

MIDAS STUDY VISIT 2007 PROGRAMME

	Sunday 18 February	Monday 19 February	Tuesday 20 February	Wednesday 21 February	Thursday 22 February	Friday 23 February	Saturday 24 February	Sunday 25 February
9.00 - 10.00	Arrivals	Welcome to Vasa. Short individual presentations.	<i>Visit at Finnish Broadcasting Company's (YLE) Swedish department in Vasa; Host: Mr Max Jansson, Head of Department</i>	<i>Bilingual Services and Administration in a Bilingual City; Mr. Bengt Strandin, Deputy Mayor, City of Vasa</i>	Leaving for Jakobstad - Pietarsaari with minibus <i>Visit at Jakobstads Tidning, Host: Editor in Chief Henrik Othman</i>	<i>Individual program, individual journalistic work.</i>	Free time in Vasa	Departures
10.00 - 11.00		<i>Swedish-speaking Finns compared to other linguistic minorities</i> Kjell Herberts, Sociologist, Åbo Akademi University, Vasa		<i>Presentation of Media City at the Åbo Akademi University, Tommy Strandvall, project manager, Simon Staffans, coordinator</i>	<i>The Finnish Minority in a City with Swedish Majority</i> Editor in Chief, Osmo Ojala, Pietarsaaren Sanomat			
11.00 - 12.00		<i>Comparative discussion about the situations for the European linguistic minorities</i>	<i>Swedish Media in Finland, a brief Overview</i> Lars Rosenblad	<i>Introducion to the Finnish Educational System and the PISA study. The Education of Swedish Speaking Teachers in Finland.</i> Prof. Michael Uljens, Faculty of Education, Åbo Akademi University	<i>Visit at the UPM-Kymmene Pulp and Paper Mill in Jakobstad. Lunch.</i> Host: Mr. Martin Sweins			
12.00 - 13.00		<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	
13.00- 14.00		<i>Immersion</i> Professor Christer Laurén. University of Vasa	<i>A new way of Editorial thinking. A joint Editorial Department for Three Separate Newspapers.</i> Mr. Lars Hedman, Editor in Chief, The				Social program. Going to the Jannes Saloon restaurant in the	

			HSS Media Group. Vasabladet, Jakobstads Tidning, Sydösterbotten				Vasa archipelago with skidoos over the ice. Lunch. Possibility to go skidoo driving. Local fishermen fishing with net under the ice.	
14.00- 15.00		<i>Working for the Swedish language on the national political level</i> Finland´s Co- Ordinate Minister for Finance, Ms Ulla-Maj Wideroos (also a Member of Parliament for the Swedish People´s Party)	<i>What is Blogging all about?</i> Ms Lotta Back, journalist, Vasabladet, bloggen.fi		<i>Visit at Baltic Yachts, yachts builder in Bosund, Larsmo</i> Host: Lisbeth Staffans, managing director.			
15.00- 16.00		Short presentation of Vasabladet and the editorial office.	<i>Cooperation Projects to Strengthen the Swedish Newspapers in Finland</i> Lars Rosenblad					
16.00- 17.00			<i>Mobile Services for Newspapers</i> Mr Jan Laurén, Business Unit Manager, Arena Partners	<i>Visit at Wasa Teater, the Swedish Theater in Vasa.</i> Host: Mr. Paul Olin, actor and Theater Manager.				
Evening		Reception at the home of the Rosenblad family	Dinner	Dinner	Dinner	Dinner Ice Hockey game	Pub Evening	