

2009 Multi Nation Program: Eisenhower Fellow from Sweden

Karin Pettersson
Stockholm, SWEDEN



Editor-in-Chief, Fokus Magazine

With a background in economics and public service, Ms. Pettersson has emerged as an important voice on the Swedish media scene. As Editor-in-Chief of *Fokus Magazine*, she has expanded readership and launched an active online forum to address key domestic and international issues. She is also a member of Publicistklubben, which promotes freedom of the press and of expression. While on her fellowship, Ms. Pettersson visited with media institutions, politicians and political activists, think tanks, corporations and universities to gain insights on the impact of the internet on politics and traditional media.

Below is 10 days of appointments, from April 13 to 23 from Ms. Pettersson's travel itinerary in the United States:

Monday April 13

9:00am: Visit the Newseum

2:00pm: Meet with Arthur D. Mason, Executive Vice President, Cassidy and Associates. Mr. Mason is a veteran of Washington DC politics; he brings financial, legal, and political expertise to Cassidy & Associates' broad spectrum of government relations capabilities. Mr. Mason is a current member of the Republican National Committee's Team 100 and served on the 1996 and 2000 Republican National Convention Committees

Tuesday April 14

9:00am: Meet with Jim VandeHei, Executive Editor of Politico, to discuss coverage of Washington DC politics in a multimedia environment

Afternoon: Meetings you scheduled on your own

Wednesday April 15

9:00am: Meet with Mike Webb, Director of Communications at ProPublica, an independent, non-profit newsroom that produces investigative journalism in the public interest

2:00pm: Meet with Marc Frons, Chief Technology Officer, The New York Times

3:00pm: Meet with Andrew DeVigal, Multimedia Editor, The New York Times

Thursday April 16

10:00am: Meet with David Friend, Editor of Creative Development, Vanity Fair

4:00pm: Participate in Delacorte Magazine Lecture at the Columbia School of Journalism

Friday April 17

9:30am: Meet with Isabel McDonald, Communications Director, and Steve Rendall, Senior Analyst, at FAIR: Fairness & Accuracy in Reporting

3:00pm: Meet with various editors at Time Magazine

Monday April 20 and Tuesday April 21

8:30am to 7:00pm: participate in IPDI Politics Online Conference. *The Politics Online Conference sits at the intersection of smart politics, good governance, transparent democracy, and innovative technology, spotlighting tools, applications, strategies, and ideas that affect a range of functions, from writing policy to organizing democratic movements to running a smarter political campaign to building dialogue with your constituents*

Wednesday April 22

9:00am: Meet with Caroll Doherty, Associate Director, Pew Research Center for the People & the Press, an independent, non-partisan public opinion research organization that studies attitudes toward politics, the press and public policy issues. In this role it serves as a valuable information resource for political leaders, journalists, scholars and citizens

2:00pm: Meet with Steve Murphy, Murphy Putnam Media. This meeting was suggested by Kevin Gunn, 2009 USA Fellow

4:00pm: Meet with Brian Kelly, Editor, US News and World Report

Thursday April 23

9:00am: meet with Michael Cornfield, Vice President of Research and Media Strategy, 720 Strategies, and Adjunct Professor in Political Management, George Washington University. He also wrote "Plays for the Presidency," a nonpartisan interactive blog that described the moves and counter-moves of the 2008 race for the White House, and is currently Vice-President of Public Affairs for ElectionMall.com, a nonpartisan campaign technology company

2:00pm: Meet with Alan Rosenblatt, Associate Director for Online Advocacy, Center for American Progress. Mr. Rosenblatt is a frequent speaker and author on digital media, advocacy, and politics, including social networking, blogging, grassroots, and mobile advocacy strategies. He is the founder of the Internet Advocacy Center and the Internet Advocacy Roundtable

4:00pm: Meet with Emily Murphy and Joe Rospars, Founding Partners, Blue State Digital