

Welcome to

True, false or in between

- towards strengthening quality journalism and media and information literacy, empowering citizens.

OCTOBER 18, 2019 IN REYKJAVIK



Dear colleagues , friends

As you well know, Iceland is the Chair of Nordic Council of Ministers for Culture 2019. On October 18, Ministry of Education, Science and Culture in Iceland welcomes to Reykjavik experts from the Nordics, Baltics, and European and international organizations, among them media professionals/journalists/publishers, academics/researchers, and senior officials from national ministries.

The purpose of this event is to provide input from the industry, academia, and international organizations on how the Nordic collaboration can help advance a financially strong and independent news media sector, and empower all citizens through media and information literacy thus strengthening trust in the media, and the individuals ability to navigate in today's complexed media landscape, hereby supporting a resistant civic society. The conclusions and recommendations outcome from the meeting will be presented back to the Nordic Council of Ministers for Culture.



Government of Iceland
Ministry of Education, Science and Culture

 Nordisk
Ministerråd

Program draft

October 17

20:00

Arrival welcome

October 18

Experts meet at Veröld,
Vigdís Finnbogadóttir's institute in Reykjavik Iceland:

08:30-09:00

Registration

09:00-09:10

Welcome and introduction

Minister Ministry of education, research and culture, Iceland

09:10-10:10

International challenges and developments in quality journalism & MIL

The purpose of the session is to bring together international experts to address challenges and progress at large in Europe/globally, contextualizing following discussions

Moderator: Johanna Koljonen, (FI)

Presentations (15 minutes/presentation)

- **Elfa Ýr Gylfadóttir**, Director at Media Commission Iceland and Vice chair of the Steering Committee on Media and information Society, Council of Europe.(IS)
- **Charlotte Niklasson**, Director of European Affairs, Nordic Public Service Media, Brussels (SE)
- **Alton Grizzle**, Project Manager MIL, UNESCO HQ Paris France

10:10-10:20

Short break; coffee/tea/water/fruits

10:20-11:30

Digital developments and business sustainability in high quality journalism

The session puts focus on these four key questions (all four not necessarily answered by everyone):

What concrete initiatives should be put forward to financially strengthen independent quality journalism? How can we raise interest for and status around independent quality journalism? How should young generation's access to, and motivation to use independent quality journalism be supported? How can a gender equality agenda be promoted?

Moderator: Johanna Koljonen, (FI)

Presentations (10 minutes/presentation)

Research perspectives

- **Presentation headline to be updated first week August** - Jonas Ohlsson, director NORDICOM(SE)
- **The future of quality journalism in the Nordic region** - Helle Sjøvaag, professor, University of Stavanger (NO)

Program draft

October 18

Nordic Public Service perspectives

- Magnús Geir Þórðarson, Director General RÚV (*IS*)

Digital business perspectives

- Carl-Gustav Lindén, Helsinki university, Gothenbourg university, NORDICOM, Södertörn university (*FI*)
- Randi S. Øgrey, Norwegian Media Organisations (Mediebedriftenes landsforening) (*NO*)

Baltic perspectives

- Inga Sprinģe, award winning investigative journalist, broadcaster and one of the two founders of Re: Baltica (*Latvia*)

11:30-12:00

Panel

Moderator: Johanna Koljonen, (*FI*)

- Magnús Geir Þórðarson, director General RÚV (*IS*)
- Jonas Ohlsson, director NORDICOM
- Helle Sjøvaag, professor, University of Stavanger
- Randi S. Øgrey, Norwegian Media Organisations (Mediebedriftenes landsforening)
- Carl-Gustav Lindén, Helsingfors universitet (*FI*)
- Inga Sprinģe, Re: Baltica (*Latvia*)

12:00-12:30

Lunch break

12:30-13:45

Media and Information Literacy for all citizens

The session puts focus on these two key questions:

What methods/materials should be put forward as good examples of learning methods and material in today's MIL for adults? What are the main challenges today and how should they be tackled?

Moderator: Johanna Koljonen, (*FI*)

Presentations (10 minutes/presentation)

- Martina Wagner, senior advisor Swedish Media Council (*SE*)
- Tone Haugan, National Media Authority Norway (*NO*)/Head of department National Media Authority Norway (*NO*)
- Saara Salomaa Kavi (*FI*)
- Claus Hjort, Danish Filminstitutet (*DK*)
- Ms Guna Spurava, Head of UNESCO Chair on Media and Information Literacy, University of Latvia, (*Lithuania*)

Program draft

October 18

13:45-14:15

Panel

Moderator: Johanna Koljonen, (FI)

- **Martina Wagner**, senior advisor Swedish Media Council (SE)
- **Tone Haugan**, National Media Authority Norway (NO)
- **Saara Salomaa Kavi** (FI)
- **Claus Hjort**, Danish Filminstitute (DK)
- **Guna Spurava**, Head of UNESCO Chair on Media and Information Literacy, University of Latvia, (Lithuania).
- **Alton Grizzle**, Project Manager MIL, UNESCO HQ Paris France

14:15-15:15

Workshop I – Quality journalism

This workshop has two groups. It addresses initiatives for collaborations for concrete developments. The two groups are opened by a prepared input. Each group have a secretary to take minutes and reports back from the workshop. Coffee & tea, fruits/cake and cold water served.

- *What concrete initiatives should be put forward to financially strengthen independent quality journalism?*
- *How can we raise interest for and status around independent quality journalism?*
- *How should young generation's access to, and motivation to use independent quality journalism be supported, and a gender equality agenda promoted?*

Workshop intro for both quality journalism groups – Mogens Blicher Bjerregård, European Journalists Federation (DK).

Workshop participants group **Loki** - workshop secretary Mogens Blicher Bjerregård

Workshop participants group **Urður** - workshop secretary John Frölich, Ass. Professor, journalist Head of Nordic Journalist Centre (DK)

14:15-15:15

Workshop II – Media and information literacy (MIL), methods and material for civic society

This workshop has two groups. It addresses initiatives for collaborations for concrete developments. The two groups are opened by a prepared input. Each group have a secretary to take minutes and reports back from the workshop. Coffee & tea, fruits/cake and cold water served.

- *What methods/materials should be put forward as good examples of learning methods and material in today's MIL for adults?*
- *What are the main challenges today and how should they be tackled*

Program draft

October 18

Workshop intro - Saara Salomaa Kavi (FI)

Workshop participants group Iðunn - workshop secretary Saara Salomaa Kavi (FI)

Workshop participants group Bragi - workshop secretary Martina Wagner senior advisor Swedish Media Council (SE)

15:15-16:00

Workshop reports

Moderator: Johanna Koljonen, (FI)

How can the Nordic collaborations support progress, and how can the Nordic-Baltic regions gain?

Group secretaries introduce short concrete workshop-reports/feedback:

Loki, Urður, Iðunn, Bragi

16:00-16:30

Conclusions

The closing session will involve conclusions from all the discussions of the day as well as an outlook for the future and what all the participants can take home from "True, false or in between".

Moderator: Johanna Koljonen, (FI)

16:30-16:45

Final words

Karitas H. Gunnarsdóttir, Director Department of Cultural Affairs
Ministry of Education, Science and Culture

17:30-19:00

Reception - all