

# 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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## Programme

<b>15 June</b>	<b>Big Tech, AI, and Journalism: Visibility, Authority, and Viability Format: Keynotes, practitioner panels, case studies</b>
	Chair <b>Iva Nenadic</b>   EUI
9.30 - 10.00	Welcome and Tour de Table
10.00 - 11.00	Session 1 Who is a journalist today? <b>Renate Schroeder</b>   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 <b>Kevin Munger</b>   EUI <b>Benjamin Guinaudeau</b>   Université Laval
13.00 - 14.15	Lunch break
14.15 - 15.00	Session 3 Artificial intelligence in newsrooms: opportunities, risks, and professional boundaries <b>Konrad Bleyer-Simon</b>   EUI



15.00 - 15.30	Coffee break
15.30 - 17.00	<p>Session 4</p> <p>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?</p> <p><b>Lorenzo Cicchi</b>   EUI</p> <p><b>Marie Palmer</b>   EUI</p>
<b>16 June</b>	<p><b>Who Pays for Journalism? Platforms, Power, and Sustainability Format: Expert lectures, comparative analysis, roundtable discussions</b></p> <p>Chair</p> <p><b>Roberta Carlini</b>   EUI</p>
9.30 - 10.45	<p>Session 1</p> <p>Redistribution of resources between platforms and media organisations</p> <p><b>Konstantina Bania</b>   Brunel University</p> <p><b>Louis Dreyfus</b>   Le Monde</p>
10.45 - 11.15	Coffee break
11.15 - 12.00	<p>Session 2</p> <p>Open session with the participants: advertising markets, data extraction, and platform dependency</p> <p><b>Roberta Carlini</b>   EUI</p>
12.00 - 13.15	Lunch break
13.15 - 14.45	<p>Session 3</p> <p>Innovative business models in journalism</p> <p><b>Pier Luigi Parcu</b>   EUI</p> <p><b>Lise Witteman</b>   Follow the money</p>
14.45 - 15.15	Coffee Break
15.15 - 16.30	<p>Session 4</p> <p>EU funding for journalism</p> <p><b>Elisabetta Airaghi</b>   EUI</p>
<b>17 June</b>	<p><b>Public Interest and Infrastructures Day</b></p> <p>Chair</p> <p><b>Tijana Blagojev</b>   EUI</p>
9.30 - 10.30	<p>Session 1</p> <p>Democracy, Platforms, and Transatlantic Tensions</p> <p><b>Erik Jones</b>   EUI</p>
10.30 - 11.00	Coffee break
11.00 - 12.15	<p>Session 2</p> <p>Workshop: reimagining alternative digital infrastructures for public interest journalism and information spaces</p> <p><b>Iva Nenadic</b>   EUI</p>

- 12.15 - 14.00 Lunch break
- 14.00 - 15.30 Session 3  
Digital infrastructures for democracy  
**Thomas Streinz** | EUI  
**Anna Pisarkiewicz** | EUI
- 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 Short break
- 15.30 - 16.30 UN Strategy to Strengthen Information Integrity  
**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