

## The Future of Media: Getting to News & Platforms That Serve Communities

Over the last year, a consensus has been emerging around the 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 around the world have access to accurate, credible, and actionable information about their community, country, and world.

Building on the success of last year’s “**Future of Media**” focus area at the Skoll World Forum, we’ll convene media experts from across the media supply chain to better understand today’s global media landscape and its mounting challenges. Thinkers and actors will explore the most promising near- 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 2017 to share knowledge, research, and ideas on the big questions facing the news media with a large, diverse group from across the media ecosystem: major funders; venture capitalists; media executives; print, broadcast, and digital journalists; social media and online platform representatives; technologists; legal and policy experts; and academics.

This year, in addition to local and community news, we’re also focusing on the influence of social media and platforms and the tensions between their responsibilities and the freedom of speech, and also on media business models and funding in the US and around the world.

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.

 [#FutureofMedia](#) [#SkollWF](#)

**We hope you’ll join us!**



**Pat Mitchell**

Pat Mitchell Media,  
Skoll Foundation Board Member

 [@patmitchell](#)



**Suzana Grego**

Director of Public Engagement  
& Communications, Skoll Foundation

 [@smartergood](#)

### **SCHEDULE:**

Tuesday, April 10, 2:00pm-3:30pm:

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

*Join us before the Opening Ceremony for a tippie and some victuals as we introduce our 2018 Skoll Awardees for Social Entrepreneurship and other partners, leaders, speakers, and members of the press.*

**Log in to RSVP:** [skoll.org/your-special-event-rsvps/](http://skoll.org/your-special-event-rsvps/)

Wednesday, April 11, 8:00am-9:30am (doors open at 7:45):

**FUTURE OF MEDIA TRACK KICK-OFF BREAKFAST: *News that Serves* (Classroom 2, TBEC)**

*In an era of diminished trust in media and divestment from local news outlets, how can we help ensure that high-quality journalism reaches and reflects the communities it's meant to serve—and is accountable to them?*

*Join us for a breakfast to kick off the Future of Media track with this foundational discussion about the shifting local media landscapes across the globe, the challenges news organizations face, and the solutions that are emerging to ensure that news outlets serve the public interest.*

**Speakers:** Alvin Starks (Open Society Foundations), Cristi Hegrane (Global Press Institute), Edith Chapin (NPR), Laura Flanders (The Laura Flanders Show), Oluseun Onigbinde (BudgIT), Pat Mitchell (Pat Mitchell Media)

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

**DELEGATE-LED LUNCH DISCUSSION: *Good News for a Change: Driving Impact, Engagement, and Empathy through Solutions Journalism* (Seminar Room 5, TBEC)**

*News doesn't have to be bad. While holding the powerful to account and uncovering wrong-doing, news organizations can also report on pioneers and trailblazers, ideas that work (or might), and promising innovations. When they do, readers take notice; sometimes they take action; often they create pockets of empathy. What role can solutions journalism play in driving impact and change?*

**Led by:** David Bornstein (Solutions Journalism Network), Mark Rice-Oxley (The Guardian), Rachel White (Guardian.org Foundation)

*Lunch will be available for pick up in Dining Room 1 (third floor, TBEC) and in the Collaboration Café.*

Wednesday, April 11, 1:30pm-2:45pm:

**SESSION: *Social Media Platforms: Influence and Ethics* (Pyramid Room, TBEC)**

*The public square has shifted to the digital space. As traditional and local news organizations struggle, social media companies have become curators of information for communities everywhere—and thrived. With large swaths of the globe accessing news on social media, what is the responsibility of a platform, if any, to combat disinformation? What is the balance between this responsibility and freedom of expression? Join us to discuss the future of the digital public square, and debate the role of social media companies in public discourse.*

**Speakers:** Connie Moon Sehat (Global Voices), Kelly Born (William and Flora Hewlett Foundation), Laura Rosenberger (Alliance for Securing Democracy), Sally Lehrman (The Trust Project, Markkula Center for Applied Ethics), Nick Pickles (Twitter), Tim Hwang (Harvard-MIT Ethics and Governance of AI Initiative)