

## Public Value Lecture on March 18: Media Literacy instead of Fake News – The European Elections 2019 in Austrian Broadcasting

The ORF Public Value Competence Center and FHWien der WKW jointly invite to a discussion with Oliver Ortner (Channel Management ORF 2) on Monday, March 18, 2019, as part of the European Media Literacy Week.

Vienna, March 8, 2019 – Manipulation by bots, outrage in the boulevard, fake news in social media: Many recent elections were influenced by questionable media content. Now the European elections are about to take place: How can (political) reporting remain factual? How must information be structured in order to create and justify trust? What role do regulatives like the editor's statute play?

As part of the European Media Literacy Week 2019, Oliver Ortner, Channel Management ORF 2, Klaus Unterberger, ORF Public Value Competence Centre, and Gisela Reiter, Research & Teaching Associate at FHWien der WKW, will discuss media policy issues and the challenges for quality media.

### Public Value Lectures: Media Literacy instead of Fake News

How can (political) reporting remain factual? How must information be structured in order to create and justify trust? What role do regulatives like the editor's statute play?

**Date:** Monday, March 18, 2019, 18:00 – 20:00

**Location:** FHWien der WKW, Währinger Gürtel 97, 1180 Vienna, Room B002 (Please note the information at the entrance.)

### About the European Media Literacy Week

The European Media Literacy Week is a new initiative by the European Commission to underline the societal importance of media literacy and promote media literacy initiatives and projects across the EU. Between March 18 and 22, 2019, various events around the topic of media literacy will take place in Brussels and in EU member states.

A high level of media literacy is a key factor to enable citizens to make informed decisions in the digital age. In this light, media literacy is a pre-requisite for a vibrant, modern democracy and an important topic in view of the upcoming European elections in May 2019.

### FHWien der WKW

#### University of Applied Sciences for Management & Communication

*FHWien der WKW has been Austria's leading university of applied sciences for management & communication for almost 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor and Master students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – over 10,000 to date – for their future careers.*

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