**StartupColumbia Media Panel Description  
*Facts, Alternative Facts, and Innovations in the Media in Response to the Post-Truth Era***

An old curse said, “May you be born in interesting times.” Well, there is certainly no dispute about this fact - the world now very interesting, if not outright confounding.

Spinning the truth has spun out of control. Regardless of your political position, education level, age, or origin, the proliferation of disinformation has numbed our ability to distinguish fact from fiction. This panel will examine how journalists and the news media are pivoting and innovating to face the challenges that we are facing.

Take a break from the spokesperson spin and lend an ear to sound perspectives and thoughtful analyses from our distinguished panelists on question such as:

How do journalists respond to the current presidential administration, which has used new technologies and strategies to disrupt traditional presidential PR?

At a time when people are walking away from institutions precisely because of innovation – for example, with the ability to through phones and social media break and share news - can media itself innovate to stay compelling and relevant?

How do journalists maintain accuracy and quality at a time when technology has created a 24/7 news cycle and ushered in an era of TL;DR (too long, didn’t read?)