11.00 Session 1
Geopolitics, Digital Platforms, and the Circulation of Hate
Anissa Bougrea | EUI
Ayako Hatano | EUI

11.00 - 11.30 Coffee break

11.30 - 12.30 Session 2
Geopolitics, Digital Platforms, and the Circulation of Hate
Anissa Bougrea | EUI
Ayako Hatano | EUI

12.30 - 13.00 Farewell, collective reflection and closing remarks