



Facebook to Sponsor the 2017 International Journalism Festival

Company executives will participate in panels, host workshops and lead a keynote discussing The Facebook Journalism Project and latest work to show people meaningful stories in their News Feed

March 8, 2016 — Facebook is proud to be one of the main sponsors of this year's International Journalism Festival in Perugia. In this role, Facebook's product and partnerships teams will be participating in and leading a variety of workshops, panels and presentations throughout the week, as well as hosting interactive help desks set up in Hotel Brufani for attendees to meet with the Facebook team one-on-one.

The sponsorship is part of the Facebook Journalism Project, a recently announced program to establish stronger ties between Facebook and the news industry. With this initiative, Facebook is collaborating with news organizations to develop products, learning from journalists about ways they can be a better partner, and working with publishers and educators on how they can equip people with the knowledge they need to be informed readers in the digital age.

On Friday, April 7, Adam Mosseri, VP of News Feed at Facebook will keynote a presentation on how News Feed works followed by a conversation with CUNY's Jeff Jarvis. Adam, who leads the product team in charge of showing people relevant stories, will deep dive into how the team thinks about improving News Feed so people see relevant stories every time they load Facebook. The follow-on conversation with Jeff will be an opportunity for attendees to ask questions about how News Feed works and the team's ongoing efforts.

Facebook will be hosting several workshops and presentations throughout the festival led by their product and partnerships team, including:

- Thursday, April 6: "Newsgathering and tools for journalists on Facebook"
- Friday, April 7: "Discovery and analytics with CrowdTangle"
- Friday, April 7: "Visual Storytelling on Facebook"
- Saturday, April 8: "Visual Storytelling on Instagram"
- Saturday, April 8: "Engagement Strategies on Facebook"

Facebook's manager of journalism partnerships, Áine Kerr, will also be hosting a panel, "Improving News Literacy Through Collaboration" with Arizona State University's Dan Gillmor

and other experts in this field. Earlier this month, Facebook and Arizona State University (ASU) brought 50 educators, academics, journalists, technologists, platforms and third party organizations together for a working group on news literacy. This panel discussion will provide an update on the working group's ideas and proposals, as well as explore ways for various parties in the media ecosystem, including audiences, information providers, tech companies and more to upgrade public knowledge and understanding, starting with the skills and tools to sort truth from falsehood.

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