



norden

Nordic Council of Ministers'
Office in Estonia



Nordic Public Service

Programme

Thursday, 11 June

- 12.00 Lunch
- 13.00 Welcome and Greetings ERR, Nordic PSB, NCM
- 13.20 Welcome: *Creative Industries and Public Service*
Laine Jänes, Minister of Culture, Estonia
- 13.30 *A Makeover of Public Service Media – to transform old media to 360-degree digital media.*
Leif Lønsman, Director of Music, DR, Denmark
- 14:10 *Why Public Service Media in a Digital Society?*
Kerstin Brunnberg, Former DG of Swedish Radio, Professor in Journalism
at University of Gothenburg, Sweden
- 14.50 Three workshops: introduction.
3 x 5 min.
Coffee break
- 15.20 Workshops
-Public Service is out! Who needs it when anyone can publish?
See workshop document!
- Public Service – a brand for small nations to cope with national heritage and global integration*
See workshop document!
- Building bridges and tearing down walls – Public Service, a guarantee for independent journalism*
See the workshop document!
- 17.30 Gathering and summing up from the workshops
3 x 15 min.
- 18.15 Conclusion of day 1 and inspiration for day 2.
- 19:30 Reception, hotel Radisson 24th floor

Friday, 12 June

09.00 Good Morning

09.10 "Here comes everybody" – new media behaviour
Speaker: Erik Kruse, Senior Adviser, Ericsson

09.40 "This is the way we do it"
Speaker: Emanuel Karlsten, editor and blogger from Sweden.

10.00 Three Workshops are introduced
3 x 5 min.
Coffee break

10.30 Workshops
-File-sharing: good, bad or worse? Who will pay for the content in the future?
See the workshop document!

-Public service needs new partnerships to be able to find new solutions
See the workshop document!

-Successes and failures –what we can learn from each others
See the workshop document!

12.30 Summing up
3 x 10 min.

13.00 Conclusion and Thank You – it will all continue on Facebook.

Mingle and lunch

More on Nordic issues: www.norden.ee

The Nordic Council of Ministers' Office in Estonia seeks intersections between the Nordic countries and Estonia in order to bring about a positive change. We draw people and ideas together, inspire new and collaborative behaviours and run grants schemes. At present we focus on creative industries, energy and climate.