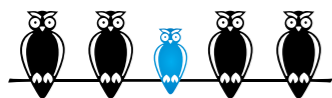


Media & Language Minorities

Date: Tuesday 31 May 2011 | Time: 9.30 am - 5 pm

Venue: Renaissance Brussels Hotel, Rue du Parnasse 19, Brussels, Belgium



Media & Language Minorities

31 May 2011

For a cultural and linguistic minority, mass media is an important tool for constructing its identity and for confirming its democratic rights. A newspaper, a TV channel or a radio station may give a minority a sense of togetherness, visibility and legitimacy. Furthermore, the language usage in media shapes the way we use our language.

At present, many changes are going on in mass media. New technologies and social media provide us with new, exciting ways to communicate, but at the same time they challenge the content and economy of mass media. Taking into consideration the current changes, what should the minority media landscape ideally look like in the future?

Svenska kulturfonden (Swedish Cultural Foundation in Finland) has invited a number of experts to Brussels on 31 May to give short but powerful presentations on minority languages and media. They will share their experiences of failure and success. Visit this event to meet leading professionals and decision makers.

Welcome!

Svenska kulturfonden

(Swedish Cultural Foundation in Finland)

9.30 REGISTRATION & COFFEE

Chair: Mr Johan Häggman,

Coordinator of multilingualism and translation studies, European Commission

10.00 WELCOME

Ms Wivan Nygård-Fagerudd,

Chair of the Council, Swedish Cultural Foundation in Finland

10.05 MEDIA AND DIVERSITY

- WHAT DOES THE EU DO FOR MINORITY MEDIA?

Mr Morten Løkkegaard,

Member of the European Parliament,
Vice-Chair of the Committee on Culture and Education

10.20 CAN LANGUAGE MINORITIES SURVIVE WITHOUT MEDIA?

Mr Carl Haglund,

Member of the European Parliament and Co-Chair of the Intergroup
for Traditional Minorities, National Communities and Languages

Public Service Broadcasting

10.35 PUBLIC SERVICE - WHICH PUBLIC?

A PAN-EUROPEAN, A COUNTRY BASED - OR A SUB-NATIONAL?

Mr Christian Nissen,

Independent Advisor on Media and Management

10.45 THE FUTURE OF SWEDISH LANGUAGE PUBLIC SERVICE IN FINLAND

Mr Kari Neilimo,

Chair of the Board, YLE (National Finnish broadcasting company)

10.55 DARK CLOUDS OVER A WELSH SUCCESS STORY

Mr Tim Hartley,

Director, Corporate Affairs, S4C (Broadcaster of Welsh language programmes)

11.10 COMMENTS

Ms Marit Ingves,

Head of Office of the Representation of Nordic Public Service Broadcasters
in Brussels

Mr Björn Månsson,

Journalist, General Secretary of the Swedish Group in the Finnish parliament

Discussion

Technical and Legal Challenges for TV without Borders

11.30 FROM NEIGHBOURING COUNTRY TV TO GLOBAL SERVICES

Ms Riffa Hänninen,

Director, SVT World
(International channel of the public service TV company in Sweden)

11.40 THE SOUTH TYROLEAN SOLUTION

Mr Georg Plattner,

Director, Rundfunk Anstalt Südtirol (Public radio and television agency
for the autonomous Province of Bozen, Italy, broadcasting in German and
Ladin languages)

Questions

12.00 CONCLUSIONS OF THE MORNING SESSION

Mr Tom Moring,

Professor of Journalism, University of Helsinki

12.15 LUNCH

Served in the hotel restaurant

Changes in Media Behaviour

Chair: Mr Björn Sundell,

Head of Research, Finland's Swedish Think Tank Magma

13.45 NEW TECHNICAL DEVELOPMENT IN CATALONIA; WEB, IPTV AND MOBILE

Mr Vicent Partal,

Director, VilaWeb (Catalan language web portal and daily news outlet, Spain)

14.00 WHAT YOU DON'T KNOW ABOUT HOW THE YOUNG USE MEDIA

Ms Katarina Graffman,

CEO, Inculture (Consultancy firm providing ethnographic research and
anthropological analysis on contemporary culture, trends and cultural branding)

14.20 FEEDBACK SESSION

Minority Language Press

14.50 IMPORTANT TRENDS IN MINORITY LANGUAGE PRESS

Mr Günther Rautz,

Secretary-General, MIDAS
(European Association of Daily Newspapers in Minority and Regional Languages)

15.00 TRANSNATIONAL MEDIA CO-OPERATION

Mr Bjarne Lønborg,

Chief Editor, Flensburg Avis
(Danish language daily newspaper published in Flensburg, Germany)

15.10 IS THERE ANY BUSINESS IN WEB MEDIA?

Ms Johanna Törn-Mangs,

Director of Digital Media, KSF Media
(Swedish language media company in Finland)

Questions

15.30 CONCLUSIONS OF THE AFTERNOON SESSION

Mr Björn Sundell,

Head of Research, Finland's Swedish Think Tank Magma

15.45 ENDING OF THE SEMINAR

Mr Berndt Arell,

Director, Swedish Cultural Foundation in Finland

16.00-17.00 RECEPTION, COCKTAILS AND SNACKS IN THE HOTEL FOYER



Svenska kulturfonden – Swedish Cultural Foundation in Finland

The purpose of Svenska kulturfonden is to support the cultural and educational activities of the Swedish-speaking population in Finland and to promote Swedish as a minority language in a broad sense.

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www.kulturfonden.fi