



**EEMPS**

**OUTPUT  
SUMMARY**

**MEDIANE**

## *Media in Europe for Diversity Inclusiveness*

### **EUROPEAN EXCHANGES OF MEDIA PRACTICES**

Pair: **COE 94**

#### **WHAT'S THE POINT OF PUBLIC SERVICE MEDIA?**

*PERSPECTIVES ON DIVERSITY FROM SWEDEN AND PORTUGAL*

#### **1. Exchange Partners**

	Partner 1	Partner 2
Name and Surname	<b>Marie WENNERSTEN</b>	<b>Sandra OLIVEIRA</b>
Job title	<i>Radio producer, director</i>	<i>Film producer, director</i>
Organisation / Media	<b>Sveriges Radio</b> (national public radio) Sweden	<b>4Change</b> Portugal

#### **2. Summary**

Our exchange of 5 days each, in each country (Sweden and Portugal), together with a lot of email exchange and telephone conversations, resulted in a film of 4.30 minutes. The film is a vox-pop style video, built on semi-spontaneous interviews with members of the general public, more or less prepared for the question: What is the point of Public Service media? Except the interviews that we see on the film, there are longer reasoning from all the interviewees to do with their background and memories connected to public service media.

#### **3. Dissemination of the Output**

The film was used as an introduction to a debate about Public Service media on the last day of the MEDIANE Brussels encounter, thus were seen by both the members of the panel (some also in advance) as well as the whole seminar group. The film is to be shown on Greek public television, ERT3. Also, the film is now at the CEO:s office of the Swedish Radio and has been seen and appreciated there.

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#### **4. *Biographies of the authors***

**Marie Wennersten** - Since 2005 - present, Director and Producer at the Radio Drama department at Swedish Radio, where she has directed and produced a number of plays with political and diversity content. Held the Chair at the EBU Radio Drama Group (up until the workshop 2014 when she became a regular member of the 8 countries-group). Educated at Stockholm University (Film and Literature), the Dramatic Institute (Radio), and the Royal Academy of Art in Stockholm (Art and New Media). Was the artistic leader/Director of the experimental web radio art channel SR c, 2001-2012.

**Sandra Oliveira** - With over ten years of experience in non-formal education and non-profits, she started her career as a journalist in 1992. Passionate about video production and documentary film making, currently dedicated to Visual Anthropology study as basis for researching new tools and innovative approaches in the fields of global education, community development and international cooperation.