

# Open Call for Applications for Communication Studies (KoWi) Students: 2025 Salzburg Academy on Media and Global Change

Deadline: 16. March 2025



Participants and Faculty of the 2024 Salzburg Academy on Media and Global Change

We are excited to announce an open call for applications for one student to attend the 2025 Salzburg Academy on Media and Global Change at Salzburg Global, taking place from July 14 – July 30, 2025, at the historic Schloss Leopoldskron in Salzburg, Austria. Department of Communication Studies, Division of Public Spheres and Inequalities, partners for a second year in a row with Salzburg Global is happy to offer this opportunity for one PLUS student at the Department of Communication Studies.

## About Salzburg Academy on Media and Global Change

The Salzburg Academy is a globally renowned program that brings together emerging leaders in media, innovation, and social change to explore the intersection of local press and community well-being. More than 70 students and media professors from international universities engage with international faculty, industry professionals, and media makers in an innovative and collaborative learning environment.

The 2025 Academy will address the critical role of local media in building vibrant, inclusive, and democratic communities. It will focus primarily on emergent media models and their applications in the era of generative AI. Participants will join a global cohort of emerging leaders to explore creative approaches, innovations, and transformative practices for strengthening local media. For more information on past activities by the Media Academy, please [click here](#).

## Program Highlights

Participants will have the opportunity to:

- Join a global network of media, innovation, and social change leaders.
- Engage in seminars, workshops, interactive activities, and cultural experiences.
- Collaborate on multimedia projects to design inclusive, robust media futures.
- Gain insights into the challenges and opportunities for local media initiatives worldwide.
- Participate in excursions to explore Salzburg and surrounding areas.

## Why Apply?

This is a once-in-a-lifetime opportunity to:

- Engage in a transformative experience at the center of media and global change.
- Be a part of a global community of leaders.
- Build professional networks across organizational, experienced, and national boundaries.
- Learn from faculty, industry leaders, and media innovators shaping global and local media.
- Gain mentorship, peer support, and skills in media design, storytelling, and leadership.

## How to Apply?

We are looking for motivated and passionate students from the University of Salzburg with a high interest in media, communication, social change, or related fields. Strong English proficiency is required. Applicants from diverse academic and professional backgrounds are encouraged to apply. Interested students should submit the following documents to [psi\\_kowi@plus.ac.at](mailto:psi_kowi@plus.ac.at) with the subject line: *Salzburg Academy Application – [Your Name]* by **March 16, 2025**.

- A **Personal Statement** (max. 600 words) explaining your motivations, why you want to attend the Media Academy, and how it aligns with your goals.
- A **Resume/ CV** (max. 2 pages) highlighting academic achievements, relevant experience, and extracurricular involvement.

Please contact the Public Spheres and Inequalities Division, Department of Communication Studies, for more information at [psi\\_kowi@plus.ac.at](mailto:psi_kowi@plus.ac.at)