



'The future of media: experience, models, practice'

6 May 2021

Panel Three: International Best Practice

This panel will explore examples of international best practice of media while also exploring best practice models that integrate, represent and nurture young people and talent.

15:55 Chair's introductions: Sinead O'Carroll, *The Journal*

16:00 Panellists' introductory remarks:

- Sarah Arnold, Maynooth University
- Atte Jääskeläinen, Ministry of Education and Culture, Finland
- Ruth McElroy, University of South Wales

16:15 Panel discussion and audience Q&A

16:45 Conference end

Sinéad O'Carroll is the Editor of *The Journal*, where she has worked for the past 10 years. She is a journalist and broadcaster who has presented a number of national radio and television shows. She is also a regular contributor current affairs, politics and sports programmes.

Sarah Arnold is Lecturer in Media at Maynooth University. She is author of the book *Maternal Horror Film: Melodrama and Motherhood* (2013), *Gender and Early Television: Mapping Women's Role in Emerging US and British Media* (2021), *The Film Handbook* (2013) and the co-authored *Media Graduates at Work: Irish Narratives on Policy, Education and Industry* (2021) with Anne O'Brien and Páraic Kerrigan. She has also guest edited edition of *Alphaville Journal of Film and Screen Media* titled 'Doing Women's Film & Television History' (2021).

Atte Jääskeläinen is Director General of Higher Education and Research Policy at the Ministry of Education and Culture, Finland.

Before joining the Ministry he was Professor of Practice and Chairman of Advisory Board at LUT University, Finland and is still Visiting Senior Fellow at LSE, London, since 2017.

He was also CEO of his wholly owned consultancy company and was active in the fields of strategic management and digital strategies for European public service media. He has also been Visiting Fellow at Reuters Institute, University of Oxford, 2017-2018. He co-authored European Broadcasting Union's News Reports 2018, 2019 and 2020.

He was Director of News and Current Affairs at Finnish Broadcasting Company 2007- 2017 and Managing Director and Editor-in-Chief of Finnish News Agency STT 2004-2006. He held senior business and political editor posts in the leading Finnish daily Helsingin Sanomat, 1995-2004.

Ruth McElroy is Professor of Creative Industries at the University of South Wales. She is co- director of the Centre for Media and Culture in Small Nations at USW which offers multidisciplinary research insights into the creative industries in different small nations. Ruth is currently working on a research project with Dr Caitriona Noonan (Cardiff University) exploring Screen Agencies as Cultural Intermediaries. Beyond the academy, Ruth is Chair of the film development agency Film Cymru Wales and is a member of the UK communications regulator Ofcom's Advisory Committee Wales.