

PRESS RELEASE



Data Journalism and AI: European Journalism Educators Meet in Vienna

45 institutions from 20 countries were represented at the meeting of the European Journalism Training Association (EJTA) at FHWien der WKW. One of the main focuses was digital storytelling.

Vienna, November 20, 2023 – The Annual General Meeting of the European Journalism Training Association (EJTA) took place from October 18 to 20, 2023. More than 80 members from 45 institutions from over 20 European countries came together at FHWien der WKW. In addition to developing guidelines for journalism training and intensifying cooperation, the program included a conference on digital storytelling. The event was organized by the Journalism & Media Management study programs at FHWien der WKW in cooperation with the Austrian Media Academy (ÖMA).

Exchange on developments in journalism training

Participants used the three-day meeting to discuss issues relevant to the future of journalism training. Among other things, project groups drew up guidelines for dealing with the following hot topics in journalism training: inclusive journalism, fact-checking, artificial intelligence (AI) and data journalism. Representatives from training institutions also explored ways to strengthen international cooperation.

AI in journalism – here to stay

A highlight was the conference “Digital Storytelling – Next Steps”. Katharina Schell, deputy editor-in-chief of the Austrian Press Agency (APA), gave a keynote on “AI Literacy and Journalism Training: What’s your strategy?” She gave insights into the latest developments in digital storytelling and artificial intelligence. Representatives from ORF, APA and EJTA then discussed the opportunities and risks of artificial intelligence in journalism. They also discussed what AI skills are expected of future graduates and how this will affect journalism education.

Media houses and digital transformation

Another focus was the exchange between international experts and Austrian journalists with the aim to deepen the dialogue between education and practice. In workshops, Austrian media provided insights into current challenges and opportunities in the field of digital storytelling. Topics included investigative journalism at DOSSIER, young journalism on TikTok and Instagram with “Die Chefredaktion”, inclusive journalism at “andererseits.at” and the transformation of the Austrian daily newspaper KURIER into a digital-first publisher. Participants learned in detail about successful Austrian models.

Networking and Viennese culture

The conference was not only a time for intensive discussions and workshops, but also an opportunity for informal conversations and networking. The social program included a guided tour of the Vienna City Hall and a walking tour of the city, during which guests learned interesting details about Vienna's history. The event was rounded off with a traditional Viennese Heurigen dinner. The entire conference was planned with sustainability in mind and was certified as an eco-event by the Environmental Agency of the City of Vienna.

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Photos:

The annual meeting of the European Journalism Training Association (EJTA) with the conference “Digital Storytelling – Next steps” attracted over 80 participants from 45 journalism training centers from more than 20 countries to Vienna.

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The hosts Daniela Süßenbacher from FHWien der WKW (far left) and Nikolaus Koller from the Austrian Media Academy (far right) with the members of the board of the European Journalism Training Association (EJTA).

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Nikolaus Koller (Austrian Media Academy, far left) and Daniela Süßenbacher (FHWien der WKW, 4th from left) with keynote speaker Katharina Schell (APA) and panel guests Frederik Marain (AP Hogeschool, Belgium/EJTA) and Stefan Kollinger (ORF Innovation Manager, far right).

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FHWien der Wirtschaftskammer Wien (WKW)

FHWien der WKW is Austria’s leading university of applied sciences for management & communication. Its Bachelor’s and Master’s degree programs offer more than 2,800 students a practice-oriented academic education. Around 900 people are completing a continuing education program at FHWien. Two thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.

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