Minority Languages, Media and Journalism

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Foreword

Professor Tom Moring, Swedish School of Social Science, University of Helsinki

The existence of daily media in regional and minority languages is crucial. Their most important function – as for any media – is to provide the daily services that the mainstream media offer in majority languages to people in their mother tongue. This is not, however, their only function. They are also in the core of often minoritized cultures. They serve and connect parts of the population that in many cases are at risk of marginalisation within society. Furthermore, they often bridge the cultures of neighbouring states, cultural regions and even different continents. The existence of daily media in a minority language also makes the minority visible – and audible – to people who might otherwise remain ignorant of the existence of different cultures in their own closest surroundings. All this adds enormously to active citizenship, the wellbeing of people, as well as to cultural wealth and diversity.

To serve these functions properly, minority language media must perform their role with a high profile. To me, this means availability of a full range of cultural services in the domains of press, radio, television – and today also new media. Although the task is broad and offers itself to approaches from many angles, there is one factor above all that is decisive to the media culture in a minority or regional language; the existence of an independent quality journalism on a daily basis.

It was with these thoughts in mind that we at the Journalism Education Programme for Swedish Journalists in Finland started our preparations for the anniversary of the Swedish School of Social Sciences at the University of Helsinki (SSSS/HU). During almost 40 of the now 60 years that the SSSS/HU has existed, the school has offered education in journalism in Swedish for a diverse Swedish language press, radio and television. Although there have been drawbacks and threats, this minority of less than 6 percent of the Finnish population still develops its media that – so we feel and so we claim – honour good journalism. This is not a privilege. This is a basic condition for the wellbeing of the Swedish speaking population in Finland and also for its good integration and participation in society, in pair with speakers of the majority language.

We were encouraged by others to pursue an international conference on these matters. The Nordic Journalist Union, the Nordic Journalist Centre in Aarhus, Denmark, the Association of Minority Daily Newspapers in Europe (MIDAS) and many media organizations in Finland, among those the Association of Swedish Journalists in Finland urged us to go forward with our plans. When MIDAS decided to arrange its Annual meeting and General Assembly in connection to the event and the Nordic Journalist Centre promised to help us to find the best representatives of minority language media in the Nordic and Baltic region, we were convinced that we were going to be able to offer a series of high profile, seriously content oriented events in Helsinki as a part of the SSSS/HU anniversary. We were also able to offer a conference that interested our financial supporters (listed elsewhere in this report) to carry out our plans. This is recognized with gratitude.

You are now reading the result of this enterprise. In early May 2003, three different but intertwined conferences were arranged; one for representatives of minority language media by MIDAS, one for the representatives of regional or minority languages media in the Nordic and Baltic states, and one directed at our own “constituency” the Swedish speaking journalists in Finland. All conferences were open and partly intertwined. Together they are referred to under the name of The European Journalism Conference: Minority Languages,
The readings of this report are encouraging, if also worrying. The contrasting tendencies can be seen e.g. in the Basque journalist Mr Jose Maria Pastor’s report about the situation of his former workplace, the daily newspaper *Euskaldunon Egunkaria* which was recently closed down. The editor-in-chief of this newspaper was prohibited by the authorities to travel and could not attend the conference. On the other hand, the Basque immediately started a new newspaper. On the positive side, the conference also heard presentations about new newspapers in Irish and Welsh, a new digital television station in Swedish and a minority language television service in immigrant languages in Denmark, just to mention a few examples. Also the development of minority language media in the Baltic countries is an example of some positive developments, an encouraging example was given from Lithuania. According to Mr Gunnar Jansson, who was one of the leaders of the Fundamental Rights development process within EU, the European Union will soon have to re-assess its position towards a more favourable inclusion of its linguistic diversity.

Overall, the more than one hundred journalists who participated in the final banquet of the conference felt that a celebration was not uncalled for, although challenges will only grow in times to come.

*Professor Tom Moring*
Welcome Address

Rector Henrik Hägglund, Swedish School of Social Science, University of Helsinki

Ladies and Gentlemen, it is a great honour for me to open the European Journalism Conference Minority Languages, Media and Journalism and to wish you all welcome to Helsinki. This conference is a part of the 60-year-anniversary program of the Swedish School of Social Science at the University of Helsinki (SSSS/HU). The anniversary of the School is celebrated through a series of seminars, lectures and conferences throughout the whole year, presenting the activities of the School and the research and educational fields represented here. Originally we had thought of arranging this conference as a rather small seminar relating to themes of minority languages and journalism and crisis journalism, but by and by the idea of our first ‘Journalism Days’ started to grow.

To our pleasure it soon became apparent that the interest in these themes was much stronger than we originally had expected. We are therefore now honoured to host the annual meeting of the regional and minority language daily newspapers within EU, MIDAS, at this conference. In connection with this meeting we will hear the latest news about what has happened in the Basque Country, from where quite disturbing reports concerning the freedom of the press have reached us. We will also hear about new positive developments – new daily newspapers are starting to be published in the Celtic languages in Ireland and Wales.

Our first Journalism Days are also hosting a high level seminar on minority media around the Baltic Sea. In plenary sessions and workshops we will hear about media in the Baltic States, about media for immigrant minorities and about the situation of the newspapers published for the indigenous Sámi population.

At the end of the seminar, some themes will be further developed for our own journalists and journalism students. Many of our journalists have worked in areas with crisis and hardship, under conditions where the civic population as well as the journalists have greatly suffered. The seminar on Crisis Journalism, which will be held in Swedish tomorrow, is therefore of a very current interest, but it can also be said to have a strong connection to the history of this School: The School was founded in 1943 in the midst of a major crisis, the Second World War, and the first academic year of the School had to be interrupted due to heavy bombings in Helsinki.

All in all, I hope our celebration and this seminar will be a fruitful meeting point for all of us. I would like to express an extra thank you to our distinguished speakers who have gone through the effort to share their experience with us during these two days. And, once again, very much welcome. And now I declare the European Journalism Conference, Minority Languages, Media and Journalism opened, and give the floor to Dr Toni Ebner, President of MIDAS.
Opening Address of the MIDAS General Assembly

Dr Toni Ebner, President Midas

The Association of Minority Daily Newspapers in Europe MIDAS is a young association – and still expanding. Already 26 newspapers from Spain to Finland have joined MIDAS and the growth continues. MIDAS is like the Finnish springtime with its tiny sprouts which grow into large plants and under summer reach their full bloom. MIDAS hopes to accomplish the same: let the tiny sprout grow into a big, strong tree.

The minorities in Europe are in need of such a strong tree as the national states still hold all too many privileges e.g. large announcement-campaigns by the EU and the Commission are exclusively placed in national newspapers. This is discriminating to European minorities. MIDAS will intervene and strive to get also minority newspapers included in these announcement campaigns. This is the only way to spread the information also to minorities. Opinion polls have showed that the members of minorities read their own newspapers instead of the big national newspapers.

It is with great sorrow we follow the development in the Basque Country. From the outset it is clear that all forms of violence in solving the minority issues must be avoided. Violence breeds violence. The minorities must therefore find a peaceful way to get their voices heard. Even in the extreme case of individuals who support terrorist organisations their guilt must be seen as an individual guilt. The individual guilt may not be transformed into a collective guilt. The fact that the Spanish judiciary closed down the Basque newspaper *Egunkaria* is therefore a breach of the freedom of the press. MIDAS urges the Spanish government to re-establish the freedom of the press.
1 A Perspective for Europe

Report by Ms Jaana Wallenius, journalist & lecturer at the Swedish School of Social Science, University of Helsinki
Chair: Mr Max Arhippainen, Editor-in-Chief, Hufvudstadsbladet

Mr Gunnar Jansson outlined the minority policy of EU in the light of the Fundamental Rights process

Minority language newspapers and their network in Europe

In the opening session Mr Bojan Brezigar (Editor-in-Chief, Primorski dnevnik, Trieste, Italy, MIDAS) talked about the minority language newspapers and their network in Europe. The newspapers have a crucial role in preserving minority languages as living languages, because they tell about things people usually only talk about in the majority languages.

The main problem for minority newspapers is money. Since the newspapers are large newspapers in a small language, they cost as much to produce and distribute as the majority language newspapers, but usually do not have the same sales or advertising as a source of income. In small communities the circulation cannot be high enough to cover the costs. And if the circulation is low, the income of advertising will not be high enough, because commercial enterprises rather advertise in large newspapers. Therefore most minority newspapers need subsidies to cover the costs. Most of the European minority newspapers are subsidised by the state, by regional and local authorities or by private foundations and associations.
Here MIDAS plays an important role not only in supporting new newspapers but also in trying to promote EU and state legislation in support of minority newspapers and in elaborating initiatives to raise interest for minority languages.

The linguistic minorities in Finland

Professor Krister Ståhlberg (Executive of the Foundation for Swedish Culture in Finland) presented the Swedish speaking minority in Finland. Finland is constitutionally bilingual with Finnish and Swedish as national languages. Even though the Swedish speaking minority is quite small, its position is quite strong. Only 5.6 percent – about 291,000 persons – of the Finnish population are Swedish speaking. The Swedish population is rather concentrated to the coastal line in the West, Southwest and South of Finland. About half of the population lives in municipalities with a Finnish-speaking majority. Only 14 percent live in unilingually Swedish municipalities. The socio-economic composition of the Swedish speakers is much the same as of the Finnish speakers.

The Swedish-speaking Finns meet the criteria for an ethnic group. They have a separate language, cultural autonomy (separate educational system, parishes and bishopship within the church, a military brigade, media etc.) and strong cultural institutions. The Swedish People’s Party is a longstanding member of the national government coalitions. A vast majority of Swedish speakers share a strong self-identification as Swedish-speaking Finns. The identification has been rather stable over the last decades.

There has been a rather intensive debate about the Swedish minority's future in Finland. This includes the diluting effect of bilingual family building, urbanization effects, principles of modern public services and effects from increasing multiculturalism. There is also a European-wide assimilation of the brightest and linguistically skilled youngsters. Despite of that the Swedish minority has a quite strong position in the Finnish society. It has a strong identification as well as strong autonomous institutions (for example resourceful private foundations). There is also quite a strong national protection of the minority, supported by its role as importer of cultural impulses from Scandinavia. Internally the minority is stimulated by a suitable blend of solidarity and competition among the major regions.

The Swedish media landscape in Finland – a media world record?

Professor Tom Moring (Swedish School of Social Science, University of Helsinki) described the Swedish media landscape in Finland and wondered whether the Swedish-speaking Finns have a world record in media. Even though the population is quite small there are 12 newspapers of which 9 are dailies. This reflects the traditionally strong position of newspapers throughout Scandinavia.

Underlying this there are historical, ethnological and economic reasons. The newspapers have been ‘omnibus’ papers, and some of them get a press support from the state. There are, however, minority newspapers in Finland that are profitable, which also usually means that they are not granted press support. In Finland there is also a very strong tradition of subscribing to morning papers.

Even though the Finnish newspapers in general have had a few tough years, the Swedish newspapers in Finland have got through the period quite well. It is mainly the larger semi-national and regional newspapers that have lost readers, whereas some smaller, local newspapers have managed quite well to hold on to theirs and some have even managed to
increase their circulation. A decisive question remains: how does the media use develop in the more and more common bilingual families. The development is thus dependent on the capacity of Swedish media to compete in a bilingual context.

**The language-law in Finland in the perspective of European minority policies**

The last speaker of the opening session was the vice chair of the Charter of Fundamental Rights of the European Union Mr **Gunnar Jansson** (former Vice Chair of the Convention on Fundamental Rights, former MP from the Åland Islands). He spoke about the new language-law in Finland in the perspective of European minority policies. The language-law is something that is quite unique for Finland; few other countries have laws stating which the official languages of the nation are. In Finland the language-law also supports the minority’s rights. If a similar law were to be passed for example in Sweden it would not be for supporting the minority but for protecting the majority.

The Finnish language act is also unique because it states that the right to use Finnish and Swedish when communicating with authorities is an individual right. It is not only granted Finnish citizens, but everyone. It does not say that everyone has to speak both languages, but everyone has the right to get service in either language. The big problem with the Finnish language law is that it does not recognize the Sámi, Roman and sign languages as minority languages. A new Sámi-language-law is, however, being prepared. The Finnish legislation also serves as a model when other countries create their own corresponding laws.

Mr Jansson vividly described the events that led to the establishment of the Convention on Fundamental Rights. Article 21 prohibits discrimination on the basis of, among other things, language or membership in a national minority. Article 22 states that the Union shall respect cultural, religious and linguistic diversity. In his capacity of – in practice – chairing the convention in the latter part of its work, Jansson was personally deeply involved in this process. There was a common understanding among representatives from many states of the need for a more far-reaching article furthering positive actions. Finally, a more supportive article was blocked, one of the reasons being an active interference from the French and Spanish representatives of the presidium of the Convention. Jansson, however, estimates that EU will have to reconsider its position, and he foresees a positive development in the legal status towards linguistic minorities within the next decade.
"What is the freedom of the press in Spain?" asked Mr Jose Maria Pastor, editor from the newspaper Euskaldunon Egunkaria that was closed down by the Spanish Police in 2003.

Minority media and freedom of the press: the Basque Euskaldunon Egunkaria

On the 20th of February this year, the Spanish Police closed the Basque daily newspaper Euskaldunon Egunkaria, on account of suspicion of relations to ETA. Mr Jose Maria Pastor (Journalist, Euskaldunon Egunkaria, Basque Country, Spain) pointed out that the authorities produced no evidence to support these suspicions. Ten of the employees of the newspaper were arrested, three of whom by the time of the conference had still not been set free.

The newspaper was established thirteen years ago, one of the reasons was normalizing the Basque language. Quite a few question marks remain as to why the newspaper was shut down. No evidence has been shown on relations to ETA or the alleged contacts to terrorism. The newspaper’s office in Vayon, France, has not been closed. The paper’s lawyers have not received any information about any legal processes against the paper or its workers, and can therefore not proceed with their defence.

The former workers have now established a company to create a new Basque daily. A campaign was launched on May the 12th 2003 to collect five million euros, with that amount it is expected that the new paper can maintain the same quality and independence as the newspaper that was shut down. Rules for the fundraising campaign guarantee diversity of ownership. Private persons as well as associations can buy shares, but no one will be able to hold more than two percent of the shares.

"What is then freedom of the press?" asked Mr Pastor. It exists in theory, but in practice papers are shut down without concrete evidence of crimes. He also referred to the
disregard of this issue in Spain. Representatives of other minority languages in Europe have given their support to the closed newspaper but in Spain most of the majority language newspapers have not reacted in any way, many Spaniards did not even know a Basque daily existed. Among linguistic minorities in Spain the situation is another. In Catalonia a newspaper has printed a special edition of Euskaldunon Egunkaria in Catalan.

A risk worth taking: the Irish and Welsh newspaper projects

The Irish language in Northern Ireland has not been recognized until the last couple of years and the knowledge about it still spreads slowly. There are some Irish papers and also a TV-station. The latest newcomer is the daily newspaper Lá in Belfast. Having been a weekly paper it has now developed into a daily, published five days a week; the first issue having come out just a couple of weeks before the conference. Mr Ciarán Ó Pronntaigh (Editor-in-Chief, Lá, Northern Ireland) described how, before the change, careful investigations were made regarding what people want to read about, especially among people who usually do not read much in Irish. The paper is distributed to the local stores because of the insufficient ability of the Irish post to distribute the paper to homes.

The target group is not academic readers but everyone with even some interest in the Irish language and culture. Lá publishes every day something educational, and a real specialty in the newspaper world was a head article with a word list published the day before the conference.

Mr Ó Pronntaigh emphasized the importance of international examples in this process. In addition to the support from MIDAS, just the knowledge of other minorities in Europe has been encouraging.

Mr Ned Thoma (Mercator Media, Wales) informed the conference that the first Welsh daily newspaper is about to be published early next year. There are about 130,000 households in which at least one person speaks Welsh, and these have been carefully analyzed to find out what kind of demand there is for a Welsh newspaper. Even though many people are familiar with the spoken Welsh, they have problems reading it. This may reflect the fact that no Welsh daily newspaper has existed, but there is a strong Welsh radio and TV representation. There are about forty weekly hours of Welsh programs on TV. In comparison with television viewing, newspaper reading is low. Even the presence of English newspapers in Wales has traditionally been weak.

A Welsh daily newspaper is not a new idea, but a long term project. In the beginning some 5000 issues will be printed. Forty-one persons will be employed, 16 of which are journalists. Mr Thomas says he has been positively surprised, when working with preparations of the project he on several occasions found out that quite unexpected people working in the media profession announced that they also speak Welsh.

Russian media in Latvia – its journalistic challenges

The situation in Latvia differs from many other countries by the fact that the minority, the Russian speakers, represents 45 percent of the population. Of the 2.3 million inhabitants one whole million is Russian, and in the capital Riga only 40 percent of the people are Latvians. In some parts of the country 90 percent of the inhabitants is Russian and vice versa.

Mr Nikolaj Kabanov (Freelance Journalist and Member of Parliament, Vesti Segodnja, Latvia) pointed out that readers in Latvia nowadays want a thick, maybe a 100-page paper
once a week, which contains everything from sports to deep political analysis. Working at a paper may also differ from many other European countries; in some cases the chiefs work in at totally different building than the journalists.

On many issues, the reporting of Latvian-language and Russian-language media differs. The differences appear at least when you look at the opinions or attitudes, that more or less shine through. Often the attitudes are contrary, for example on Nato or Russia. When covering Russia the Latvian-language media tell news about a country with famine and a dictator, while the Russian-language media see Russia as something like a mix of Shangri-la and Disneyland. The only thing that all Latvian media agree on is environmental questions; they all want a clean Latvia.

Few Latvian newspapers can afford correspondents and so instead they have many editors. News on crimes and criminality, especially local crimes, interest the readers, therefore these news get a lot of space. Something typical happened not a long time ago in Latvia, when a valuable racehorse was murdered. There were big headlines all over the country about it, but when people were killed at the same time those news were given only short paragraphs. Mr Kabanov noted that this phenomenon is probably not familiar only in Latvia.

The many functions of minority media for immigrants

The first weekly TV program for immigrants in Denmark was started in 1997, today there are seven weekly programs and a new news program has just started. 21 groups of immigrants, including one professional journalist in every group, make the programs on a voluntary basis. Mr Rui Monteiro (Leader of Invandrer TV Immigrant TV, Aarhus, Denmark) pointed out that these programs are produced for all the immigrants in Denmark.

Mr Monteiro has met criticism for presenting only positive things in the programmes, but he has answered ”we will stop being positive when everyone else (other media) stops presenting mainly negative news about immigrants”. One study indicates that 80 percent of the national news on immigrants is negative.

Recently immigrated people, who do not know the language, have a hard time catching up on the events in the society if nothing is produced in their language. Immigrant TV produces news in different languages, for example they were for some time the only channel in Europe that showed programs in Kurdish as well as Icelandic outside Iceland. The Icelandic TV actually came and made an insert about just that.
3 Minority Language Media Development Projects in Finland

Report by Ms Jaana Wallenius, journalist & teacher at the Swedish School of Social Science, University of Helsinki

The press subsidy system in Finland and its role for the Swedish newspapers

Mr Lars Hedman (Editor-in-Chief of the daily newspaper Jakobstads Tidning) noted that one of the recurring discussions during the MIDAS meetings has been "how to produce a journalistically qualitative paper when the economic realities often are quite harsh". A minority newspaper is obliged to produce the same journalistic service as a majority paper, but the majority newspapers usually have vastly bigger economic resources in the competition. One way to make the minority papers equal to the majority papers is by government, regional and, why not European, subsidies.

For example in Finland there is no special subsidy for minority newspapers. There is a selective press subsidy, which is granted to all newspapers on equal grounds. It is mainly for helping newspapers with a weak economic situation and for the political party papers. The political subsidy is divided according to the parties’ relative strength in parliament. The Swedish People’s Party has shared its subsidy among the Swedish papers, but the bigger parties have their own newspapers.

There have been discussions about a new system for the press subsidy. Lars Hedman together with many others from the Swedish newspapers has been promoting a system where minority papers would have their own subsidy system. In its new program, the Finnish government has not mentioned the press subsidy system, which should indicate that there are no immediate changes afloat.

Digital TV for a linguistic minority

The Swedish speaking minority has its own newspapers, two radio channels and since August 2001 also a TV-channel of its own. This was made possible as digital-TV was introduced in Finland. Ms Gunilla Ohls Berezan (Finnish Broadcasting Company YLE) presented the FST-channel. FST is a full service Swedish-language public service-channel. There are children’s programs, news, current affairs and also entertainment, produced from a Finland-Swedish angle. But still the programs are not only local or regional, for example the news report events from all over the world. By looking at the Swedish news, TV-nytt, a person should be well informed about what is happening. The news also tells about different groups in the Swedish minority and has its own correspondents in different parts of the world.

The Swedish-speaking minority in Finland is not very homogenous. Therefore there are current affairs programs that focus on different parts of Finland. 1/5 of the programmes are produced in Vasa, in Ostrobothnia. Gunilla Ohls Berezan also said that it is impossible to create one identity for the minority, but that the language is the binding factor. Therefore a Swedish TV-channel must provide all kinds of programs, so that ‘everyone’ can find something he or she likes.
Cross-frontier media in Ostrobothnia – a media landscape between two states

Mr Dennis Rundt (Editor-in-Chief for Vasabladet) described the media landscape of the Swedish-speaking minority in the Ostrobothnia region. This is a landscape between two countries. On the one side there is the Finnish media and on the other the Swedish. The Swedish-speaking Ostrobothnians have a very strong tie to Sweden and many of them still subscribe to Swedish daily and weekly papers. They belong to two cultures, the Finnish and the Swedish, and can pick up what they want from them. In the decades when Finland was a rather isolated nation – from the 1920s to the 1980s – the Ostrobothnians enjoyed the freer atmosphere, which was predominant in Sweden.

Ostrobothnia is still a part of Sweden when it comes to media. Swedish media constitutes an integrated part of the Swedish-Ostrobothnian culture; concerning language, education, attitudes and the way Ostrobothnians look at life. Sweden’s television is a public service TV for a great part of the Swedish-speaking Ostrobothnians. They use one third of their TV-time to watch the domestic channels, one third to watch Swedish television, and one third to watch the commercial Swedish Channel 4. Dennis Rundt sees the FST-channel as a good thing, but is afraid that it does not meet the Ostrobothnian needs well enough.

Systematic development of the newspaper and readership among the young

The Swedish newspapers in Finland have been struggling with decreasing circulation. One reason is that many bilingual families choose to subscribe to a Finnish newspaper instead of a Swedish one. Another reason is that young people have not been very interested in reading the papers. Barbro Teir (Editor-in-Chief, Hufvudstadsbladet) told about the project Tidningen till klassen (Newspaper to the classroom) in which all Swedish newspapers have taken part.

The newspapers have distributed papers to the local schools, and also invited school classes to visit their editorial offices. They have also supported the teachers for example by producing material about newspapers and journalism, and by making suggestions about how newspapers can be used in the teaching.

The results thus far have been good. The research shows that it has not had any direct influence on young readers during the first term, but the response from pupils and teachers has been good. Also the journalists have showed a growing interest towards the project. It has also received the World Young Reader-mention. And as an extra bonus it offers an excellent platform for further co-operation between Swedish newspapers in Finland.

The project has been quite expensive, but it has received financial support from foundations for the start. But now the newspapers pay more and more themselves. Still the effects have been very good. During the project 5,000 copies have reached 40,000 pupils in 400 schools and the papers have co-operated with about 3,500 teachers.

The promotion project ”Newspaper to the class” was a success, Ms Barbro Teir, Editor-in-Chief at Hufvudstadsbladet described the joint project of all the Swedish newspapers in Finland.
The media landscape and minorities in Latvia

The first speaker was Mr Nikolaj Kabanov (Freelance Journalist and Member of Parliament, Vesti Segodnja, Latvia), who is one of many Russians living in Riga. According to him, Russian-speakers are the largest minority group in Riga, if not in all Latvia. The question is if minority is an adequate word to be used in this case, since Russian-speakers make up 60 per cent of the capital’s population. Although they are big in numbers, times are getting harder for Russians in Latvia. A new law will make Latvian a compulsory language in all secondary schools in the country, including those that have been run entirely in Russian until now. Kabanov thinks that the political consensus in contemporary Latvia is very critical towards Russians. The most important thing on the agenda for many politicians is to enforce the Latvian language, no matter the effects this may have on minority languages. According to Mr Kabanov, a Russian who deals with officials in Russian cannot expect any service at all – the only way to get things done is to speak Latvian, although the majority of Latvians know Russian. It is simply a question of political will and inflamed relations. Kabanov pointed out that the Latvian constitution does not say a word about minorities. The constitution was seen as progressive when it
was written ten years ago, but the world changes quite a bit in such a time”. Kabanov concluded: "the state seems to neglect, or even refuse to admit the problems facing Russian speakers in the country. The state says: ‘We don’t see any bilingual situation!’ ”.

Finnish journalist, Mr Björn Månsson, in the audience pointed out the practical differences in the minority language media climate between Finland and Latvia. In Finland, Swedish media has a significant place in public service, secured by law. In Latvia, the Russians have no official rights and the public service media does not broadcast very much Russian material. But Russian media in the country has managed to become quite a success story anyway, with several big newspapers and commercial radio stations.

**Russian journalism as everyday practice**

Ms Anna Novicka (Editor-of-News, Telegraf, Political Department, Latvia), who works for one of Latvia’s new Russian newspapers, argued that there is no discrimination against Russian media in the country; they get the same accreditation to Parliament and other official places as everyone else. They work under the same premises and with the same rules, but yet the problem is that Russian and Latvian press seem to write about two different worlds, although they report from the same country. News criteria and priorities are very different between the two languages; they tend to follow quite different journalistic traditions. According to Novicka, Russian media writes more about people and feelings, focusing a lot on social problems, while Latvian media writes more about problems related to the state.

Novicka pointed out that media in general and minority language media in particular should convey an active, dynamic language to their audience. According to her, Russian language in Latvian media is better than in Estonian minority media, but the standard is continuously deteriorating. She has noticed this in her own work environment, where she said the vocabulary of young journalists is a lot more limited and poorer than that of older journalists. Novicka warned that readers would not consider newspapers with frequent spelling and grammar mistakes as serious providers of information.

**The influence of Russian language media on the political and social life in Estonia**

Mr Ilja Nikiforov (Editor-in-Chief, Molodjozh Estoni Daily, Estonia) reported that nowadays Estonia is trying to integrate Russian speakers in the Estonian community, but things were very different immediately after the independence. According to Nikiforov there was no minority policy at all in the early years of independence. The Estonians seemed to want to force all Russians back to their native country. Nikiforov thinks the situation is better today, but Reminds that the Russian population still remains poorer than the average, and that they do not reach any influential positions in the society. He sees minority media as an important bridge between different ethnic and social groups. Nikiforov believes that neither ethnicity nor citizenship should be a criterion to consider when media decides on what to report; general, universal human interest should be the decisive factor. Nikiforov pointed out that there are over 1.5 million Russians in the Baltic region, and that this should be used for creative exchange of Russian articles, journalists and photographers between different Baltic countries. This might help restore the quite bleak picture the media in Russia always shows of the Baltic countries. In Nikiforov’s opinion, Russian media only reports bad things about the Baltic countries. The solution
might be more positive, broadly covered and multinational Baltic minority news in Russian.

Similarities and differences of the Estonian- and Russian-language press and broadcast in the framework of integration of the non-Estonian population

Ms Ragne Kõuts (University of Tartu, Media and Communication Department, Estonia) presented the Estonian media landscape. There are two national daily newspapers, three national weeklies and nine regional papers published in Russian. All in all, 36 newspapers are available in this language, compared to 96 in Estonian. Whereas the Russian speaking population constitutes more than 30 percent of the entire population, the share of the circulation of the Russian newspapers has remained under 20 percent. The circulation figures are, however, rather stable.

In the broadcasting sector we find one Russian-language public radio station and four privately owned regional Russian-language stations. For television, there is one regional Russian-language cable-TV station and regular broadcasts on Estonian state and commercial TV-channels in Russian language (daily news, discussions). In addition, there are four regional private television channels.

The actors in the Russian-language media system are local businessmen (the owners), editors and journalists usually representing an older generation and also Russian-speaking politicians who take an interest in the sector. The sector suffers from a lack of training, language skills, and a shortage of social capital.

All in all, the media landscape has developed in a positive direction. There have been changes in the content of Estonian-language media which have become more tolerant (personal, empathetic, an increased variety of viewpoints). But the changes in the Russian-language press have been especially significant, with increasing availability of similar information and discourses as is found in Estonian language media. Thus, there seems to be a growing willingness to develop a dialogue.

The crucial questions for the future remains whether the Russian-language media will share a common public sphere or develop alternative viewpoints, thus reinforcing cultural identity. What will be the role of Estonian-language media for the Russian-speaking population? And will the present barriers for Russian-speaking population disappear, which would increase the interest of this part of the population in a shared Estonian public sphere?

Media in minority languages in Latvia

The last speaker of the seminar Ms Renata Widtman (Editor-in-Chief, Znad Wilii Polish radio station, Lithuania) was a good choice for the ending, since she was the one with the most positive and comforting facts about minority language media in Baltic countries. From what she told, Lithuania seemed like something of a success story in minority language media. The good situation for minority languages did not seem to be limited to media. Widtman noted that there are two hundred non-Lithuanian schools in the country. She said that radio is one of the most important minority media. Many different languages have at least some sort of an own media, for example the Polish, Greek and Tartar minorities. But as for most of the Baltic countries, the greater part of non-Lithuanian media is Russian. The biggest minority in Lithuania is Polish, but many of them read newspapers in Russian, which is also the case for many Lithuanians. Someone in the audience asked
where all the different minority media get their funding from and Widtman’s answer was quick and proud: the state! Widtman told the audience about her own radio show, which is mainly in Polish. She always tries to talk to her guests in their own language, be it Russian or Lithuanian or anything else she is able to speak. Widtman said that the Polish radio in Lithuania is the only radio station outside of Poland that broadcasts Polish programs 24 hours a day, not even the USA with its many Polish immigrants have that. The last presentation seemed to cheer the audience up. With such an inspiring example, maybe minority media has a chance to prevail and flourish in other Baltic countries as well?

In the discussions, the chairman of the Nordic Journalist Union Mr Björn Månsson proposed that this workshop should be followed up by a new seminar. There are many media from the Baltic countries that were still missing from this conference. He proposed that the Nordic Journalist Centre should take responsibility for a follow-up, and he promised the support from the Nordic Journalist Union. Mr Månsson also proposed a journalism prize to Minority Language Media published in states around the Baltic Sea. He wanted to direct this proposal to the Nordic Council of Ministers. The suggestions by Mr Månsson were widely supported by the workshop, and it was decided that these suggestions should be reflected in the final report.
5 Ethnicity and Journalism

Report by Ms Inka Moring, Media researcher, University of Helsinki
Chair: Professor Ullamaija Kivikuru, Swedish School of Social Science, University of Helsinki

Ethnic representation in media

The Nordic Journalism Centre was founded in 1949 and is one of the oldest institutions providing journalistic mid-career training in Europe. The Centre organizes conferences and hosts research projects, mainly focusing on the constraints and pressures on journalism. Ms Trine Smistrup (Project Director, Nordic Journalism Centre, Denmark) reported from the Minority Issues in Mainstream Media project, addressing some central questions in the field: "How to cover and represent minorities in majority media?", "How to add diversity in journalism?" and "How to recruit journalists with minority background?".

According to the project Multi-Colour Journalism, increasing ethnic diversity in mainstream media is difficult. The problems concern both the access to media in the minority language and the ethnic representation of minorities in a mainstream media context.

To the extent that ethnic representation exists in mainstream journalism, it is mostly stereotyped and negative. Mainstream media often presents minorities as one group – regardless of their particular ethnic belonging – which plays a part in increasing societal
problems and deviance (drugs, crimes and illegal activities). Members of the minority groups criticize mainstream journalists of ignorance about the everyday life, routines and living conditions of the ethnic minorities.

Recruiting journalist with ethnic background poses another problem. Most members of ethnic communities do not consider a career in journalism very attractive. They feel unwelcome and segregated among a peer group that mostly encompasses the middle class majority members of the society. Typical to the second generation families with ethnic background is to encourage the young people to educate themselves to ‘safe’ professions; GPs or solicitors. A career in journalism does not represent a sensible choice for the young with an ethnic background. Language is also considered as a barrier.

According to Ms Smistrup, the lower standard in immigration coverage is posing a problem both to majorities and minorities in any given society. Covering ethnic groups requires professionalism and knowledge about history and a way of life in order to give a balanced picture of the entire society where these groups are involved. In addition, we have to keep in mind that immigrants ‘go native’ in one generation. Reflecting on oneself only as a minority member is not an option for the second-generation immigrants. Therefore multi-ethnicity should be part of everyday life, not a question of political correctness.

The Swedish minority media report

Ms Lise Blomqvist, (Minoritetsmedieutredningen, Sweden) told that the position of the national minority groups in Sweden has recently been incorporated in the Swedish legislation. The official minority groups are the Finns, the Meän Kieli speakers (Tornedalian Finns), the Sámi, the Jewish, and the Roma. Additionally, in Sweden there are 100-150 different registered language groups. According to a recent report (the Minority Media Report, Minoritetsmedieutredningen) the most important reasons for support to and maintaining of minority media from a minority point of view are functional: the minority perspective in mainstream news coverage is lacking and ‘pure’ minority news are considered extremely important by minority communities.

Usually local news is scarce in mainstream media, and news from ‘the father land in the mother tongue’ is not made available on the basis of mainstream news criteria although they are considered extremely important by minority members themselves, as shown by the research. Notable is, that mainstream news poses two kinds of barriers for the members of the ethnic minorities. In addition to the language barrier, there is a ‘thinking barrier’ that must be considered, as it causes severe problems. Ms Blomqvist emphasized that journalism is a social practice that is not free from culturally biased sense-making codes and conventions.

In the discussion some central questions that were raised concerned the significance to actual policy-making of reports, such as the Swedish Minority Media Report. Ms Blomqvist said that such information indeed could be used more efficiently by the administration. However, knowledge about the domains of minority media is a first step to empower minorities and their access to media as well as visibility, and thus to increase diversity within society.

The situation for the Sámi media

The Sámi media were briefly discussed on the basis of a presentation by Professor Tom Moring (Swedish School of Social Science at the University of Helsinki) and
supplemented by researcher Lia Markelin (University of Bradford), who has recently finalized her dissertation on the position of Sámi Media in the Nordic countries. The situation in the Sámi Homeland varies. The Sámi live in four states, speaking three separate languages with several dialects. The different languages are not automatically understood by people speaking another Sámi language. The main part of the Sámi live in Norway, where there are radio and some television programmes broadcast and two newspapers published two to three times per week. One of the newspapers (Min Aigi) is mainly focused on news, whereas the profile of the other (Assu) is more towards cultural contents. In different parts of the Sámi Homeland there are several other, less frequently published publications.

The resources for radio and television production are biggest in Norway and bigger in Sweden than in Finland. Through Nordic cooperation the Public Service Company produced programmes in one country can be distributed throughout the Sámi Homeland, though limited time slots hinder a comprehensive radio service. In Finland, there is a Sámi station for radio distribution. In Norway and Sweden the programmes are broadcast in time slots on national and regional majority language radio channels. Sámi television news (15 minutes per day) was recently introduced. In Sweden and Finland some Sámi read the papers from Norway, but there are no newspapers published in Sámi in these states, neither is there a support for the Norwegian paper to be distributed to the Sámi population in the other states. Thus the policy in the print sector differs from the policy in radio and television, with the consequence that an important part of the Sámi population is left without the support to the written language that a frequent newspaper would supply.

Ms Markelin informed that there is need for a common Nordic policy to support the printed media in Sámi languages to make the coverage and distribution more comprehensive. The support could be given by, for example, the Nordic Council of Ministers and distributed by the cross-border Sámi Council. In the discussion within the Working Group this suggestion was given unanimous support.
Workshops
One of the questions posed was whether it is possible for the minority media to produce the same services as the majority media, regarding quantity as well as quality. One comment was that when speaking about quality values on one hand and the economics on the other, you always have to distinguish between commercial and non-commercial media.

Another question raised was how the fairness of the press support systems can be ensured with respect to minority media. The control over these support systems by national governments were not considered entirely unproblematic. The nature of the problem, however, varies from state to state, as the minorities are very different from each other in different countries. In some cases the minority groups are big enough for a media to manage economically just because they have such a broad potential audience. In Finland the press support system has worked out quite well, though there have been critical voices raised against the fact that an increasing share of the support has gone to different party newspapers.

English media in Europe have a different status than others because of the nature of English as a general language that many people have as a second or third language. For example the only English newspaper in Spain is published on Mallorca and is read by various different nationalities, not only the English. A second language that – to some extent – enjoys a position as a *lingua franca* beyond its own borders is Russian, which has a big population inside the country as well as in the rest of Europe.

Concerning television, the economics have a very big influence. It is for example eight to ten times more expensive to make TV-programs than radio. In Denmark, Immigrant TV is supported by the state and employs unemployed people for six months at a time. With better economics they could stay longer, and the station would benefit by not having to teach everything all over again to a new employee.

In Finland one of the problems for minority media, especially newspapers, is that the amount of bilingual families increases. Some of them subscribe to two newspapers; one in each language, but families that only subscribe to one paper more often choose the majority language paper, in Finnish. Many Finns have on the other hand had positive reactions on Finnish-Swedish TV-programs, especially those for children.

One development in the media world has shown to be quite positive for minority media: the fact, that people are more and more interested in local news. Most minority media are quite local. Another possibility for the minority media that has proved its potential is to find their own niches. One example is the North European Russian magazine New Horizons, which is specialised in business and economics.

The reasons to establish minority media can also be economical in a cynical way. A negative example is from Germany when radio and TV-channels were set up for the immigrants in the 1960s and 1970s. The reason was that the immigrants would continue to remember their own language, so that they then more easily would move back to their native country once their active participation in the economic life was over.

Even though one minority, like the Finnish-Swedish in Finland, have an established status in the society, other minorities may not share it, like the Russians in Finland. For example the Russian media do not receive any support from the Finnish government. The
Russian news at the Finnish broadcasting company is read by people, who are not native Russian-speakers, a fact that sometimes makes them sound more like entertainment.

Estonia has the same concerns with their Russian media. The radio channels manage well, but the newspapers would not survive without the rich businessmen and politicians that own them, because of the lack of any press support system to the Russian media. Support from EU could be a solution since the national state is not likely to change its politics.

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*Mr Rui Monteiro, leader of the Immigrant TV in Aarhus, Denmark in discussion with Mrs Ljubov Meinert and Mr Nikolaj Meinert, Editor-in-Chief of the North European Russian language business magazine New Horizons. On the table a copy Hufvudstadsbladet, the biggest Swedish daily published in Finland.*
7 Workshop on Ethnicity and the Media

Report by the Chair Mr Geo Stenius, Chairman of the Association of Swedish Journalists in Finland

The workshop treated the question about ethnicity and the media in two parts. Firstly the role of the authorities was discussed. The necessity of official support for minority media was stressed and the lack of education and cooperation for minorities was deplored.

The framework in which information is given to immigrants was questioned. Members of minority ethnic communities might not e.g. relate to written information in the same way as the native population. Official information is often not understood.

Discussing the role of ethnic minorities in media reporting, the workshop stated that it still needs a lot of improvement. A Danish study notes that minorities are visible in very prejudiced forms. According to the study immigrants form six sub-categories: successful, criminal, desperate, passive, well-integrated and "very different, possibly dangerous" immigrants. One could also note that reports about minorities mostly relied on mainstream i.e. majority sources.

The role of active immigrants in media was also discussed. The workshop noted that journalists originating in ethnic minorities often were forbidden to report on minority problems or their own countries. The access of minorities to media was better than thought of, but the use of mainstream media among minorities was considered to be problematically low.
One main task for the minority media is to make the members of minority aware of their own language and to create a feeling of identity. A minority needs something that makes the people stick together. "No media – no minority", is a common saying among journalists working in that field. A group of minority media journalists from Lithuania, Estonia, Sweden and Finland gathered during the minority media seminar at the Swedish School of Social Science to discuss current issues and problems concerning the minority media in Northern Europe.

The ideal minority newspapers, radio stations or TV-stations would not only cover the issues that directly concern the minority in a certain area, but also news from the whole country and even worldwide. The ideals are good, but reality is sadly something else. Keeping up with the values requires resources, and minority media do not generally have the money to even cover all of the most important issues. Governments concentrate tax money on the majority media, and leave the minority media journalists more or less aside. In Sweden, for example, the minority media received no state aid until most recently. And still Swedish minority media journalists cannot win any national prices for good journalistic work.

Resources, though, is not the only problem. Journalists working in the minority media field do feel that they are not always taken seriously by their readers and listeners, and especially not by majority media journalists. In Lithuania, Polish political journalists writing about the Polish-Lithuanian politicians are accused of not being objective. In Estonia there is the same problem, but journalists are trying to bridge the gaps between the Estonian majority media and the Russian minority media by switching jobs for a couple of weeks. So far it has proved to be a good solution.

Journalists working in the minority media field too often apply for more attractive jobs as correspondents or, if they know the language well enough, in the majority media. Such jobs give a higher salary and often improve personal career status. Often the best educated and talented journalists get these attractive jobs, and this, of course, is not a desirable development for the minority media.

After a couple of hours of discussion and sharing of experiences someone suddenly had a brilliant idea. The minority media journalists need something to boost their motivation, and what could do it better than a "Baltic Sea Minority Media Prize?" Such a prize ought to be established as soon as possible, not only as a sign of good journalism for the minority media journalists themselves, but also to open the eyes of politicians and media corporation leaders around the Baltic Sea. "No media – no minority.” And minority media needs a strong profile.
9 Victims and Journalists in Crises

Reports by Kira Shroeder & Maria Wirén

Welcome address
Ms Henrika Ziliacus-Tikkanen, Senior lecturer at the Swedish School of Social Science, University of Helsinki

Crisis and accidents are no more common than before – they have always occurred – but they definitively get more publicity. They form a larger share of the content in the media and through the media we get involved in crises that are far away from us. The competition between media has also affected the way wars and crises are reported.

Crisis journalism is relevant for both foreign and domestic reporting. Big and small accidents can happen anywhere and each journalist confronts victims who have experienced difficult situations or suffered losses. It is important that journalists know more about how people react in traumatic situations – and how the journalists themselves react at the spot and afterwards. This seminar is arranged with the aim to teach us more about this.

Helena Prytz-Kanerva works with crises therapy and she will give us background knowledge about reactions and post-traumatic stress.

Nils Torvalds has a wide perspective on crisis journalism based on his long experience as a foreign reporter in Russia and USA, and he is now working as the Washington-
correspondent for the Finnish Broadcasting Company. He has also been chief of the Swedish news department at YLE.

Christoffer Wik combines the experience as a journalist with a career as Red Cross worker, and he will give us examples of how the competition between journalists takes shape in the field.

PD Jörgen Lundälv, from the University of Gothenburg represents the media research. Researchers have carried out several large projects on crisis journalism, for instance a large scale study on the Estonia-accident. Lundälv tells us about what research has shown concerning the journalists way of acting on the spot and after the accidents.

Experiences of the crises on journalists
Report by Ms Kira Shroeder, journalism student, Swedish School of Social Science, University of Helsinki

Ms Helena Prytz-Kanerva (Cries Therapist, Red Cross Finland) is working as a crisis therapist for the Finnish Red Cross. During the twelve years she has worked with crisis interventions and crisis therapy she has noticed that big catastrophes seem to happen with even intervals. Often after an accident the state of readiness is generally increased at least temporarily. A good example is the major disaster with M/S Estonia. People realized that their working place actually is able to sink in half an hour. This case enforced many companies to concentrate on both security and post accidental preparations.

Prytz-Kanerva explained how the mind and body reacts in and after an accident. She talked about how differently people handle their emotions, for instance after a dramatic accident. Some people want to deny and forget everything and are not willing or able to talk about the situation. Others need to talk more with somebody. Prytz-Kanerva points out that the traumatization is generally lesser and grief work is easier for persons that have been mentally prepared for an accident. This point should also be considered in companies.

An important point that the journalists always should consider and remember is how to handle the post-traumatic situations. Too often journalists are interviewing people with traumatic experiences without taking their situation into account. People who have experienced a traumatic accident or lost a close relative can during the first three days be in a state of shock, not yet comprehending what has happened. They also often deny the unexpected accidents, or some other mental side effects may appear. An aggressive approach may cause serious emotional problems for the victim. This may appear as asocial behaviour and in other forms. Understanding the situation and using appropriate working methods can help the victim avoid any further trauma in her/his already vulnerable situation. This means that journalists should not only think about their work but also consider the state and emotions of the victim. Working methods that do not observe the best of the victim are unethical.

Journalists should also consider how they express the current situation. It is very important to remember that reports including only emotional aspects can create anxiety in viewers/listeners. Too often journalists are just trying to get a good story without thinking about the emotions of the victims. As an example Prytz-Kanerva mentions the Estonia disaster where many people lost their lives. After this horrible accident many journalists used unethical working methods just to get a good shot or story.
Mr Nils Torvalds (Washington-correspondent for the Finnish Broadcasting Company) has a long experience as a foreign correspondent for the Swedish section of the Finnish Broadcasting Company, Yle. He talked about journalists who are working in war zones or close to other crisis. A baseline in his address was his dislike for the myths people have about the ‘hero journalists’. He also was critical towards methods that are currently used in media. Torvalds did not only talk about myths and composition, he also described his own experiences as a ‘hero journalist’ in Chechnya and at WTC on the 11th September.

Nils Torvalds identified several myths about ‘hero journalists’ that currently exist. The journalists always try to be as close to the incident as possible. Usually people think that the closer the journalists are to the incident the more reliable information is produced. The truth is however not seldom different. The most valid and reliable information usually comes after a long period of time.

It is not surprising that many journalists were on the front line in the first and second Gulf War. These ‘hero journalists’ were just doing a job. Some cultures seem to have an obsession about heroes and heroism. According to Torvalds, journalists are going to work as close by as the technology will allow them, and this is going to produce a lot of ‘nearsightedness’.

The information that ‘hero journalists’ are producing may also sometimes be misleading. As an example Torvalds gives the Vietnam War. But at the same time a basically biased information grew into a different, and sometimes horrifying picture.

Torvalds also presented his own reasons for driving into a village under mortar fire in Chechnya. One reason was simply excitement and too much adrenaline. Subsequently his cameraman died, partly due to after stress symptoms. After this experience he had to reconsider. Journalists are put under great pressure and the work is not only exciting but also mentally and emotionally exhausting. The war journalists are expected to be ‘tough guys’, which may cause serious drawbacks later. Psychological and emotional problems are not rare among ‘hero journalists’.

Journalists are also expected to work according to the rules of the employer and the news market. This may mean that journalists find themselves contradicting their own thoughts and convictions because they are in a way trapped in a situation they cannot oversee. Torvalds calls this phenomenon “the crises of the journalists”. Journalists should try to express and follow their personal sets of values. Torvalds underlined that every journalist is responsible for the work he or she is doing and that journalists should therefore scrutinize themselves.
an ambulance without any personnel, just to get the ‘best’ victims. However, this was stopped quite rapidly.

In the refugee camps the people are at least trying to live a normal life. It is sad that the refugees are just objects for many journalists. For example, in Kukes, Albania, the Red Cross actually had to close the refugee camp to the journalists for a while. This is very rare; the help-organizations naturally need the publicity, but there the journalists inconsiderately and without permission forced their way into the tents and the field hospitals.

When the Red Cross works in disaster arias, they usually employ doctors and nurses among the local people. They pay the same salary as the employees would normally get, otherwise jealousy and too big differences in comparison to the local wages would cause problems. A Finnish journalist thought that this would be great news: ”The Red Cross uses slave-workers”. Christoffer Wiik heard about this ahead and contacted the sub-editor and tried to explain the situation. The answer to if it was right to publish such a thing was “Yes, yes, it’s a good story!”

Another incident was when a young man from the Swedish Sydsvenska Dagbladet was sitting in bar ‘America’ in the refugee camp. He was smoking and stared straight in front of him. Wiik went to ask him how he was doing and the boy answered; ”I want to go home”. The editors sometimes do not seem to consider carefully enough whom to send to crises areas.

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**Actions and coping-strategies for the journalists at the disaster scene and afterwards.**

**Lessons and prevention before a uniform mentorship**

*Report by Ms Maria Wirén, journalism student, Swedish School of Social Science, University of Helsinki*

A researcher always first has to establish that he at some point has worked as a journalist, that he has an empirical anchorage in the reality of journalism. For Mr Jörgen Lundälv (researcher and lecturer, University of Gothenburg, Sweden) one story that has stuck to his mind was when he was working as a stand-in at the radio in Gothenburg in the autumn 1994. He was working a night shift when he got a telegram about a shipwreck. He called Stockholm for more information. An experienced journalist answered and just stammered: ”This is like Titanic”. Lundälv called his chief, and when he arrived Lundälv said he could not go inside the studio to read the news.

Jörgen Lundälv has researched on how children and youth are presented when the media report about crises and disasters. As an example he presented a picture from the bomb explosion in the shopping centre Myyrmanni in Vantaa, Finland. A little girl sits on a hospital bed and watches straight into the camera lens. According to Lundälv’s view, this kind of portrayal is both typical and unacceptable.

The day after the catastrophic fire at a discotheque in Gothenburg 1998, Lundälv wrote an article in the biggest daily newspaper in Sweden, Dagens Nyheter, where he criticized the media coverage. Pictures of burned and wounded youngsters and children where ruthlessly exploited in the news coverage of the event. In the evening, before the article even was published, he got a phone call from a journalist who told him to withdraw his writing and threatened him by saying that he did not know what was going to happen if it was published. The article was published, and still months afterwards angry journalists called Lundälv on a daily basis and asked how he could insult the journalists like that, he was not there on the spot when it happened, he is just a researcher. The days after the fire everyone, even the police and the rescue personnel, thought the coverage had been good.
Later more reflective analysis has proved Lundälv to be right in his criticism, but he just came out with it too soon.

Lundälv says that courses on how to cope with crises in the journalism studies should be incorporated in the curriculum of journalism studies. Also older colleagues in the editorial office should have an obligation to brief and give support to the younger and less experienced staff. Especially in summer time this is a big problem, since usually only the stand-ins are at work, and this time of year a lot of accidents occur that from an ethical point of view may be difficult to cover; for example most of the car crashes happen in the summer.

Discussion

One of the posed questions was if a journalist has the right to comment on how crises journalism is made, if you have never been in a similar situation. Many journalists think they do not. Crises and disasters can also have positive effects on a community. After the fire in Gothenburg some interest was finally directed towards the immigrant youths (there were mostly immigrants in the disco); after September 11th people started talking to each other in the streets of New York; and in some distant areas people may not have seen a doctor in twenty years until something, usually bad, happens.

Nowadays there are different professional people that journalists can turn to after having experienced and reported from crises. Mr Nils Torvalds noted, however, that a typical attitude is “we are big boys, we don’t need help”, or that it does not help to talk about it.

Also those journalists who are in the home country and edit and see all the material may need debriefing, something that often is disregarded. Helena Prytz-Kanerva said that you can process things yourself for example by writing down your thoughts, which should not be a problem for journalists.

Sometimes it unfortunately happens that the debriefing personnel is unprofessional, on other occasions it is easier to talk to a colleague who either has been with you at the site, or in an equivalent situation. Helena Prytz-Kanerva said that the latest is very important but should be combined with talking with professionals. She suggested that crises help should become automatic for journalists, and should include the whole staff.

One big challenge for the future is the enormous increase of amateur photographs and pictures, due to the increase of cheap equipment such as mobile phones with cameras. This can cause dangerous situations; it can for example cause panic if a small fire starts on a cruising ship, and people who have been evacuated on the other side of the ship see pictures from the fire on TV.

Jörgen Lundälv said that in this time of rapidity and speed, being a journalist is to demand time, time to see the consequences of crises and to follow up afterwards. Do we have time to listen to human beings?
Annexes
The Midas General Assembly

Presentation of Midas activities
Report by Mr Lars Rosenblad, Editor-in-Chief, Vasabladet

Mr Áron Ballò (Editor-in-Chief of Hungarian language daily Szabadság in Cluj, Romania) described the press situation of the Hungarian minority in Romania, a historical minority with a strong Hungarian identity. Out of 20 million inhabitants in Romania 1.5 to 2 million are ethnic Hungarians. There are 60 publications in Hungarian, among them 9 dailies with a circulation of about 10-20,000 copies. Two of the dailies are national. The media situation in post communist Romania is very diverse. For instance Szabadság is a market leader among all the papers in Cluj with a circulation of 8,000.

Mrs Editha Slezakova (director of Hungarian language daily Uj Szó in Bratislava, Slovakia) presented a suggestion of minority media marketing cooperation for the MIDAS members. The suggestion was to be elaborated by the MIDAS board.

Mr Josep Camprubi (director of Catalan daily Regió7 i Casas) described the press situation in the Spanish provinces of Catalonia, Galicia and the Basque Country. Galicia with 2 million inhabitants has one Galician-language daily O Correo gallego and one TV channel in Galician. The Basque Country with 750,000 inhabitants has one newspaper (the closed down Egunkaria) and one TV channel. Catalonia with 7 million inhabitants has 9 Catalan-language newspapers with a total circulation of 162,000 copies, 2 TV channels and one radio channel.

Mr Davyth Hicks (editor in chief of European news agency for lesser-used-languages) discussed the future of the news agency. Eurolang is dependent on public funding. It employs 3 persons in Brussels and 11 stringers around Europe. The aim of Eurolang is to give information about the lesser-used-languages and minority languages, to be a voice for the communities talking small languages and translate news into small languages. Hicks asked whether Eurolang in the future should be an information agency or a news agency or both. According to his opinion Eurolang should expand and make the expansion in close cooperation with the MIDAS newspapers.

The Åland Islands
Report by Mr Lars Rosenblad, Editor-in-Chief, Vasabladet

Mr Peter Lindbäck (the governor of Åland Islands) described the political system of Åland and the history behind the autonomy and demilitarization of the Islands. Åland Islands has an own parliament and own legislation in the fields of education, traffic, environment police, health care and social security. When it comes to taxation and civil law, the decisions are made in the Finnish parliament in Helsinki.

Mr Roger Jansson (Ålands MP in the parliament in Helsinki) talked about current political issues between Finland and Åland. Roger Jansson mentioned the lack of an own Ålandish taxation and the fact that Finland’s membership in EU has shifted power from Åland to Helsinki since the EU only recognizes national states and not autonomous areas.
The Nordic Conference on Minority Languages, Media and Journalism

Minority Languages, Media and Journalism, 8-11\textsuperscript{th} May 2003

Location: Swedish School of Social Science, University of Helsinki  
Host: Swedish School of Social Science at the University of Helsinki

Organization Committee:  
Prof. Tom Moring, Swedish School of Social Science  
Mr Björn Månsson, Chairman of the Nordic Journalist Union  
Mr Lars Hedman, Chairman of the Nordic Journalist Centre  
Mr Geo Stenius, Chairman of the Association of Swedish Journalists in Finland  
Ms Trine Smistrup, Nordic Journalist Centre

Programme

Thursday 8.5.2003

19.00-21.00 Welcome Buffet  
Meeting with the Association of Swedish Journalists in Finland

Friday 9.5

09.00-10.45 Opening Session  
Chair: Mr Max Arhippainen, Editor-in-Chief, Hufvudstadsbladet

Welcome Address  
Rector Henrik Hägglund, Swedish School of Social Science, University of Helsinki

Opening Address  
Dr Toni Ebner, President Midas

Minority Language Newspapers and their Network in Europe  
Mr Bojan Brezigar, Editor-in-Chief, Primorski dnevnik, MIDAS

The Linguistic Minorities in Finland in a European perspective  
Professor Krister Ståhlberg, Executive of The Foundation for Swedish Culture in Finland

The Swedish Media landscape in Finland – a Media World Record?  
Professor Tom Moring, Swedish School of Social Science, University of Helsinki

The Language Law in Finland in the Perspective of European Minority Policies  
Mr Gunnar Jansson, former Vice Chair of the Convention on Fundamental Rights

Discussion

10.45-11.15 Coffee/Tea

11.15-13.00 Regional and Minority Language Media: a Developing Field  
Chair: Dr Toni Ebner, Editor-in-Chief, Dolomiten, President, MIDAS
Minority Media and Freedom of the Press: The Basque *Euskaldunon Egunkaria*
*Jose Maria Pastor, journalist, Euskaldunon Egunkaria*

**A Risk worth Taking: The Irish and Welsh Newspaper Projects**
*Mr Ciarán Ó Pronntaigh, Editor-in-Chief, Lá & Mr Ned Thomas, Mercator Media*

**Russian Media in Latvia – Its Journalistic Challenges**
*Mr Nikolaj Kabanov, Freelance Journalist and Member of Parliament, Vesti Segodnja, Latvia*

**Minority Media for Immigrants – “Århus Verdensnyheder” – a unique example of ethnic diversity on television**
*Mr Rui Monteiro, Leader of Invandrer TV( Immigrant TV), Aarhus*

**Discussion**

13.00-14.00 Lunch

14.00-17.30 Workshops

1. Societal Functions of the Minority Media
*Chair: Mr Björn Månsson, Chairman of the Nordic Journalist Union*

Good Journalism by and for Minorities
Organization and Education of Journalists
Ethic Principles of Publishers and Journalists

2. Ethnicity and the Media
*Chair: Mr Geo Stenius, Chairman of the Association of Swedish Journalists in Finland*

Media as Mediator, Media as Voice
The access to visibility for Ethnic Minorities
We- and they-representations in media

*Chair: Mr Lars Hedman, Chairman of the Nordic Journalism Centre*

Press Support Systems
Circulation and Distribution
New Internet Solutions

19.00-22.00 Reception at the City Folk High School (FHS)

Saturday 10.5

09.00-11.0  Ethnicity and Journalism
*Chair: Professor Ullamaija Kivikuru, Swedish School of Social Science, University of Helsinki*

Presentations:
*Ms Lise Blomqvist, Minoritetsmedieutredningen, Sweden*
*Ms Trine Smistrup, Project Director, Nordic Journalism Centre*
*Mr Tom Moring, Swedish School of Social Science at the University of Helsinki and Ms Lia Markelin, University of Bradford*
11.00-11.30 Coffee/Tea

11.30-13.00 Minority Language Journalism in the Baltic States
Chair: Mr Stein-Ove Grønsund, Director, Nordic Journalism Centre

Presentations
The Media Landscape and Minorities in Latvia
Mr Nikolaj Kabanov, Freelance Journalist and Member of Parliament, Vesti Segodnja, Latvia

Russian Journalism as Everyday Practice
Ms Anna Novicka, Telegraf, Editor of News, Political Department, Latvia

The Influence of Russian Language media on the political and Social life in Estonia
Mr Ilja Nikiforov, Editor-in-Chief, Molodjozh Estoni Daily, Estonia

Similarities and Differences of the Estonian- and Russian-Language Press and Broadcast in the Framework of integration of the Non-Estonian population
Ms Ragne Kõuts, University of Tartu, Media and Communication Department, Estonia

Media in minority languages in Latvia
Ms Renata Widtman, Žnad Wilii Polish radio station, Lithuania

13.00-15.00 Lunch

15.00-17.00 Helsinki Centre Cultural Sites Crawl
Departure from the Conference Site

The Sibelius Monument
The Temppeliaukio Church
The Torni Tower Sightseeing Cabinet, Drinks

19.00 Buffet at the Swedish School of Social Sciences, University of Helsinki

Sunday 11.5

Departures
MIDAS Annual Meeting and General Assembly 2003

Arranged at the European Journalism Conference Minority Languages, Media and Journalism, 8-11 May 2003

Location: Swedish School of Social Science, University of Helsinki
Hosts: Hufvudstadsbladet, Vasabladet, Swedish School of Social Science at the University of Helsinki

Organization Committee:
Prof. Tom Moring, Swedish School of Social Science
Mr Max Arhippainen, Editor-in-Chief, Hufvudstadsbladet
Mr Lars Rosenblad, Editor-in-Chief, Vasabladet

Programme

Thursday 8.5.2003

19.00 Welcome Buffet
Meeting with the Association of Swedish Journalists in Finland
Place: The Artist Home Lallukka, (Apollogatan 13/Apollonkatu 13).

Friday 9.5

09.00-10.45 Opening Session
This session is held jointly with the conference “Minority Languages, Media and Journalism, arranged by the Swedish School of Social Science, University of Helsinki
Chair: Mr Max Arhippainen, Editor-in-Chief, Hufvudstadsbladet

Welcome Address
Rector Henrik Hägglund, Swedish School of Social Science, University of Helsinki

Opening of MIDAS Annual Meeting and General Assembly
Dr Toni Ebner, Editor-in-Chief, Dolomiten, President, MIDAS

Minority Language Newspapers and their Network in Europe
Mr Bojan Brezigar, Editor-in-Chief, Primorski Dnevnik, MIDAS

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The Language Law in Finland in the Perspective of European Minority Policies
Mr Gunnar Jansson, former Vice Chair of the Convention on Fundamental Rights

10.45-11.15 Coffee / Tea

11.15-13.00 Regional and Minority Language Media: a Developing Field
This session is held jointly with the conference “Minority Languages, Media and Journalism, arranged by the Swedish School of Social Science, University of Helsinki
Chair: Dr Toni Ebner, Editor-in-Chief, Dolomiten, President, MIDAS
Minority Media and Freedom of the Press: The Basque Euskaldunon Egunkaria  
*Mr Jose Maria Pastor, Journalist, Euskaldunon Egunkaria*

A Risk worth Taking: The Irish and Welsh Newspaper Projects  
*Mr Ciarán Ó Pronntaigh, Editor-in-Chief, Lá & Mr Ned Thomas, Mercator Media*

Russian Media in Latvia – Its journalistic Challenges  
*Mr Nikolaj Kabanov, Freelance Journalist and Member of Parliament, Vesti Segodnja, Latvia*

The Many Functions of Minority Media for Immigrants  
*Mr Rui Monteiro, Nordic Ethnic Media Union*

Discussion

**13.00-14.00 Buffet Lunch**

**14.00-16.00 MIDAS General Assembly**  
*Chair: Mr Günther Rautz, Secretary General, MIDAS*

Presentation and Discussion of balance and activity reports 2003/2004
Reports from the members

**16.00-16.30 Coffee / Tea**

**16.30-18.00 The Åland Islands – an Example of European Autonomous Regions**  
*Chair: Mr Lars Rosenblad, Editor-in-Chief, Vasabladet*

The Autonomy System of the Åland Islands  
*Mr Peter Lindbäck, Governor*

Current Political Issues between Åland and Finland  
*Mr Roger Jansson, MP*

**18.10 Bus to the Åland Islands Information Office**

**19.00-22.00 Reception at the Åland Islands information Office**

**Saturday 10.5**

**09.00-11.00 Minority Language Media Development Projects in Finland**  
*Chair: Mr Bojan Brezigar, Editor-in-Chief, Primorski Dnevnik*

A Digital TV for a Linguistic Minority  
*Ms Gunilla Ohls, Finnish Broadcasting Company Yle*

Cross-Frontier Media in Ostrobothnia – a Media Landscape between Two States  
*Mr Dennis Rundt, Editor-in-Chief, Vasabladet*

The Press Subsidy System in Finland and its Role for the Swedish Newspapers  
*Mr Lars Hedman, Editor-in-Chief, Jakobstads Tidning*

Systematic Development of the Newspaper and Readership among the Young  
*Ms Barbro Teir, Editor-in-Chief, Hufvudstadsbladet*

Discussion
11.00-11.30 Coffee / Tea

**11.30-13.00 Presentation of MIDAS activities**
*Chair: Mr Bjarne Lonborg, Editor-in-Chief, Flensborg Avis*

Presentation of the New Midas-Member Szabadsag  
*Mr Áron Balló, Editor-in-Chief, Szabadsag*

Presentation of the Russian Newspapers in the Baltic States  
*Mr Ilja Nikiforov, Editor-in-Chief*

Cooperation between MIDAS and Advertising Agencies.  
*Ms Editha Slezáková, Új Szó*

The Different Situation of Newspapers in Catalonia and the Basque Country  
*Mr Josep Camprubi I Casas, President, Regió7*

Co-operation between Midas and Eurolang  
*Mr Davyth Hicks, Editor-in-Chief, Eurolang*

Discussion

**13.00-14.00 Lunch**

**14.00-15.00 Midas Governing Board Meeting**

**15.00-17.30 Excursion to *Hufvudstadsbladet* and the Amos Anderson Museum, Drinks**

**19.00-21.00 Buffet at the Swedish School of Social Sciences, University of Helsinki**

**Sunday 11.5**

**Departures**
Victims and Journalists in Crises

Arranged at the European Journalism Conference Minority Languages, Media and Journalism, 8-11. May 2003

Location: Swedish School of Social Science, University of Helsinki
Host: Swedish School of Social Science at the University of Helsinki

Organizer: Ms Henrika Zilliacus-Tikkanen, Senior Lecturer, Swedish School of Social Science at the University of Helsinki

Programme

Saturday 10.5

13.00 Welcome Address
Ms Henrika Zilliacus-Tikkanen, Senior lecturer at the Swedish School of Social Science, University of Helsinki

13.30-15.00 Experiences of the Crises on Journalists
Ms Helena Prytz-Kanerva, Crises Therapist, Red Cross Finland

15.00-15.30 Critical Comments about the Observation of Crisis
Mr Nils Torvalds, Washington- correspondent for the Finnish Broadcasting Company

15.30-16.00 Coffee / Tea

16.00-16.30 Experiences of the Crises on Journalists - Competition in the Field
Mr Christoffer Wiik, Finland, journalist and disaster worker for the international Red Cross

16.30-17.00 Actions and Coping-strategies for the Journalists at the Disaster Scene and Afterwards. Lessons and Prevention before a Uniform Mentorship
Mr Jörgen Lundälv, Sweden, researcher and lecturer

17.00-18.00 Discussion
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