



FACEBOOK MAIN SPONSOR OF THE 2018 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 15, 2018 — **Facebook** is proud to be once again one of the main sponsors of the **International Journalism Festival** in Perugia. In this role, Facebook's news partnerships teams will take part and lead 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 program aimed 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.

The theme that **Facebook** will deepen this year is **Storytelling**, with the aim to help journalists to use Facebook's tools and educate them on how to build informed communities on the platform. For the first time, Facebook will also partner with the Festival and Italy's Journalists' Association to give credits to the attenders of the trainings.

On Thursday, April 12, **Campbell Brown, Head of News Partnerships at Facebook**, will do a keynote presentation. An important moment to deepen the relationship between Facebook and traditional and digital media. As Head of Facebook Journalism Project, Campbell Brown will also be able to explain what the platform is currently doing regarding the news related sector. Campbell has

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nearly twenty years of experience in journalism, most recently as anchor and correspondent for NBC News and CNN. At CNN, she anchored a weekday primetime news program from 2007–2010 focusing on politics.

Facebook will be hosting several workshops and presentations throughout the Festival led by the news partnerships team, including:

- **Wednesday, April 11:** “How journalists can build informed communities on Facebook”
- **Thursday, April 12:** “Re-connecting: Facebook and the News Feed ranking changes”
- **Friday, April 13:** “How newsrooms can use CrowdTangle for strategy and discovery”
- **Friday, April 13:** “Storytelling through video on Facebook”

For more information contact:

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