

## Google supports the International Journalism Festival for the 6th consecutive year

**Perugia, Italy, 1st March 2019** -- Almost a year after the launch of the [Google News Initiative](#), our effort to help journalism thrive in the digital age, we will support Perugia's International Journalism Festival for the 6th consecutive edition. We'll take stock of our progress on our collaboration with the news industry, and offer a series of trainings to help journalists make the most of digital tools.

Our keynote presentation will be delivered by Olivia Ma, Director of the Google News Lab, a global team that collaborates with journalists and news organisations on some of the biggest challenges and opportunities facing the industry. Olivia has worked at YouTube and Google for 11 years, overseeing strategy across major events including the Arab Spring and multiple US Elections. In this session we'll hear an update on her latest work that includes Subscribe with Google, we'll share how we're working with journalists to fight misinformation and we'll provide an update on the Google News Initiative.

We'll talk about emerging technologies and trending topics - we're hosting a session to focus on audio journalism and the Google Assistant. Laura Doward, Brenda Salinas and Anneka Sharpley will host a session featuring examples of new forms of journalism from around the world.

What's the role of artificial intelligence when it comes to publishing? Patricia Georgiou, Head of Partnerships & Business Development for Jigsaw, an Alphabet company and David Dieudonné, Google News Lab Lead, France will come together to outline how news organisations are experimenting with AI. We'll talk about 'Journalism AI' a new partnership between Google and the London School of Economics to provide trainings and share best practices.

We're working with the European Journalism Centre, who'll announce our latest collaboration. The Google News Initiative is supporting [DataJournalism.com](#), the world's largest data journalism learning community. The website will provide free data learning experiences to professionals and beginners. It'll include online video courses, the Data Journalism Handbooks, expert and peer-supported learning and more contributions by top data journalists. The website will go live at Perugia!

We'll provide a range of workshops too - including a deep dive into the new Google Earth Studio - a new tool that enables journalists to utilise broadcast quality imagery. We'll host a data journalism workshop, specifically designed to help local publishers, and we'll provide a recap of digital verification techniques.

"We're really looking forward to Perugia, and we're excited to spend time on the ground to listen and learn from industry experts and leading practitioners. We've supported the festival for 6 years, it's a place to share new ideas on some of the big challenges facing journalism, and we want to help make sure people from around the world can continue to participate." - Matt Cooke, Head of Partnerships & Training, Google News Lab

- For more information on our sessions, please see <http://www.festivaldelgiornalismo.com/>.  
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