



EEMPS

**OUTPUT
SUMMARY**

MEDIANE

Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES

Pair: **COE 113**

CASE STUDY - NEW WE PROJECT

1. Exchange Partners

	Partner 1	Partner 2
Name and Surname	Eva WÄLJAS	Manuela KALSKY
Job title	<i>Informant / Journalist</i>	<i>Director</i>
Organisation / Media	Federation of Tampere Ev.Lut. Parishes Finland	Nieuwwij.nl The Netherlands

2. Summary

Diversity in the editorial team provides the ability to look at society in different ways and helps to find those topics which are not very often in the spotlights of the media. Differences should be seen as valuable because they reflect the multiplicity in daily life. Participation and an active role of the audience enables the editorial staff to find signals of issues and phenomena that could otherwise remain unseen. The audience can influence the topics which media put on the agenda, and it can also influence the way the questions are framed and named.

3. Dissemination of the Output

We discussed this case study with a wide range of interested organisations, especially in Finland. These were, amongst others: Tampere and Helsinki Universities, Finnish National Broadcast Company YLE, Ministry of Interior in Finland, The Central administration of the Lutheran Church in Finland, Multicultural newspaper SixDegrees. We have also established several very promising media contacts which will certainly help us to implement some aspects of the New We-project in media activities in Finland and the Scandinavian countries.

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4. *Biographies of the authors*

Eva Wäljas works for the Federation of Tampere Ev. Luth. Parishes as an informant and a journalist. She is also a member of the board of the Church Media Foundation. Previously she worked for the Finnish national broadcasting company YLE. Eva Wäljas graduated from Helsinki University majoring in communication studies. She did her thesis on multicultural media. She also studied cultural studies for one year in Trent University, Ontario Canada. At present she is planning to apply for post graduate studies and her plan is to concentrate on religion and media in a diverse society.

Manuela Kalsky is director of the Dominican Study Centre for Theology and Society (DSTS) in Amsterdam, the Netherlands and in charge of the multimedial interreligious website www.nieuwwij.nl. She is holder of the Edward Schillebeeckx Chair for Theology and Society at VU University in Amsterdam. She studied theology in Marburg (Germany) and Amsterdam. From 2009 to 2013 she was in charge of an interdisciplinary research project into processes of religious transformation in the Netherlands, entitled: 'Searching for a 'New We' in the Netherlands'. At present she conducts research into multiple religious belonging in the Netherlands.