

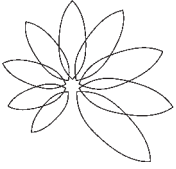


HELSINGIN  
SANOMAIN  
SÄÄTIÖ



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Helsingin Sanomat Foundation  
Annual Report  
2009



HELSINGIN  
SANOMAT  
FOUNDATION

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Helsingin Sanomat Foundation  
Annual Report  
2009



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## The Foundation Finances Research Trips to the Future of Journalism

How can newspaper companies find new sources of funding when the basic model of financing through advertising income and subscriptions no longer works today? This question preoccupies newspaper people everywhere whenever the present status and the future of the printed word are considered.

The Internet has increased the number of newspaper readers to record levels, but contrary to what many believe, income for newspaper companies has declined. As papers distribute their contents for free on the Internet, so the number of readers indeed increases, but the advertising revenue decreases.

An instructive example is the British quality newspaper *The Guardian*, whose Internet services are used by 37 million people around the world. Even the printed version of the newspaper has over one million readers, yet the deficit still amounts to more than EUR 10 million a year.

Many quality newspapers have ended up reducing the size of their editorial staffs. For example, almost 100 people from the staff of the Swedish newspaper *Dagens Nyheter* have been let go. In the United States the staff of the *Los Angeles Times* has been downgraded from 1,100 to 600. In the United States many newspapers have stopped publication altogether, and even well-known newspaper chains are about to end up in bankruptcy, such as the influential *Chicago Tribune*.

Fortunately, Finnish newspapers are still doing pretty well. But the world of the Internet is definitely with us too.

In research projects funded by the Helsingin Sanomat Foundation answers have been sought for the pressing problems in this field. One of the timeliest projects was the report prepared at the end of last year entitled *Journalismin trendit Yhdysvalloissa* (Trends in American Journalism). It dealt with the crisis in the business models for journalism in the United States in the year 2009. According to the report's conclusion, at least in the United States editorial staffs are downsizing, the number of professional journalists is decreasing, and readers them-





selves are participating in making news content more than ever before. There is, for example, the fact that journalism is no longer about making content, but rather about merely choosing links for surfing on the Internet. This means that journalism is moving from the era of content economy to an era of link economy.

In addition to its research projects the Foundation has also financed education for mid-career journalists at leading universities abroad, established an international master's programme at the University of Helsinki, and funded a guest professorship for practical journalism at the University of Tampere.

In addition to distributing grant money, the Foundation honours its commitments as a non-profit organisation by maintaining the Päivälehti Archives and the Päivälehti Museum. These operations were enlivened by the 120-year anniversary of *Helsingin Sanomat* (formerly *Päivälehti*) celebrated in 2009. During the anniversary year the exhibition *Tulevaisuuden sanomalehti* (The Newspaper of the Future) especially captivated visitors to the Päivälehti Museum. The exhibition gave tips about how newspaper readers in the future can decide for themselves what kind of front page they want or even how they can construct the entire newspaper themselves.

The treasures of the Päivälehti Archives were augmented by photographs of the 120-year anniversary exhibition of *Helsingin Sanomat*, documents from the correspondence of WSOY authors, and an essay competition through which recollections of doing newspaper work were acquired.

During its four years of operations, the Foundation has distributed grants and other subsidies in the amount of approximately EUR 15 million. Last year 27 projects were started up with the aid of the Foundation's grant money.

Even though economic growth appears unstable for us as well as for others, in the coming year the Foundation intends to advance high-level scholarly research with EUR 5 million.

*Heleena Savela*  
*President*

## Operations

The year 2009 was the fourth full year of operations for the Helsingin Sanomat Foundation. The Foundation was formed when Helsingin Sanomat's Centennial Foundation merged with the Päivälehti Archives Foundation in December 2005. The Helsingin Sanomat Foundation was entered into the Foundation Registry of Finland on 31 October 2006, and it began operations on 1 November 2006.

The purpose of the Foundation is first and foremost to promote and support research connected to communications and the communications industry, futures research with special attention to interdisciplinary aspects, and other research significant to the well being, development, and international position of Finnish society.

The aim of the Helsingin Sanomat Foundation is to safeguard the future of the Finnish media, especially the future of newspapers. In order to achieve this aim, the Foundation distributes grants and fellowships for research and education in the area of communications and maintains the Päivälehti Archives and the Päivälehti Museum.

The Helsingin Sanomat Foundation is a member of the Council of Finnish Foundations and of the European Foundation Centre (EFC).

During the year 2009 grants and donations in the amount of EUR 2,894,325 were awarded to a total of 27 projects. Retracted grants totaled EUR 51,699. The Sanoma Group made a gift to the Foundation of EUR 150,000, which the Foundation in turn donated to IPI Finland for the purpose of defraying the expenses of organising the World Congress of the International Press Institute.

The Helsingin Sanomat Foundation celebrated its annual Foundation Day on Thursday, 19 September, in the Päivälehti Museum. During the event the grants awarded at the beginning of the year were announced. In addition the journalists who had received Foundation fellowships told about their experiences studying in universities abroad.

In the autumn the fourth incumbent was chosen for the Guest Professorship donated by the Foundation to the Department of Journalism and Mass Communication at the University of Tampere. During 2010–11 the professorship will be filled by Hannu Pulkkinen, PhD, design manager for Sanoma News.

With the help of fellowships awarded by the Foundation, twelve Finnish journalists began their studies at top universities abroad dur-

ing the reporting period. In Europe these included the Reuters Institute for the Study of Journalism at the University of Oxford and the Journalisten-Fellowships programme at the Freie Universität in Berlin. In the United States the journalist fellows studied at universities in California: the University of California at Berkeley, the USC Annenberg School for Communication & Journalism, and the Innovation Journalism programme at Stanford University.

During the year the Foundation joined a post-doc pool created by Finland's largest foundations. The purpose of the pool is to select researchers who have recently completed their doctoral dissertations to pursue post-graduate research at outstanding universities abroad.

The Foundation organised an essay competition for former and current employees of Sanoma News (formerly Sanoma Corporation) in honour of the 120-year anniversary of *Helsingin Sanomat*. In November the Foundation arranged a photographic exhibition at the Media Plaza in Sanoma House entitled *Helsingin Sanomista, päivää!* (Hello from Helsingin Sanomat!).

During the reporting period the Helsingin Sanomat Foundation established an insider register, which is kept in the Foundation's office. On the register are listed the members of the Foundation's Board of Trustees, the members of the committees, and the Foundation's president along with family members of the previously mentioned persons and any businesses which the previously mentioned persons run, either directly or over which they have authority or significant influence.

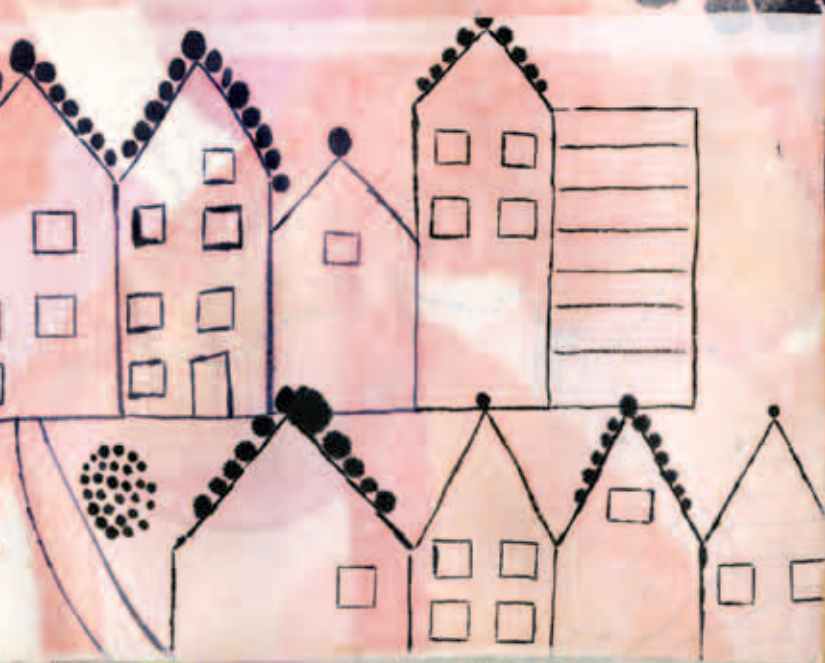
During the year there have been no exceptional transactions carried on either in fundamental or routine commercial terms with individuals on the insider register.

In the course of the year the Foundation organised six invitational seminars.

\* \* \*



Prenzlauer Berg  
Mitte  
Tiergarten Kreuzberg  
Steglitz





## A Journalist's Gap Year

When Anna-Liina Kauhanen began her scholarship year in Berlin, she had many goals – none of which was very modest

**I**t was a really big gaffe, of course. I called my hairdresser by her first name. You don't do that in Germany. No, not even if the hairdresser is chattering about her dog, serving green tea, wanting the customer to sniff different fragrances from slips of paper to say which she prefers, and then, from the fragrance, deciding the chakra on the basis of which an essential oil is chosen for a head massage.

In calling the hairdresser by her first name, I sent a signal that I did not really value her work. Even though I really did. I valued tremendously that I was getting to sit in Berlin in a comfortable chair for three and a half hours in the middle of the day, and around me was the fragrance of India, my teacup was full, and my scalp was being brushed. No hurry, no stress.

Well, going to the hairdresser was perhaps the only service that is more expensive in Berlin than in Helsinki. At least, if you want your hair cut according to Ayurveda teachings and to have it made clear that right now the root chakra is the thing you should be concentrating on. And why wouldn't I want such a thing?

Berlin is indeed an alternative-filled and creative capital city. I was in Berlin for the kind of gig in which the band brushed a handmade electric kantele with a horse hairbrush, licked the sound box of a guitar, and scraped on the strings of a violin with a piece of styrofoam. It was an experience. And that was just the reason I had applied for a scholarship year.

**W**ith a scholarship from the Helsingin Sanomat Foundation I studied for almost a year in Germany in the European Journalist-Fellowships programme (EJF) at the Freie Universität of Berlin. I participated in the EJF – the European journalists’ programme – during its tenth year, from 1 October 2008 to 31 July 2009.

The programme was a German-language one – all of it. Some of the East European participants did not even know beginning English. Before the programme began, I had taken my own advice and prepared with a month-long language course in Berlin, brushing up on accusatives and datives. At first I spoke in any way I could, not in the way I wanted to. But one of the goals of my scholarship year was to master German as a new working language. I did it too. And already after a couple of months, I was even able to write what I wanted.

In addition to having new experiences I also had other goals. I longed for a change of rhythm: without hurry. There I succeeded. I also wanted to experience the enchantment of eastern Central Europe. That’s what happened. You could not avoid getting new information, experiences, and outlooks. I wanted to learn, to concentrate on my own research project, and to get to know colleagues from other countries.

I spent a most interesting year in Germany, coloured by the most interesting themes: the global economic crisis and Germany’s especially difficult economic situation, Germany’s year of many elections, the German federal republic’s sixty-year celebration, the fall of the Berlin wall and unification, the twentieth anniversary of the end of the DDR’s story.

The EJF programme assembles about ten journalists who have been working professionally for several years for two terms in Berlin. We were eight women from eight countries – the others were from Bulgaria, Croatia, Norway, Slovenia, Slovakia, the Czech Republic, and Hungary – and one man, Radovan from Slovakia. The youngest was 28; the oldest, 42.

We were from television, radio, and newspaper; there were cultural journalists, editorial writers, anchormen, and critics. We also came from very different journalism cultures. The Bulgarian was bothered by the Stasi past of her editor-in-chief. The Hungarian wrote cosmetic reviews for an Internet paper and sought the meaning of life by work-

ing for a leftist political party think-tank. The Slovakian had to resign from a magazine in order to be able to participate in the programme.

During the year I ended up following events when some of my colleagues were fired from their jobs during the scholarship period because of economic difficulties in the home office. Salaries were cut with only a few days' warning. I also realised what it means when all kinds of shenanigans damage the work and even the personal life of a journalist. The Bulgarian colleague tried to vote in the European election at her Embassy in Berlin. But someone had done it for her: on the voting list there was already a signature by her name.

**T**he heart of the EJF programme is the weekly *Jour fixe* discussion. In these meetings a prestigious guest speaker introduces a theme each time and gives a lecture.

During the lecture we sit around a large table in front of name cards, munch cookies, and sip *Apfelschorle*, a mix of mineral water and apple juice. And listen to the lecture, which very often a group of politicians, diplomats, entrepreneurs, and researchers has heard before us.

Thanks to the *Jour fixe* discussions, I met dozens of German power players: former and current politicians, researchers, influential figures in art and business life, entrepreneurs, and journalists. There was the editor-in-chief of *Stern*, Hans-Ulrich Jörges; Germany's editor-in-chief of Agence France Press, Oliver Junkers; the writer and professor Gertrud Höhler, and so on.

The deep immersion in Germany's – or the Germanies' – political history was good for me. For that reason, my favourite guests in the *Jour fixe* were Günter Schabowski, formerly a member of the Central Committee of the Socialist Workers Party (SED) of the DDR, and the politician Walter Momber, who was the mayor of West Berlin when the Berlin Wall fell. They shed fascinating light on the events of the year 1989, the collapse of East Germany, and the process by which East and West Berlin and East and West Germany were united.

Besides the past we also talked about Europe's current crises, the world's economy, the presidential election in the United States, and Europe's relationship to the west as well as to the east.

One of the goals of my year in Germany was to complete my university degree. I almost did it, too. I was researching global journalism. The goal of the EJF programme is for the scholarship recipients to carry out their own research projects in their own branch of journalism in the course of the year. The research project can be a collection of scholarly articles, a broad case study, a book, or an analysis.

I started with a big gesture and signed up for a lot of different seminars dealing with perspectives on globalisation. With the EJF programme scholarships, you can also study in Berlin's other university-level institutions along with the Freie Universität.

The return to the lecture hall from the office was delightful. The old-fashioned, futuristic campus of the Freie Universität in Dahlem-Dorf is in the centre of an idyllic villa area, and the long, well-worn lanes and the paths trampled by 30,000 students made me smile.

Actual university study in Germany turned out to be tedious and a bit dull. In fact, I expected more lectures so that I would get to listen and enjoy picking out ready-made citations for my own writing. But in the seminars the central thing was that each student took turns preparing an introduction to the day's theme. Just in the matter of language it was a major effort. Preparing the introduction, *das Referat*, was arduous homework requiring a lot of time.

Discussion followed the *Referat*, during which the adjunct professor participated very little. At worst this meant long-winded discussions at a general level, and in the confusing notes you made, it was not only the grammatical errors that could be criticised. At best I got important insight into my own research. I have to admit, however, that I adjusted my timetable a little during the year. I realised that it was a good combination to have six hours of German courses and six hours of other lectures per week, as well, of course, as the portion of the EJF programme on top of that. During the last three days of each week I was writing my thesis.

In my research project I examined the public discussion about globalisation and the connected chain of news events related on the pages of the Finnish newspaper *Helsingin Sanomat* and the German newspaper *Süddeutsche Zeitung*. My case study was the decision of the mo-



bile telephone company Nokia to move its factory from Bochum in Germany to Romania. My subject was one of the most academic. My colleagues examined such topics as how Berlin's gallerists survived the economic maelstrom, what makes Berlin attractive, and the kinds of plans Hitler had for Slovakia.

**F**or future scholarship recipients I advise taking the research project seriously, but at the same time, not be too hard on yourself. The EJF programme is mainly very free, but the scholarship holders are expected to produce high quality projects and final reports.

During my scholarship year I got to take a look at German journalism, the university world, central European cultural life, society, and politics. A more important gift is the interest in Germany and Central Europe. The study trip around Germany that is part of the EJF programme also deserves special acknowledgement. We toured the country for a week on a tight schedule: the European Central Bank, the Frankfurt stock market, the television company *Zweites Deutsches Fernsehen* (ZDF), the German Cancer Research Centre (DKFZ), and more.

Even if I would really enjoy being only in Berlin. It is a multicultural metropolis in which it is fun to live. As always when changing to a new country or a new language and culture, there are many things you have to take care of. I enjoyed enormously those first weeks when I was getting to know German daily life: today a library card, tomorrow a tax card, next, a mobile telephone connection. Practical things got done with a moderate amount of effort, and one can go to Berlin even with a family. In fact the only obstacle to overcome is making the decision to speak German in daily life as well as in academic discussions.

My Berlin year was free, busy in a positive way, and intensive. I got to know new people, I participated in many interesting discussions, I had new experiences and gained new perspectives. Berlin is filled with layers of political history. I especially enjoyed Berliners' cultural life – and the Sunday brunches.

*Anna-Liina Kaubanen*  
*The writer works as the Scandinavian*  
*correspondent for Helsingin Sanomat.*

## Grants and Fellowships

During 2009, grants and donations in the amount of EUR 2,894,325 were awarded to a total of 27 projects.

Grants and fellowships were announced to each of the applicants personally and on the Foundation's web pages ([www.hssaatio.fi](http://www.hssaatio.fi)).

During the time it has been operating, the Helsingin Sanomat Foundation has distributed grants and donations in the amount of EUR 14,369,536 to a total of 137 projects. In addition the Foundation has supported the renovation of the Päivälehti Museum's permanent exhibition with EUR 1 million. During the time of operations grants totalling EUR 146,199 have been retracted.

For the year 2010 the Foundation has reserved EUR 5 million for grants and fellowships. The criteria for awarding grant money are the same as in the previous year.

*The University of Helsinki,  
Department of Communication,  
Communication Research Centre (CRC)  
Anu Kantola, PhD*

**ELECTION MONEY CRISIS: THE RELATIONSHIP  
OF MEDIA AND POLITICS AT A TURNING POINT**

The purpose of this study is to explain the significance of the election funding crisis that started in Finland in the spring of 2008. The decades-old, established practices of the Finnish political system appear to be in crisis. The situation offers an excellent opportunity to shed light on the current nature of the relationship between the media and the political system and show how the system has changed.

388,891 €  
.....

*The University of Helsinki,  
Institute of International Economic Law (KATTI)  
Pia Letto-Vanamo, Director*

**NEW MEDIA LANDSCAPE:  
CHALLENGES TO COPYRIGHT**

The goal of the project is twofold: first, to identify as comprehensively as possible the current copyright problems related to the media, and second, to investigate some of the most essential of these problems. The focus will be on the challenges brought about by digitalisation and the accompanying changes in information transmission and traditional journalism.

280,000 €  
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*International Press Institute (IPI)*  
Over 250 editors, publishers, and leading journalists from more than 40 countries attended the World Congress of the International Press Institute (IPI) held in Helsinki from 6–9 June 2009.

250,000 €  
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*The University of Helsinki,  
Department of Communication,  
Communication Research Centre (CRC)  
Professor Hannu Nieminen*

**RUSSIA IN THE FINNISH MEDIA**

The project explores the image of Russia and the Russians as portrayed by the Finnish media. The theme will be examined from various angles, including at the level of media content, at the level of journalistic practices, through the culture of political and public debate, and at the level of ordinary citizens.

218,000 €  
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*The University of Helsinki,  
Aleksanteri Institute  
Markku Kangaspuro, Adjunct Professor*

**MEDIA AS A CONSTRUCTOR OF RUSSIAN  
IDENTITY: RUSSIA BETWEEN THE HISTORY OF  
THE SECOND WORLD WAR AND A EUROPEAN  
FUTURE**

This research is part of an international project entitled “Memory at War” led by the University of Cambridge and carried out at five universities during the period 2010–12. The goal of the project is to examine the debates over the interpretations of history that have recently become apparent in Russia, Poland, Ukraine, and Estonia.

216,575 €  
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*The University of Tampere,  
Department of Journalism and Mass  
Communication, Journalism Research and  
Development Centre  
Esa Reunanen, PhD*

**HOW WILL THE RECESSION  
AFFECT JOURNALISM?**

The study examines what kinds of journalistic processes, practices, and actors grew stronger or weaker owing to the economic recession of 2008.

141,725 €

*The University of Helsinki,  
Department of Communication,  
Communication Research Centre (CRC)  
Johanna Sumiala, PhD*

CHARLIE BIT MY FINGER! WHAT NEWS  
MEDIA CAN LEARN FROM YOUTUBE

The project will examine how YouTube establishes communities, the contents that appear the most attractive in terms of community formation, and how the relationship between the media and the user operate in the YouTube environment.

125,000 €

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*The University of Helsinki,  
Department of Communication,  
Communication Research Centre (CRC)  
Professor Hannu Nieminen*

THE FUTURE OF REGIONAL NEWSPAPERS

The project will endeavour to identify future scenarios for local newspapers in situations characterised by deep structural change in the media industry.

120,000 €

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*The University of Tampere,  
Department of Journalism and Mass  
Communication, Journalism Research  
and Development Centre  
Professor Heikki Luostarinen*

THE CHANGING MEDIA ENVIRONMENT  
OF CHILDREN AND YOUTH:  
A FOLLOW-UP STUDY, PHASE 2

Approximately 60 children living in the towns of Tampere and Vesilähti, Finland, are being monitored for how they use the media. Groups whose members were 8, 11, and 14 years of age in 2007 participated in a previous study carried out in that year.

111,670 €

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*The University of Tampere,  
Department of Journalism and Mass  
Communication, Journalism Research  
and Development Centre  
Esa Reunanen, PhD*

THE ECONOMIC CHANGE  
OF 2008 IN THE MEDIA

The study examines the role of journalism in building trust in the economy and the legitimization of economic policy during the economic crisis of 2008. The study utilises the methods of both quantitative and qualitative content analysis. The analysis compares economy and economic policy reporting in *Helsingin Sanomat*, *Kaupparehti*, and the *Financial Times* over approximately a two-year span.

100,000 €

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*The University of Tampere,  
Department of Journalism and Mass  
Communication, Journalism Research  
and Development Centre  
Professor Iris Ruoho*

WOMEN'S MAGAZINES AS PLACES OF  
PUBLICITY AND JOURNALISM

The study examines how women's magazine journalism compares today to that in earlier years. It considers the role that women's magazines have had as a public forum and how magazine writers themselves perceive the role of their publications. Answers to these questions will be sought by interviewing journalists who write for women's magazines and by analysing the content and development of the journalistic image of women's magazines from 1968 to 2008.

95,115 €

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*The University of Helsinki,  
Department of Communication,  
Faculty of Social Sciences  
Professor Esa Väliverronen*

CUT-AND-PASTE JOURNALISM?

The study examines the sourcing practices of news media. The relationship between public relations and journalism will be investigated by establishing the extent to which Finnish journalism depends on public relations for its output. The role played by other media in shaping news content will be identified in order to track the degree to which newsrooms derive and circulate material from their rivals.

68,000 €  
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*The World Press Institute*

THE HELSINGIN SANOMAT FOUNDATION  
FELLOWSHIP WITHIN THE WORLD PRESS  
INSTITUTE

Each year the WPI Fellowships Programme offers international journalists an opportunity to be immersed in the life and culture of the United States for eight weeks. Over a three-year period the Helsingin Sanomat Foundation Fellowship is funding one Finnish journalist per year to attend this programme.

50,440 €  
.....

*Aki Petteri Lehtinen, MSc*

STORIES ABOUT THE TRUTH:  
HOW JOURNALISM PRESENTS  
THOUGHTS AND REALITY

This research, which will result in a book-length publication, deals with epistemological questions in journalism from the viewpoint of the concept of representation. Using a philosophical approach, the author seeks to shed light on the different means of journalistic representation and its practical and epistemic limits as well as its objectives and possibilities.

33,500 €  
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*The University of Helsinki,  
Department of Communication,  
Communication Research Centre (CRC)  
Professor Hannu Nieminen*

MEDIA FOR DEMOCRACY MONITOR

The research project is the Finnish part of an international comparative study, The Media for Democracy Monitor, which will be conducted in twelve countries during the year 2012. The purpose is to assess how well the media today serve to carry out democracy.

32,200 €  
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*Helsinki City Youth Department*

THE YOUTH VOICE EDITORIAL BOARD

The goal of the project is to motivate young people to produce media content for the mainstream media. Members of the Youth Voice Editorial Board will write articles for *Helsingin Sanomat* and produce programmes for the Finnish Broadcasting Company YLE.

30,000 €  
.....

*Tanja Aitamurto, Journalist, MA, MSc and  
Licentiate of Philosophy*

DIGITALISATION OF NEWSPAPERS AND  
THE IMPACT ON BUSINESS MODELS,  
JOURNALISTIC CONTENT AND PRODUCTION

The purpose is to explore how emerging business models affect journalistic content, production processes, and journalistic practices.

27,000 €  
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*The University of Helsinki,  
Swedish School of Social Science  
Henrika Zilliacus-Tikkanen, PhD,  
and Tarja Savolainen, researcher*

BEST GENDER PRACTICES  
AND NEWS PRODUCTION

The purpose of the research is to explore the equality work in Finnish newsrooms and publicize the so-called best gender practices. The plan is also to analyse how equality work has affected the position of women in the newsroom. The project is based on interviews and literary material (such as gender equality plans) collected in the project entitled "The Global Report on the Status of Women in News Media." The research constitutes the Finnish part of a larger project called "Nordic Best Gender Practice/Verktogsåda för jämställdhet på nordiska nyhetsredaktioner."

26,520 €

*The University of Helsinki,  
Faculty of Social Sciences,  
Department of Political Science  
Juri Mykkänen, PhD*

CAMPAIGN STRATEGIES, MEDIA COVERAGE  
AND VOTER BEHAVIOUR IN A MEDIATIZED  
WORLD: ASSESSING FINNISH ELECTIONS IN A  
COMPARATIVE PERSPECTIVE

The goal of this research is to assess critically the alleged role of mediatization in late-modern political campaigning and voting behaviour in Finland. It will link up with an international research team engaged in similar research being conducted in continental Europe and Great Britain.

23,000 €

*The University of Tampere,  
Department of Journalism and Mass  
Communication, Journalism Research  
and Development Centre*

*Esa Reunanen, PhD*

MEMORIAL BOOK FOR VEIKKO PIETILÄ

A volume in memory of Professor Veikko Pietilä (1941–2009) will be produced with Pietilä's articles and translations, some of which have never before been published.

21,350 €

*Risto Jussila, Licentiate*

THE FINNISH NEWS AGENCY AND STATE  
AUTHORITIES DURING THE PRESIDENCY OF  
URHO KEKKONEN (1956–81). DISSERTATION.

The purpose of the study is to examine the role of the Finnish News Agency (STT) in reporting political news during the long and often controversial presidency of Urho Kekkonen (1956–81). How did the STT view its role? How was the role of the STT perceived by others? Did the STT play the role of "watch dog" of political power?

21,000 €

*The University of Helsinki,  
Swedish School of Social Science  
Henrika Zilliacus-Tikkanen, PhD*

WOMEN IN FINNISH NEWS  
MEDIA ORGANISATIONS

The Finnish report for "The Global Report on the Status of Women in the News Media," the study explores gender division in newsrooms, in news media management, and in news media governance. It also documents practices that facilitate women's advancement.

20,000 €

*The University of Helsinki,  
Department of Communication,  
Communication Research Centre (CRC)  
Salli Hakala, Researcher,  
and Johanna Sumiala, PhD*

VIOLENCE AND THE NETWORK SOCIETY

The goal of this project is to host an international conference in which such topics will be raised as how the media represent and communicate violence and how actors, including perpetrators, victims, witnesses, mass media, social media, and society itself, use different media to convey violent acts.

15,000 €  
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*Petri Salmén, Graphics Editor, Helsingin Sanomat  
Kimmo Penttinen, Graphics Producer, Aamulehti*

A GUIDE TO BETTER USE OF NEWS GRAPHICS

Visual representation of information is produced in many different ways, all of which help the reader to understand measures, scales, quantities, directions, plans, and causality. Such methods as equating parallel models of operations and attributes can make issues more comprehensible.

5,000 €  
.....

Donations

A one-year subscription to *Helsingin Sanomat* will be given by the Helsingin Sanomat Foundation to the top graduates in Finnish language study at each Finnish high school.

72,780 €  
.....

Other Donations

4,550 €  
.....

Fellowship Programme

*Jussi Ahlroth, Mimma Lehtovaara,  
Jarmo Raivio, Sampo Vaarakallio*

REUTERS INSTITUTE FOR THE STUDY OF  
JOURNALISM, THE UNIVERSITY OF OXFORD

*Janne-Pekka Manninen, Jukka Perttu, Matti Posio*  
STANFORD UNIVERSITY,  
PALO ALTO, CALIFORNIA

*Ayla Albayrak*  
UC BERKELEY, BERKELEY, CALIFORNIA

*Niko Nurminen, Pekka Pekkala*  
MA PROGRAMME IN SPECIALISED  
JOURNALISM, USC ANNENBERG,  
LOS ANGELES, CALIFORNIA

397,009 €  
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## Four Kilometres of Cultural History In the Päivälehti Archives over one hundred years of history have been collected about the Erkko family and the Sanoma company

**W**hen you step into the Päivälehti Archives close to the fire station on Helsinki's Korkeavuorenkatu, the first thing you sense is deep silence and peace. The small room for researchers is deserted; the guest book shows that no one has yet made any request today for information in the archives. The previous day there were two visitors.

In the private archives maintained by the Helsingin Sanomat Foundation, historical materials going back one hundred years have been collected about the Sanoma company. Finnish business and cultural history fills four kilometres of shelf space.

But is this valuable material available to outside researchers to use?

The accusing finger of history researchers has been pointed towards Korkeavuorenkatu since the beginning of the twenty-first century when Professor Juhani Suomi completed his biographical series on President Urho Kekkonen, and Kekkonen's archival materials in Orimattila were opened for others to use. Then it became the turn of the Päivälehti Archives to bear the stamp of Finland's most tightly closed archive.

Some history researchers were especially annoyed by the fact that the archive of the former foreign minister, Eljas Erkko (1895–1965), CEO of the Sanoma Corporation, was not available for them to use.

Pekka Anttonen, the director of the Päivälehti Archives, dismisses the claim that his archive is closed to researchers. Only Eljas Erkko's archive is stamped closed, Anttonen says. "That archive has not been available for researchers to use because Eljas Erkko's biographers have had exclusive right to the material".



1936

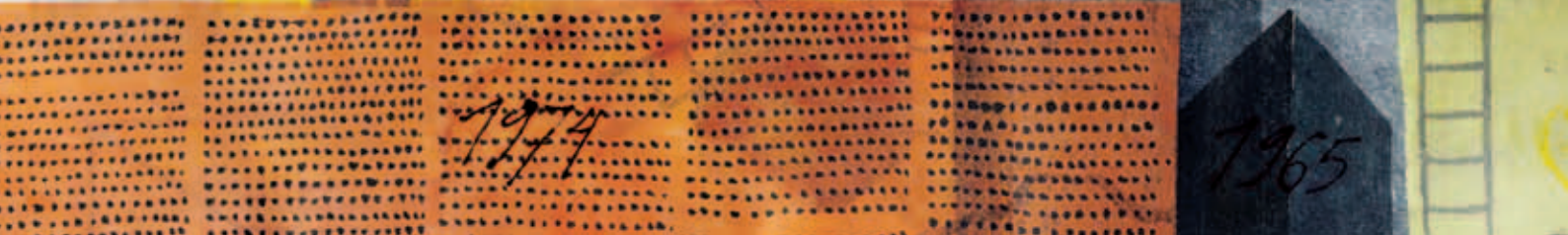


1902, 1879, 1



1974

1965





Raimo Salokangas and Ohto Manninen have written a biography of Eljas Erkko. The work is now complete, the biography has been published, and information about Eljas Erkko can be read in their book by everyone.

“As I understand it, we got to use all the material”, Salokangas says. “There were no big surprises or hidden skeletons in the archive”.

**A**mong the most interesting materials, Salokangas mentions Eljas Erkko’s extensive correspondence as well as his diaries and memoranda. These are notebooks and calendars to which letters and labels with annotations have been glued. Notes do not exist from every time period, however.

Eljas Erkko’s diaries and notes have been deposited in the safest place in the Päivälehti Archives – a fireproof cabinet. There are also minutes of the meetings of Sanoma Corporation’s precursor, Helsingin Suomalainen Sanomalehti Osakeyhtiö, and the oldest documents of *Helsingin Sanomat*’s predecessor, *Päivälehti*.

In the same archival storeroom there are numerous shelves with other materials from three generations of the cultural and publishing family, the Erkkos.

The most noteworthy of these materials are from the founder of *Päivälehti*, Eero Erkko (1860–1927), his son Eljas Erkko, and Eljas Erkko’s son, Aatos Erkko (b. 1932), nowadays the principal owner of the Sanoma Group.

Also found in the family archive are the collections of the poet J. H. Erkko (1849–1906), Eero Erkko’s brother, and Maissi Hollander Erkko (1872–1936), Eero Erkko’s wife. At the end of the shelves other names are visible, such as Ruuto Erkko (Eero’s younger brother), Paavo and Eero Olavi Erkko (Eljas’s brothers), and Violet Erkko (Eljas’s wife), but their collections are small. The materials of Aatos Erkko’s sister, Patricia Seppälä (1924–2001), are not in this archive.

The minutes of the general meetings of the Sanoma Group and the meetings of its Board of Directors as well as the archive of the chairman of the Board’s office have been placed on locked shelves. In some boxes there are even quite recent documents of business activities and correspondence.

The most important guarded portion of the Päivälehti Archives consists of some 300 shelf metres, less than one tenth of the Archives' total material.

The Erkkö family archive has been deposited in the Päivälehti Archives, not donated, and therefore in order to use the materials, researchers need the permission of Aatos Erkkö, the head of the family, says Päivälehti Archives' director Anttonen.

For example, Professor Seppo Zetterberg, who wrote a 600-page biography of Eero Erkkö, got permission to use the Erkkö family archive before Salokangas and Manninen. Panu Rajala, a researcher in literature, examined the family papers while writing a personal portrait of J. H. Erkkö, entitled *Runoilijan sydän* (The Heart of a Poet), and editor-in-chief Keijo K. Kulha got permission to use the Eljas Erkkö materials in the 1980s for his book dealing with *Helsingin Sanomat's* political policies.

**R**esearchers have not been granted access to the extensive and very detailed archive of Aatos Erkkö. "No one has even tried", says Pekka Anttonen with a laugh. Permission is very seldom requested to see the papers of the other family members either, the Archives' director adds.

Most of the space in the Päivälehti Archives' storerooms is taken up by the yearly volumes of *Helsingin Sanomat*, *Ilta-Sanomat*, and the Sanoma Group's other publications. These are also the Archives' most frequently used materials.

The number of researchers, journalists, TV producers, and ordinary citizens using the Archives annually is between 200 and 300. In addition there are about 300 requests for information by telephone and e-mail.

The domestic newspapers and magazines published by the Sanoma Group are carefully deposited in the Archives in bound volumes. Issues of *Helsingin Sanomat* and *Ilta-Sanomat* are also microfilmed and digitised. Thus, the archival materials can be read in three ways: by browsing through hard copies, by looking at rolls of microfilm, or by a computer search. Published printed materials can be examined in the Archives' reading room without applying for permission. To use other

materials of the Sanoma company permission is needed. It is granted by the CEO of the appropriate division of the Sanoma Group on the basis of a statement given by the director of the Archives.

“Everyone who has applied has received permission”, Archives’ director Anttonen says. “The use, however, is limited in that researchers are not given permission to use the minutes of meetings more recent than the year 1980 except in special cases”.

On the basis of permission given to use the Archives, researchers have recently studied *Taloussanommat*, for example, and the status and power of journalists, and old documents belonging to the publishers WSOY and Weilin+Göös. Information and pictures have been sought on the topic of Eljas Erkko’s cigar smoking, and articles have been located about Matti Klemetilä (1875–1964), who dreamed of becoming the king of Finland. He would have been King Matti I.

**A** glance at the shelves of the Päivälehti Archives shows that quite a variety of materials has been preserved about the company and newspaper work.

On one shelf there are around 10,000 photographs showing employees of the Sanoma Corporation, printing machines, buildings, fairs, staff parties, and leisure time interests.

On another shelf a row of *Helsingin Sanomat*’s thick payment registers are securely placed. On the basis of written salary payments researcher Kyösti Lamminpää determined who wrote *Helsingin Sanomat*’s editorials before the Second World War: even then they were unsigned. Lamminpää showed that many of the writers were top political names, such as K. J. Ståhlberg, Risto Ryti, A. K. Cajander, and T. M. Kivimäki. Among them were later presidents and prime ministers.

In a third corner there is a long row of wooden cabinets in which an impressive number of original illustrations for WSOY’s published books has been deposited: original drawings and book jackets. First to hand comes Akseli Gallen-Kallela’s drawing of the cover for Aleksis Kivi’s *Seitsemän veljestä* (Seven Brothers).

There is a great deal of historical material about WSOY in the Päivälehti Archives, even if copies of all the books are placed in the printer’s archive in Porvoo.

On Korkeavuorenkatu, for example, there are the oldest publishing contracts and around 2,500 items of authors' correspondence with the publisher, preserved in black files.

Also preserved are the "black books" of *Ilta-Sanomat's* circulation chief Lasse Lajunen. Over several decades Lajunen made daily markings in these books showing the numbers of sales and print-runs of *Ilta-Sanomat*, the paper's advertising notices or sales posters, and the weather. From the black books a researcher can determine what kind of advertisements will sell newspapers to Finns.

In the opinion of Isto Mikkonen, a special researcher in the Päivälehti Archives, the Sanoma Group's "high-level matters" are very well clarified in the Päivälehti Archives, because each set of minutes of the meetings has been systematically preserved.

The biggest gap is in the background to bringing out the newspaper. The Archives have accumulated very little material about the practical work of journalism, and digitalisation has only increased the gap.

A programme has now been started to conduct interviews with retired journalists and other employees. During the year some dozens of people have been interviewed.

A straightforward system has been developed by which current employees can transfer their e-mails, text messages, or other digital documents directly to the Archives' database at their discretion. The new system is still being tested.

*Arto Astikainen*

*The writer is a retired journalist who worked in political affairs for Helsingin Sanomat.*

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#### The Päivälehti Archives

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The Päivälehti Archives preserve the historical archives of the Sanoma Group. The most significant collections are the minutes of the company's business meetings and board meetings, the archives of *Helsingin Sanomat* and *Ilta-Sanomat*, the magazine collections, and the WSOY archives con-

taining author correspondence and publishing contracts.

The quantity of material has grown during the year by 213 shelf metres, to 3,623 metres of shelf space.

In order to enhance researcher services and prepare materials for preservation the Päivälehti Archives have continued

microfilming and digitalizing the archival materials and begun planning for electronic archiving. In addition, recollections of carrying out the work of producing newspapers have been gathered through interviews as well as through an essay contest.

## Financial and Investment Activities

The net income for investment and financial activities totaled EUR 49,486,264 (in 2008, net expenses were EUR 54,046,867). The change in investment value of EUR 45,615,189 (EUR -60,813,876 in 2008) was made up chiefly through appreciation of the Sanoma Group shares and other investments. The book value of Sanoma Group shares was figured at the end of the year 2006, when the Helsingin Sanomat Foundation was formed by the merger of *Helsingin Sanomat's* Centennial Foundation with the Päivälehti Archives Foundation.

Actual operating costs during the year were EUR 4,872,909 (EUR 6,072,558 in 2008), of which EUR 2,842,626 were for grants and fellowships (EUR 4,048,666 in 2008). During the reporting period EUR 763,791 were paid in salaries and wages (EUR 776,300 in 2008). The Foundation received EUR 150,000 as a subvention for the advancement of freedom of speech as well as a grant of EUR 20,000 for arranging the archive of author correspondence for the Päivälehti Archives, of which EUR 6,640 was entered as income. (The previous year donations amounted to a total of EUR 1,579,000, of which the value of EUR 1,429,000 was in art objects and EUR 150,000 were financial donations.) The surplus for the reporting period was EUR 44,613,356 (in 2008, there was a deficit of EUR 58,540,425). The Foundation has assigned debts of EUR 5,081,203 (EUR 6,072,302 in 2008), of which unpaid grants amounted to EUR 4,893,985 (EUR 5,866,275 in 2008).

At the turn of the year the market value of the Foundation's assets was EUR 138.5 million (EUR 93.3 million in 2008). The equity portion of the capital was 85% (78% in 2008), properties were 5% (7%), and fixed income was 10% (15%). The portion of Sanoma shares of the total assets was 65% (59%).

The market return of the securities portfolio in 2009 was 61.2% (-43.6% in 2008). The return on Sanoma shares was 87.4% (-49.9%), and the total return on other investments was 19.7% (-27.2%). The return was exceptionally high, both relatively and absolutely.

Management of funds and investment activities has been conducted according to the Board of Trustees' accepted investment policies, and matters connected to investment activities have been handled by the Foundation's Finance Committee.

The Foundation's investment goal is to preserve and increase the capital over the long period as well as to safeguard the actual working permanent cash flow and maintain sufficient liquidity. The long-term investment strategy on the investment horizon is the emphasis on shares. The national and international economic situation is reflected in the Foundation's investments. The risks of the investment activities are connected in the long term to the value of the Sanoma Group's shares and the ability to pay dividends as well as to the general development of market shares and the economy.

Bookkeeping and payment transactions for the Foundation were administered by the Office of Bookkeeping and Payment Transactions of Sanoma News.

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# Income statement

In EUR	1.1. - 31.12.2009	1.1. - 31.12.2008
<b>ORDINARY OPERATIONS</b>		
<i>PROMOTION OF RESEARCH ACTIVITIES</i>		
Income	150 000	
Expenses		
Grants distributed	2 566 995	4 050 918
World Congress of the International Press Institute	250 000	
Donations	72 780	61 749
Returned grants	-51 699	-64 000
Share of personnel expenses	175 318	238 890
Depreciation	12 568	11 986
Other expenses	179 975	198 797
Deficit for research activities	-3 055 938	-4 498 339
<i>MUSEUM AND ARCHIVE ACTIVITIES</i>		
Income	18 197	9 911
Expenses		
Grants	4 550	
Share of personnel expenses	695 440	647 942
Depreciation	114 170	133 337
Other expenses	960 875	742 090
Deficit for museum and archive activities	-1 756 838	-1 513 459
<i>TOTAL EXPENSES</i>		
Income	270	
Expenses		
Personnel expenses	902 433	926 144
- transferred for operations	-870 758	-886 832
Depreciation	2 514	2 397
Other expenses	26 215	19 051
Total deficit	-60 133	-60 761
<b>Expense deficit</b>	<b>-4 872 909</b>	<b>-6 072 558</b>
<b>FUNDING</b>		
Income		1 579 000
<b>Income surplus</b>	<b>0</b>	<b>1 579 000</b>
<b>INVESTMENT AND FINANCIAL ACTIVITIES</b>		
Income	6 591 666	7 944 718
Change in value	45 615 189	-60 813 876
Expenses	-2 720 590	-1 177 708
<b>Income surplus</b>	<b>49 486 264</b>	<b>-54 046 867</b>
<b>Surplus/deficit for the year</b>	<b>44 613 356</b>	<b>-58 540 425</b>

The accounting information given in the Annual Report is an abridged statement.  
The statement presented here does not include all of the bookkeeping information.  
Figures are presented to the nearest euro.



# Balance sheet

In EUR	31.12.2009		31.12.2008	
<b>ASSETS</b>				
<i>NON-CURRENT ASSETS</i>				
Intangible assets				
Other long-term expenditures		342 593		392 518
Tangible assets				
Machinery and equipment	194 657		239 439	
Other tangible assets	1 440 850	1 635 507	1 440 850	1 680 289
Investments				
Other stocks and shares		96 490 925		61 908 642
Non-current assets total		98 469 025		63 981 449
<i>CURRENT ASSETS</i>				
Inventories		6 181		4 976
Receivables				
Current				
Other receivables			92	
Accrued income	277 372	277 372	360 448	360 540
Securities		40 400 134		31 285 485
Cash and cash equivalents		146 670		41 777
Current assets total		40 830 358		31 692 778
<b>Total assets</b>		<b>139 299 383</b>		<b>95 674 227</b>
<b>LIABILITIES</b>				
<i>CAPITAL</i>				
Restricted capital				
Fund capital		1 000 000		1 000 000
Unrestricted capital				
Usage capital		145 786 455		145 786 455
Surplus/deficit for previous period		-57 278 311		1 262 114
Surplus/deficit for current period		44 613 356		-58 540 425
Total capital		134 121 500		88 508 145
<i>LIABILITIES</i>				
Current				
Trade payables	65 621		75 197	
Other liabilities	31 058		18 583	
Accrued expenses	5 081 203	5 177 882	6 072 303	6 166 082
Total liabilities		5 177 882		6 166 082
<b>Total liabilities</b>		<b>139 299 383</b>		<b>95 674 227</b>

The accounting information given in the Annual Report is an abridged statement.  
The statement presented here does not include all of the bookkeeping information.  
Figures are presented to the nearest euro.

## Administration and Personnel

### The Board of Trustees

The members of the Foundation's Board of Trustees include Janne Virkkunen, Chairman; Paavo Hohti and Reetta Meriläinen, Vice Chairmen; and Jaakko Rauramo, Reetta Rätty, Matti Sintonen, and Liisa Välikangas. The Board's first deputy member was Merja Karhapää, and the second deputy member was Jyrki Ali-Yrkkö.

The Board of Trustees convened four times during the reporting period. In addition the Board held a strategy session at the beginning of the summer, during which future operations models for the Foundation were discussed.

Heleena Savela served as President of the Foundation, and Ulla Koski served as Vice President.

### The Working Committee

The Working Committee prepares matters to be considered in upcoming meetings of the Board of Trustees. The members of this committee were Janne Virkkunen (Chairman), Paavo Hohti, Reetta Meriläinen, and Heleena Savela. Ulla Koski served as Committee Secretary. The Working Committee met five times during the reporting period.

### The Finance Committee

The task of the Finance Committee is to prepare investment strategies and report to the Working Committee and the Board of Trustees on investment management. In the year 2009 Nils Ittonen served as the Chairman of the Finance Committee whose other members were Reetta Meriläinen, Eija Rinta, and Heleena Savela. Ulla Koski served as Committee Secretary. The Finance Committee met four times during the year.

### The Scientific Committee

The Foundation's Board of Trustees founded the Scientific Committee in the spring of 2008 during the annual meeting. The task of this committee is to assist the Board of Trustees in evaluating grant applications and to report to the Board on international conferences and new research trends in the field of communication. The members of the Committee included David Levy, Director of the Reuters Institute

for the Study of Journalism; Professor Thorsten Quandt, from the University of Hohenheim in Stuttgart; and Turo Uskali, PhD, special researcher at the University of Jyväskylä. Representing the Foundation on the Committee were Paavo Hohti (Chairman), Heleena Savela, and Ulla Koski (Secretary).

### Personnel

At the beginning of the year the Helsingin Sanomat Foundation had 12 full-time employees and four others working as needed. At the end of the year there were 12 full-time employees with four others working as needed.

The Foundation functioned in three different office spaces: Sanoma House, where activities were concentrated on the Foundation's grant operations; Korkeavuorenkatu, where the Päivälehti Archives are located; and Ludviginkatu, where the Päivälehti Museum is situated.

### Auditors

Johanna Perälä, CA, and Samuli Perälä, CA, have served as auditors, and Juha Tuomala, CA, and Henrik Sormunen, CA, have served as deputy auditors.

Board of Trustees 2009, from the left: Janne Virkkunen (Chairman), Reetta Meriläinen (Vice Chairman), Liisa Välikangas, Matti Sintonen, Jaakko Rauramo, Reetta Rätty, and Paavo Hohti (Vice Chairman).









## A History Bath for a Future Journalist

Sonja Saarikoski, a student in the Department of Communication at the University of Helsinki, visited the Päivälehti Museum on a special tour

**I**t is a clear September morning on Ludviginkatu in *Helsingin Sanomat's* old office building. The director of the Päivälehti Museum, Saila Linnahalme, and the producer Päivi Lehtovirta are waiting at the door of the Museum. It has been agreed that a guest will arrive right when the Museum opens at 11:00 o'clock.

A few minutes before the appointed time a young woman steps through the door, a bag on her shoulder and an empty coffee mug in her hand. Smiling brightly, she introduces herself as Sonja Saarikoski and says that this is her first time in the Päivälehti Museum.

Last summer extra copies of *Helsingin Sanomat* began unexpectedly arriving at Sonja Saarikoski's home. She was surprised. The newspaper's subscription office explained that, as one of the top students in her high school Finnish class, Saarikoski had been given a year's subscription to the paper by the Helsingin Sanomat Foundation.

Twenty-year-old Saarikoski was graduated from the Eira High School for Adults after four years of study. She had gone to the Eira High School in order to get to study in the youth department of the Sibelius Academy as well.

"I wanted to become a musician, but then my interest changed", she recalls about the events of her last year in school. After graduation, Saarikoski applied and was accepted into the University of Helsinki's Faculty of Social Sciences to study communication. The studies had just begun in September when Saarikoski was invited to become acquainted with the Päivälehti Museum.

Saarikoski shakes hands with her guides and takes her shoulder bag to a locker in the coat room. Saila Linnahalme briefly tells the history

of the Museum. The Museum was opened in the year 2001, and in 2007 the basement floor began to be used. Nowadays there is plenty of room in the Museum, both for the permanent exhibition on newspaper history as well as for temporary exhibitions.

On the day of Saarikoski's visit to the Museum two daycare groups have already had time to see the Peanuts exhibition, and in the afternoon two school classes will be coming to get acquainted with the history of newspaper work.

**T**he tour begins. Päivi Lehtovirta tells about the last decades of the nineteenth century, which was a time of the people's awakening in Finland. In the year 1889 in the midst of the turmoil the newspaper *Päivälehti* was born, around which appeared the *Päivälehti* circle, a group of young, cultural-minded men. Lehtovirta points out that there was also one woman in the group, Tekla Hultin, who was the first woman journalist in Finland.

"The men were progressive, since they took her along", Saarikoski acknowledges about Juhani Aho, Akseli Gallen-Kallela, Robert Kajanus, Eero Erkkö, and other members of the *Päivälehti* circle.

When Russia tightened its hold on the Grand Duchy of Finland in the beginning of the twentieth century, it meant tight restrictions on journalists. Newspapers had to be inspected by the censors before they could be published.

Saarikoski asks about how the censorship worked in practice. Saila Linnahalme and Päivi Lehtovirta tell anecdotes about the daily work of bringing out the newspaper and take Saarikoski to the computer to play a censorship game. In the game one is supposed to write as balanced a text as possible and avoid the particular words that the censors would be likely to notice.

*Päivälehti* succeeded in coping with the censorship until the summer of 1904, but after the assassination of Governor-General Nikolai Bobrikov, the paper was shut down. Soon its successor, *Helsingin Sanomat*, was founded.

The tour continues. Saarikoski looks at the drawings and pictures and reads the texts that tell about *Helsingin Sanomat* in the beginning of the twentieth century.

There were not many pictures in the newspapers in those days, but events could be illustrated with lively drawings. For example, the journalists of *Helsingin Sanomat* did excellent work about the sinking of the Titanic.

Perhaps the journalists were angry that the first news telegram about the sinking of the great ship went unnoticed by the editorial office. It was such a huge blunder that the editorial office had to show off.

But that's the way newspaper work is. You cannot always succeed. It keeps a journalist's mind humble and vigilant.

**P**äivi Lehtovirta brings her guest to the front of a large board. On it are pictures of newspapers from the 1920s. They look surprisingly lively: crime reports, sports, and comic strips.

Already at that time a familiar theme was being discussed: are newspapers too entertaining? In the beginning of the following decade the economic depression and political unrest dominated the news. The extreme right was even nurturing the idea of revolution, and in this atmosphere in the year 1932 a great number of men gathered at Mäntsälä. The rebellion at Mäntsälä was put down, but it had an influence on Finland's newspaper history: the first afternoon newspaper was established, *Ilta-Sanomat*.

Sonja Saarikoski is shown *Ilta-Sanomat's* first issue. The history of *Ilta-Sanomat* is displayed in its own corner. The paper began small, and over the decades it has swelled into a large news and entertainment package.

The upheavals of the 1930s led to war. The Museum's most dramatic object is a piece of a Russian bomb. The 26th day of February 1944 is a bitter memory in the newspaper's history: the editorial building on Ludviginkatu was hit by four bombs, which left their terrible traces. "It was the only time during the war that the paper did not appear", says Linnahalme.

After the war the newspaper grew and was redesigned. Photographs began to appear on its pages. This was helped, among other things, by the founding of the Sanoma Corporation's own picture agency, Lehtikuva, in the year 1951. Lehtikuva was open to the world and made international partnerships.

The Museum has many small journalists' items, such as cameras and old typewriters, from the 1950s and 1960s. The first typewriters were bulky, clumsy things, but by the 1970s machines had become so small that journalists were able to carry them along on their assignments.

Computers came to the editorial offices of *Helsingin Sanomat* twenty-five years ago. The first to arrive were given the nickname "Coyotes". They were used in the Ludviginkatu editorial building for some ten years. Fortunately, not all of the Coyotes were destroyed, and one is on display in the Museum.

In the middle of the tour a detour is made to the cinema. Really! There is also a small auditorium in the Päivälehti Museum in which the grand old seats from the Bio Rex movie theatre have been placed. With each exhibit, films connected to the exhibition theme are shown in the theatre. Today the children from the daycare centre have seen Peanuts.

"A really great mini-movie theatre", says Sonja Saarikoski admiringly. We watch a film about old Helsinki.

**B**enches are carried and tables placed next to the theatre. Events are frequently organised in the Museum, and today it is the turn of the release of the book *Afroditen pojat* (Aphrodite's Boys).

Saarikoski rides the Carousel on which cartoonist Kari Suomalainen's legendary political figures have been constructed from wood. These include a chubby peasant member of the Centre Party, a lanky Social Democrat dressed in overalls, and a fat priest from the Coalition party. Kari Suomalainen drew his last cartoons for *Helsingin Sanomat* in 1991. Sonja Saarikoski cannot remember them. She was born in 1989.

Finally, they go down to the basement level to the Printing Cellar. Markku Kuusela, the research secretary, shows Sonja Saarikoski different old printing machines and other tools used in newspaper work. The Printing Cellar's oldest items are tools from the beginning of the twentieth century and were used for typesetting by hand, and the newest is the Goss rotation press from the year 1978. The rotation press was in use until the year 2003.



Printing techniques have developed rapidly over the last thirty years. In earlier years many different kinds of professionals were needed for typesetting and printing, yet those professions have died out.

Fortunately, some of these professionals are still living, alert retirees. Kuusela says that in the demonstration of newspaper work in the Museum, old masters are now showing how newspapers were produced in earlier times.

**A**fter the tour, Saarikoski seems a little subdued. “Everything is not yet clear to me. I will have to come again”, Saarikoski promises.

Saarikoski is quite enthusiastic about her visit to the Museum. She says that she has really been reading newspapers for only three years. “For a long time I lived in a news vacuum. I didn’t follow the news regularly. But my boyfriend got Hesari [*Helsingin Sanomat*], and I started reading it”

Nowadays Saarikoski is, in her own words, “a fanatical newspaper reader”. “What makes me want to read the paper is the desire to understand more about things”, she says. Her favourite pages in Hesari are culture and politics as well as the Sunday section *Sunnuntai* and the monthly supplement *Kuukausiliite*.

Are you interested in journalism as a profession?

“In fact, I am more interested from day to day”.

*Unto Hämäläinen*

*The writer is a journalist for Helsingin Sanomat’s Monthly Supplement.*

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#### **The Päivälehti Museum**

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The central task of the Päivälehti Museum is to promote the literacy of the Finnish people, safeguard freedom of speech, and preserve the newspaper and publishing history of Finland for future generations. The Museum also functions as the home museum of the Sanoma Group.

All of the Museum’s activities are offered to the public free of charge.

In the year 2009 the Museum carried out its task by producing five temporary exhibitions as well as by organising guided tours, work demonstrations, seminars, lectures, museum theatre events, film showings,

and comic strip courses. Around 45,000 visitors came to the Museum and its exhibitions.

The Museum was among the finalists in the European Museum of the Year competition and presented its activities in Bursa, Turkey, 3–8 May 2009.



*Photographs of the Foundation's  
events during the year 2009*

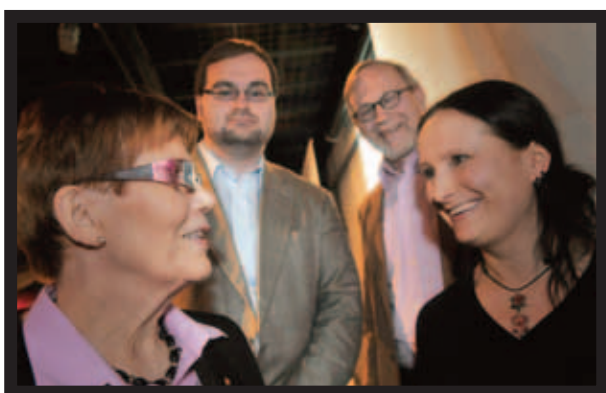
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# Lady Editor-in-Chief on Order Seminar in the Päivälehti Museum, 9 February 2009

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Professor Arja Ropo, the Department of Management Studies at the University of Tampere, served as chairman of the panel.



Terttu Häkkinen, Matti Posio, Aimo Massinen, and Reetta Räty.



Seated in the front row are Professor Arja Ropo and Aimo Massinen.



Professor Iris Ruoho (left) and Sinikka Torkkola, researcher, presented their research on the career development of women journalists.



# Perspectives on the Russian Media Seminar in the Päivälehti Museum, 11 May 2009

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Professor Elena Vartanova, from the Faculty of Journalism of Moscow State University, was responsible for the Russian portion of the research.



Professor Elena Vartanova, Markku Kangaspuro, adjunct professor, and researcher Minna-Mari Salminen.



President Heleena Savela, Professor Hannu Nieminen, Minna-Mari Salminen, and Markku Kangaspuro.



In the audience is Professor Matti Sintonen (centre), a member of the Helsingin Sanomat Foundation's Board of Trustees.



Professor Hannu Nieminen presented the report *Western Interests and Russian Developments*.

# “Peanuts” Exhibition Opening in the Päivälehti Museum, 14 May 2009

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Karel Triana gets ready for the exhibition's opening throw. The audience urges him on.



Utu Jaskanen helps to repair the schoolhouse.



Juhani Tolvanen (left), scriptwriter for the “Peanuts” exhibition, with Saku Mikkola and Jukka Halttunen on Ludviginkatu.



Architect Kari Sivonen peers inside the Great Pumpkin.



# Challenges to Media Research Seminar in the Sanoma House, 9 June 2009

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Mikael Pentikäinen, Professor Risto Kunelius, and Professor Terhi Rantanen.



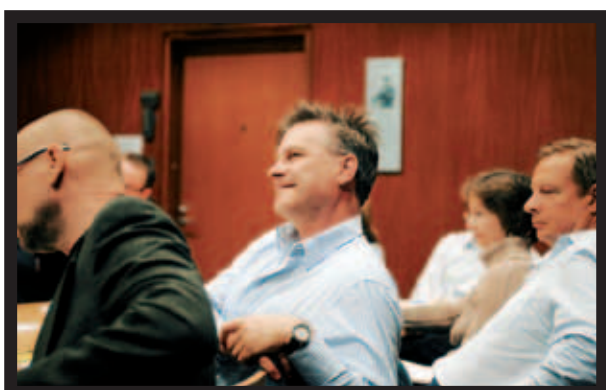
President Heleena Savela greets Turo Uskali, who served as the chairman of the seminar.



Professor Liisa Uusitalo, the Helsinki University School of Economics.



Around twenty communications researchers participated in the seminar.



Professor Janne Seppänen, Professor Heikki Hellman, Sakari Huovinen, PhD, and Professor Epp Lauk.



Researcher Inka Salovaara-Moring, and Professor Raimo Salokangas.

# The Foundation's Strategy Day

## In Villa Honkaniemi,

### 17 June 2009

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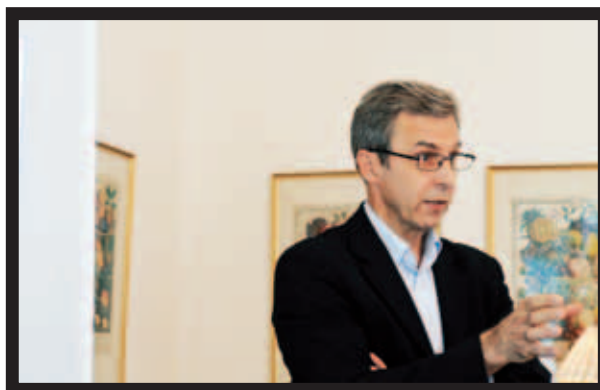
Professor Paavo Hohti, a vice-chairman of the Foundation's Board of Trustees, and Janne Virkkunen, the chairman of the Board and senior editor-in-chief.



Professor Liisa Välikangas, a member of the Board of Trustees.



Saila Linnahalmé (standing at left), Heleena Savela, Reetta Rätty, and Reetta Meriläinen.



Professor Hannu Nieminen reported on the progress of the Foundation's new master's programme.





Professor Matti Sintonen (at left), a member of the Foundation's Board of Trustees, and deputy Board member Jyrki Ali-Yrkkö.



Helena Savela, Reetta Rätty, and Matti Sintonen.



The Villa Honkaniemi is located in Kirkkonummi.



Jaakko Rauramo, a member of the Board of Trustees, and Jyrki Ali-Yrkkö and Merja Karhapää, deputy Board members.



Saila Linnahalme told the members of the Foundation's Board of Trustees about the Sanoma-Memory Project.

# Foundation Day In the Päivälehti Museum, 17 September 2009

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Anna-Liina Kauhanen, the Scandinavian correspondent for *Helsingin Sanomat*, was the Foundation's fellow in Berlin. Jussi Rosendahl, a journalist from *Aamulehti*'s office in Helsinki, was the Foundation's fellow at Stanford University in California.



Antti Kokkonen, editor-in-chief, Antero Mukka, managing editor, and Paula Salovaara and Riikka Venäläinen, editors.



Reetta Meriläinen, a vice-chairman of the Foundation's Board of Trustees, Håkan Gabrielsson, CEO, and Ritva Syrjänen, PhD.



Pekka Hallberg, President of the High Administrative Court of Finland, and Ilkka Niiniluoto, Chancellor of the University of Helsinki.



Pekka Anttonen, director of the Päivälehti Archives.





Hannu Syrjänen, CEO of the Sanoma Group, on the fourth Foundation Day.



Tuomo Yli-Huttula, editor-in-chief, Tapio Sadeoja, senior editor-in-chief, and journalists Teemu Luukka and Anu Partanen.



President Heleena Savela welcomes guests.



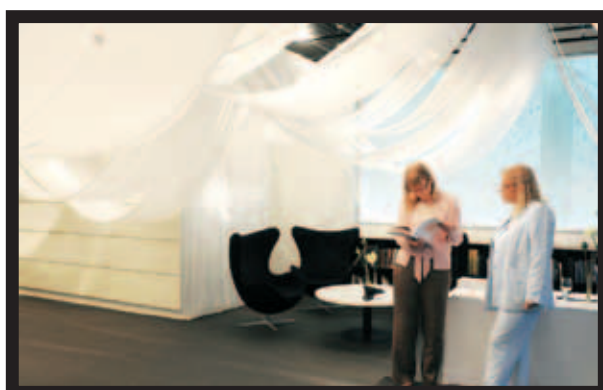
Esa Mäkinen (in the centre), a journalist from *Helsingin Sanomat*.



Professor Matti Sintonen, the graphics artist Johannes Nieminen, and Teppo Sillantaus, assistant editor.



Students in the Media and Global Communication master's programme in a group portrait.



Kirsi Kolari, a researcher in the Päivälehti Archives (left), and Ida Savolainen, coordinator for the Päivälehti Museum.



# Meeting of the Jury for the Essay Contest In the Sanoma House, 2 November 2009

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Reetta Meriläinen (second from left) served as the chairman of the jury for the essay contest. Other members (from the left) were the author Jari Tervo, President Heleena Savela, and Professor Panu Rajala.



The journalist Unto Hämäläinen won the essay contest with his paper "On the Night Kekkonen Died".



Jari Tervo, Heleena Savela, Ulla Koski, Reetta Meriläinen, and Panu Rajala.

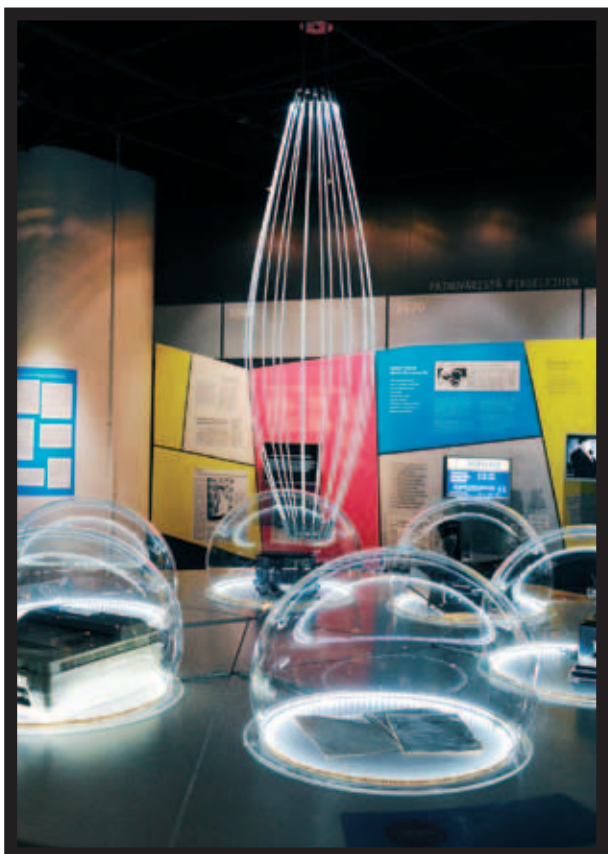


Reetta Meriläinen with one of the thirty-six essays submitted to the jury.

# “The Newspaper of the Future” Exhibition

## Opening in the Päivälehti Museum, 9 November 2009

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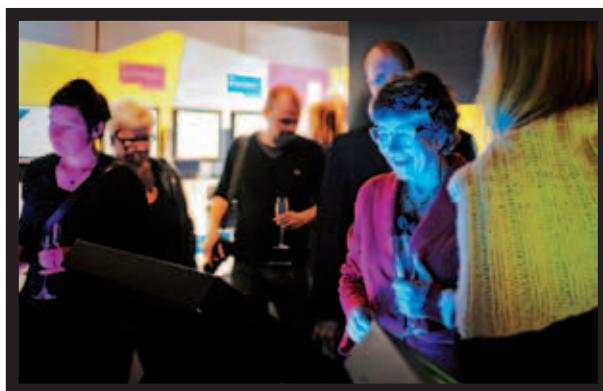
“The Newspaper of the Future” exhibition honoured the 120th anniversary of *Helsingin Sanomat*.



Unto Hämäläinen, a journalist from *Helsingin Sanomat*, won the first prize in the “Outside the Official Memos” essay contest.



Päivi Lehtovirta, producer, Jouni Mölsä, journalist and third-place prizewinner, and Kimmo Oksanen.



Getting acquainted at the “Newspaper of the Future” exhibition.



Figures from Finnish history: Juhani Aho (Juhani Haukka), Eero Erkko (Eero Enqvist), and Minna Canth (Helena Ryti).



Janne Virkkunen (at right), with the journalists Jouni Mölsä and Unto Hämäläinen (back to the camera).



# The New Dimensions of Freedom of Speech Seminar in the Päivälehti Museum, 9 November 2009

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Päivi Tiilikka, PhD, was one of the researchers in the project.



Håkan Gabrielsson, the CEO of Finnmedia.



Jyrki Vesikansa, a journalist from *Ilta-Sanomat*.



Professor Pia Letto-Vanamo of the Institute of International Economic Law (KATTI) led the research project.



More than 60 interested listeners attended the seminar on Freedom of Speech.



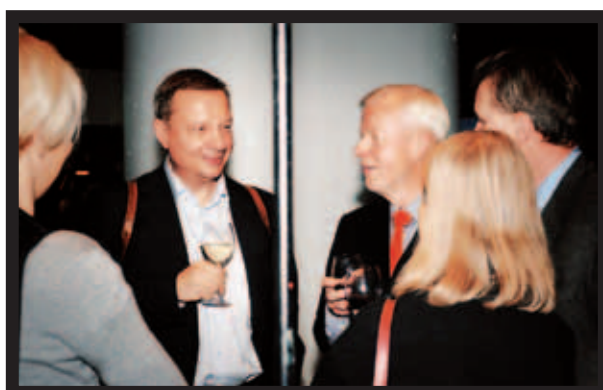
Professor Liisa Välikangas, a member of the Foundation's Board of Trustees.



Pekka Hyvärinen, chairman of the Council for Mass Media in Finland.



Sakari Huovinen, PhD, from the Institute of International Economic Law, belonged to the research group.



Sakari Huovinen, PhD, Carl Henning, journalist, and Heikki Hellman, journalist.



# “Hello from Helsingin Sanomat!” Exhibition Opening in the Sanoma House, 18 November 2009

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The Varre Vartiainen Ensemble: Varre Vartiainen (guitar), Sami Kuoppamäki (percussion), Sami Saari (singer), and Ville Tuomi (soloist). The string section on stage included Mauri Saarikoski, Tia Ignatius, and Mauri Kuokkanen.



Sami Kero, photographer, Reetta Rätty, and Foundation President Heleena Savela.



Sami Kero, photographer.



Hannu Syrjänen, the CEO of the Sanoma Group.



Heleena Savela, Janne Virkkunen, and Professor Laila Hirvisaari.



# Journalism, Power, and the Mediatization of Politics

## Seminar in the Päivälehti Museum, 30 November 2009

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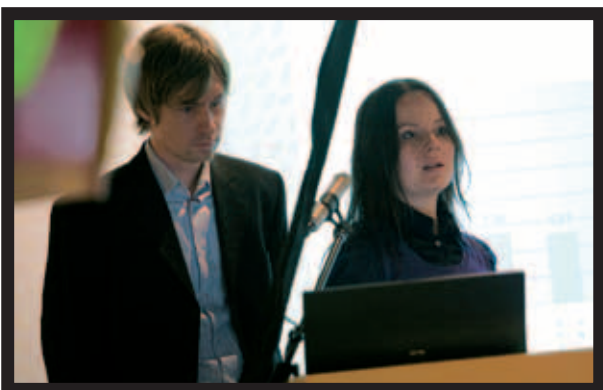
Heleena Savela, the President of the Helsingin Sanomat Foundation, opened the seminar.



Erik Rissanen, the managing editor of *Ilta-Sanomat*, commented on the research.



Ville Pitkänen, researcher, Leena Sharma, journalist from *Suomen Kuvalehti*, and Eero Heinäluoma, Social Democratic MP.



Ville Pitkänen and Mari K. Niemi, researchers from the Centre for Parliamentary Studies at the University of Turku.



Ville Pernaa (left), adjunct professor at the University of Turku, led the discussion.

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Photo of the Board of the Foundation, page 33, Juliana Harkki  
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