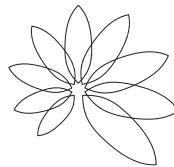




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Helsingin Sanomat Foundation  
Annual Report  
2011



HELSINGIN  
SANOMAT  
FOUNDATION

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Annual Report  
2011

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## IDEAS, ENTHUSIASM, AND PASSION

All of Ludviginkatu was reverberating in mid-September when five young men belted out *We Are the Champions* in Erottaja's karaoke bar. They were celebrating their victory in the Foundation's Uutisraivaaja Contest, announced on Foundation Day in the Päivälehti Museum.

Earlier in the evening the head of the jury, Risto Siilasmaa, had handed the first prize of EUR 250,000 to the winner, the five men of the group Scoopinion.

The idea of Scoopinion's project is to develop a news recommendations service. With its help, for example, newspapers and advertising agencies can monitor how long a time a reader spends getting familiar with articles and advertisements published online.

Scoopinion is a five-man joint company, which was founded the day after the contest prize was awarded. Already the next week some of the group's members flew to London to present their idea to international investors. After London, some of the gang headed for New York to sniff out the latest trends in the advertising world and to present Scoopinion.

Through the Uutisraivaaja Contest the Foundation was seeking new approaches and evolutionary business models for media and journalism. The contest proved that innovation and new creative ideas abound in the field: 257 applicants participated in the contest.

From ideas, however, it's a long way to the practical implementation and start-up of a new enterprise. The next step requires money and perseverance. In order to find new innovations the Foundation decided to continue holding the Uutisraivaaja Contest. Again this time the two-tiered competition will be accompanied by several workshops: In the first year the participants will be guided in how to develop working models, learn from other competitors, and succeed in creating business models – even, it is hoped, new companies. In the second stage the competitors will get advice from the panel of judges and take field trips arranged for them to visit companies in the sector. The prize of EUR 250,000 will be awarded in the autumn of 2013.

Most of the Foundation's grant money, however, is awarded for research in the communications industry, broadly defined. During the first six years of its operations a total of around EUR 23 million in grant money was awarded to around 190 projects. To date the Foundation has

also funded fellowships for around fifty journalists to pursue further study in top universities in the United States, Great Britain, Germany, and China.

Thanks to these grants, the internationalism of communications research in Finland has increased. In addition to journalists the Foundation has sent young researchers to work in foreign universities. In the coming years professors in communications will also receive grant money for this purpose.

Both domestic and foreign publication series have acquired new material, and more articles geared to helping ordinary readers follow trends in the area have been published than ever before.

In the Foundation's view one of the most visible results is that researchers have begun to develop their projects from ideas that will improve cooperation between research institutions and actors in the communications industry. For example, research projects have been set in motion such as the problems of digital publications and deficiencies in the career trajectories of women journalists.

Communications research is taking a giant step towards the top of the Finnish and international worlds of scholarship. One does not get there, however, with grant money and hard work alone. Now we need the same kind of enthusiasm and passion that brought the Scoopinion team to victory in the Utisraivaaja Contest.

*Heleena Savela*



# OPERATIONS

The Helsingin Sanomat Foundation promotes and supports communications and communications industry-related research, futures-orientated interdisciplinary research, and other research relevant to the well-being and development of Finnish society.

The Foundation's purpose is to safeguard the future of the Finnish media, especially that of newspapers. In order to carry out its purpose, it awards grants for research and education and organizes contests. The Foundation further fulfils its mission as a non-profit organization by maintaining the Päivälehti Archives and the Päivälehti Museum.

During 2011 a total of EUR 4,349,370 in grants and donations was awarded to 27 projects. Returned grant money totalled EUR 399,138.

During the year eleven journalist Fellowship holders began further studies at top universities abroad with the support of the Foundation.

On the 15th of September the Helsingin Sanomat Foundation celebrated its sixth Foundation Day in the Päivälehti Museum. During the event, the grants awarded at the beginning of the year were announced, as well as the winner of the first Uutisraivaaja Innovation Contest. The aim of the contest is to find new approaches and successful business models for media and journalism.

The Uutisraivaaja Contest's first prize, EUR 250,000, went to the Scoopinion work group (Johannes Koponen, Mikael Koponen, Mikko Koskinen, Juha Leppänen, and Ville Sundberg). Scoopinion.com, a news reporting-and-reference community, evaluates how interesting a certain newspaper article is on the basis of users' reading habits.

During the working period the Foundation organized five seminars in the Päivälehti Museum and two public events in connection with the Uutisraivaaja Contest.

The Helsingin Sanomat Foundation is a member of a post-doc pool created by Finland's largest foundations. The purpose of the pool is to send young researchers who have recently completed their doctoral degrees to work in top universities abroad. The Helsingin Sanomat Foundation is also a member of the Council of Finnish Foundations.

The Foundation has web pages in Finnish and English. The Foundation is active in the social media, both on Facebook and Twitter.

The task of the Päivälehti Museum is to promote the literacy of the Finnish people, safeguard freedom of speech, and preserve the newspa-

per and printing history of Finland for future generations.

During the year 2011 nearly 63,500 people visited the museum. Around 400 guided group tours were booked. In addition the museum held work demonstrations, theatre performances, lectures, and seminars as well as guided workshops and meetings of experts.

During 2011 the museum staged five temporary exhibitions: *Changing the Woman Image*; *Webbed Feet: 60 Years of the Donald Duck Magazine in Finland*; *In the Beginning Was the Picture*; *Press Photographs*; and *Juhani Aho: The Flying Newspaperman*.

The museum actively promoted the cooperation of different actors in preserving printing history and organized the annual meeting for them in the Printing Cellar.

The museum year culminated in the Päivälehti Museum's ten-year anniversary, which was celebrated with 200 guests on 16 November.

The Päivälehti Archives preserve the historical archives of the Sanoma Group. The most significant collections are the minutes of the company's general meetings and board meetings and the archives of *Helsingin Sanomat* and *Ilta-Sanomat*. In the Archives collections there are 3,693 metres of shelf space containing documents.

The yearly report to the archive showed 550 researchers and guests visiting during the period.

At the end of the year 2011 preparation was begun for transfer of the WSOY and the Weilin + Göös archives to the National Archives. The transfer became an issue when Sanoma sold WSOY's literature and non-fiction publishing to the Swedish firm of Bonnier.

During the year the first part of Eljas Erkko's archive connected with the Sanoma Group was microfilmed and digitized.

The Day of the Archives Seminar was organized in November together with the Päivälehti Museum and the literary archives of the Finnish Literature Society. The theme was Juhani Aho. Over 100 persons participated in the event held in the Päivälehti Museum.

The Archives continued mapping Sanoma's heritage by interviewing different members of the company's staff. The Archives web pages were updated in the spring of 2011.

At the end of 2011 the Päivälehti Archives coordinated *Helsingin Sanomat*'s new history publication project.



# BEFORE A SCYTHE IS SWUNG SCOOPS AND SPEED WILL NOT SAVE NEWSPAPERS, ONLY SLOW JOURNALISM AND HIGH QUALITY.

**S**oon the swishing will begin. The scythes are already raised. “Today’s newspaper owners are grim reapers, who still squeeze the last profits from newspapers in difficulty: reducing their staffs, allowing journalism’s level to fall and readers to go. “In the United States this is called harvesting tactics. Inevitably, it leads to the death of newspapers,” says Johanna Vehkoo, who has researched the future of quality journalism.

Yet it may not be too late.

“We have to make journalism important and necessary again.”

**J**ohanna Vehkoo is currently a freelance journalist. With a fellowship from the Helsingin Sanomat Foundation, she first left the cultural department of *Aamulehti* for a year in order to study at the Reuters Institute at the University of Oxford. Then with a grant from the Foundation for a second year she completed the polemical study *Stop the Press! Stories from the Time of New Journalism*. It deals with the future of newspapers, especially quality journalism.

Today people get their news in ways quite different than before. You certainly know the phenomenon: The news spreads on Facebook, a hullabaloo arises, stories are thumbed and shared, friends support one side or the other. Extreme positions harden.

Vehkoo calls this situation an echo chamber.

The consequences can be frightening, and not only inside the extreme right wing. Even the discussions of well-intentioned individuals can give rise to lynch-mob opinions.

Another designation she uses is filter bubble. People in the bubble get their information about the world through the filters of their choice.



They don't have to look for what they want to read, and they don't run into topics in which they aren't already interested.

But consumers living in a filter bubble – this personalization of the news – are especially interesting to the marketing people.

"This is the big question for newspapers in the coming years."

It is disturbing to think that people are retreating into their own echo chambers and hearing only like-minded voices.

"Of course, I am disturbed, but the only thing you can do in this situation is get used to it. That stage in which journalists decide what people will read was only a quirk of history?"

**S**till today, in journalists' morning feedback in editorial offices there is delight in one's own "strong news," but the joy is short-lived.

"These days the life of a scoop is 20 seconds."

The reader doesn't even realize he's reading a scoop. The distinction of having gotten a scoop is known only to the one who gets it.

Vehkoo tells about her interview with Paul Lewis, who heads a group of investigative reporters for *The Guardian*. The group tweets openly about the stories it is doing and thus tries to use crowd intelligence.

"They don't care about scoops. It doesn't bother them that competitors will see the news on Twitter."

"The scoop has been an area of internal delusion. Readers are just interested in good content."

And what about scoops like Finland's fake doctor? Should journalists seek out that kind of story?

"That's the kind of topic sought through investigative work. It comes from outside the daily agenda."

"The newspaper should adopt its own agenda and act accordingly."

But can the newspaper really have its own agenda? Can a weekly paper or the Sunday pages leave off a big story, like the Norwegian tragedy, from the next week's paper, because the topic has already been drummed all week long?

Vehkoo offers a combination in which the newspaper dares to be both slow and fast. For example, around 40 per cent of *Svenska Dagbladet*'s stories are produced in advance as are some two-thirds of the

content of its front pages. The rest is devoted to daily news.

Since the dawn of the millennium, *Svenska Dagbladet* has increased its circulation by 12 per cent – this at a time when Sweden's newspapers generally have lost 17 per cent of their circulation.

We don't have to chase after everything. That's "we-should-have-it-too" thinking. "You would think that attitude had disappeared. Quite the contrary. Recently, it has become more common."

In Vehkoo's opinion local newspapers especially are in a situation in which, without hesitation, they could name the mandatory themes and then re-allocate the resources.

Regional and local papers are produced with a skeleton staff. Often this leads to a situation in which the "mandatory" news is dealt with, but the staff's own ideas and topics are left untouched.

"We also argued about this in the cultural department of *Aamulehti*. We journalists wanted to prioritize: Leave to STT, the Finnish News Agency, all those topics that the others are doing."

Once again we encountered the "we-should-have-it-too" phenomenon. We had to produce mandatory daily news because everybody else was doing it. And our time went to that.

In Vehkoo's opinion the small local newspapers especially would benefit from transparent journalism. You turn to the readers; you report openly what you are doing, and you seek topics and expertise from the wider public. On every corner there are themes worth reporting.

"In that way the local press would be able to report on what people are really talking about. Now the local press follows the same principles as the large newspapers."

And what about the dependency on advertisers?

"If a newspaper really gets the public in its grip, then it gets hints for good stories and essential news, and advertisers cannot stay away completely from successful media like that."

Vehkoo has experience with this, because she has also been the editor-in-chief of a critical-minded local paper called *Pispalainen*. The texts were written by freelancers, while the task of the editor-in-chief was to take care of the editing.

"It was citizen journalism, dealing with a whole lot of city planning

and protection of the architectural environment.”

The newspaper’s circulation was around 3,000, and the ad prices were cheap.

“In effect all the area’s businessmen advertised.”

Local papers can also rapidly be switched over to the Internet, as reading devices become more common.

“Then the costs go down, because paper, printing, and distribution are about 70 per cent of a newspaper’s budget. An electronic paper is no longer so dependent on advertisers.”

Johanna Vehkoo acknowledges that, in addition to following the Finnish newspapers, she reads only English-language newspapers. And what about the strong German papers and the new French papers?

“The research is really U.S.-orientated; it was discussed at Oxford too. Americans are so loud, and the United States is a crisis centre. Certainly, the discussion is Anglo-American.”

She reports that the French newspaper *Liberation*, for example, has put the focus of its paper on something quite new.

“Nowadays the paper contains only extensive background information. The short stuff has been completely eliminated – and put on the Internet.”

The French are trying to get young people to read newspapers. Among other things, the republic has paid for newspaper subscriptions for the young.

Vehkoo doesn’t believe in that.

“Those are artificial means of respiration. They are trying to revive the old, not to consider what people want. It’s the same thing in Finland. For example, the Ministry of Transport and Communications just set up a Newspaper Advisory Board, a kind of rescue patrol, to consider change. The Board includes Itella (the daily mail service provider in Finland) and the Finnish Communications Regulatory Authority, but there are no journalists except the President of the Union of Journalists.”

“It is an example of the direction in which solutions are being sought. Let’s save ourselves with a business model, not with journalism.”

Vehkoo points out that the great foreign newspapers are “quite high-brow.”

What will happen to the mass media?

“I do not believe that the mass media will survive.”

As a result, their echo chambers are very personalized.

*Helsingin Sanomat* has long been concerned about young people. Yes, the older generation will remain true subscribers. *Helsingin Sanomat* has acted the opposite of a political party preparing for elections. Shouldn’t it invest in its core customers and not go fishing for the young?

“It’s not only a question of age! Among the young there are also those who want to read lengthy, in-depth stories. They don’t want fluff.”

“One has to choose the kind of public you want to keep. Anyway, they will fail to catch the crowd that doesn’t want to read a newspaper at all.”

What kind of newspaper will *Helsingin Sanomat* be in ten years?

“It will be on the Internet, but also still in paper form. It will not have any kind of monopoly, but it will be significant, working on many platforms. The *Hesari* brand is noted for being reliable and careful. The Internet version can’t be different from the paper version.”

Vehkoo believes that among the newspaper’s leadership, online readers are imagined as being different, as wanting light entertainment.

“They think that they should seduce them with pictures of bikinis. But quality newspapers are not able to compete with entertainment papers. They can compete only with quality.”

“When the Internet arrived, it was thought that on the net things are not so important.”

But in Vehkoo’s opinion the opposite is true: Stupidities on the Internet will be preserved forever.

Journalists are troubled by an existential crisis: “Why do we exist?”

“We cannot explain away this anxiety. I don’t believe that these problems will have been resolved, even when I retire. So I have made a profession of them for myself.”

Ilkka Malmberg

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

## GRANTS AND DONATIONS

During the operations period 2011 the Foundation awarded a total of EUR 4,349,370 in grants and donations to 27 projects. Altogether the Foundation processed 100 grant applications during the year 2011, whose total sum was EUR 11,713,366. Revoked grant monies totaled EUR 399,138.

The grants were announced to the applicants in person. The grants were also published on the Foundation's web pages ([www.hssaatio.fi](http://www.hssaatio.fi)).

During its six years of operations the Helsingin Sanomat Foundation has awarded a total of EUR 23,074,483 in grants and donations to 190 projects. In addition the Foundation has supported the renovation of the Päivälehti Museum's permanent exhibition with EUR 1 million. Revoked grants have totaled EUR 573,095.

The Foundation supports research connected with communications and the communications industry, especially futures-orientated research or research that promotes the development of new innovations in the communications industry. In addition the Foundation supports the internationalization of post-doctoral researchers in communications and journalists.

In considering grant applications, the Board of Trustees assessed the importance of the subject to the communications sector, the project's content, the expected results and their significance, the research design and methodology, as well as the applicant's skills and planned use of the funding.

For the year 2012 the Foundation has reserved EUR 4 million for grants and journalists' fellowships.

*Helsinki Collegium for Advanced Studies*  
HELSINGIN SANOMAT FOUNDATION  
FELLOWSHIP

The Helsingin Sanomat Foundation Fellowship will enable a top international senior scholar or professor to work for one year with the Helsinki Collegium for Advanced Studies to research the media and the media industry. The current funding is for five years (2013–18). The researcher for the first year will be selected in the year 2012.

474,613 €

*The Helsingin Sanomat Foundation  
Innovation Contest*

**UUTISRAIVAAJA**

The contest seeks ideas to improve and renew the distribution of information. The year 2012 will mark the second time the contest has been held.

350,000 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET),  
and the University of Helsinki,  
Communication Research Centre (CRC)*

*Katja Valaskivi, Ph.D., and Johanna Sumiala, Ph.D.*  
**SECULARIZE OR SACRALIZE? RELIGION IN  
FINNISH JOURNALISM AND THE CHALLENGE  
OF GLOBALIZATION**

A project to investigate religion in Finnish journalism and compare the situation with similar kinds of writing in other Nordic countries and Great Britain. The goal is to increase understanding of religion, its place, and its role vis-à-vis the changes in Finnish media publicity.

219,200 €

*The University of Helsinki,  
Communication Research Centre (CRC)*

*Mats Bergman, Ph.D.*

**PRAGMATIC OBJECTIVITY**

The project will develop a pragmatic theory of objectivity as an alternative to traditional concepts. The central aims are to analyze critically the academic and societal debates and clarify what kinds of theoretical and practical consequences are involved in different conceptions of objectivity.

210,000 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET)*

*Ari Heinonen, Ph.D.*

**ONLINE PRESENCE AND JOURNALISTS'  
CREDIBILITY IN THE SOCIAL MEDIA**

The research examines how the early adapters in newsrooms have used the social media and what roles journalists assume in the social media's different arenas. The project will yield information about how journalists can construct online identities as a part of their professional activities.

174,899 €

*The University of Turku,  
Centre for Parliamentary Studies*

*Ville Pernaa, Ph.D., Director*

**THE MEDIA AGENDA OF THE PARLIAMENTARY  
ELECTIONS IN 2011 AND THE SUCCESS OF THE  
TRUE FINNS PARTY**

The research project examines the agenda of Finland's 2011 parliamentary elections as presented in the Finnish news media. The surprising election results and the record-breaking triumph of the True Finns Party have spurred considerable criticism of the media as well as discussion of the role of the mass media in election results.

174,500 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET)  
Pentti Raittila, Research Director*

**A CULTURE OF AGGRESSIVE CONVERSATION:  
NARROWING FREEDOM OF SPEECH**

The project examines how aggressive talk in the media changes the culture of public discussion as well as practices in journalism and networking. Instead of examining speech content, the focus will be on current hostile speech usage from the perspective of the diversity of journalism and freedom of speech.

168,400 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET)  
Professor Heikki Luostarinen*

**JOURNALISTS' FREEDOM OF SPEECH – AND  
OBLIGATION**

The study examines the extent of journalists' personal freedom of speech and their opportunities to influence their own media's political content or values, as well as whether journalists feel these opportunities are narrowing or widening.

160,000 €

*The University of Helsinki, Institute  
of International Economic Law (KATTI)  
Taina Pihlajarinne, LL.D.*

**NEW TECHNOLOGIES IN PROVIDING AND  
USING CONTENT**

The research will analyze problems relating to copyright and competition law raised by digitalization and new technologies. Special emphasis will be placed on freedom of speech and consumer-protection arguments as well as on analyzing economic incentives.

120,000 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET)  
Esa Reunanen, Ph.D.*

**WIKILEAKS AND JOURNALISM IN THE NEW  
INFORMATION ECOSYSTEM**

The study analyzes the relationship between traditional journalistic media and the so-called leak sites, such as WikiLeaks, and compares their operating principles and ethical precepts.

115,000 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET)  
Pentti Raittila, Research Director*

**TRANSPARENCY IN JOURNALISTIC  
MANAGEMENT**

The aim of the project is to investigate the role of journalistic organizations' middle management in arranging journalistic work, especially in developing methods of editorial control.

100,000 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET)  
Esa Reunanen, Ph.D.*

**YOUNG JOURNALISTS' CHANGING  
PROFESSIONAL IDENTITIES AND EXPERTISE**

The study explores how young journalists understand their work, their position, and their professional identity within the changing media environment. The research will be carried out in three different working environments, using themed interviews with journalists as well as case studies.

90,000 €

*The Woodrow Wilson International Center for Scholars (WWIC), Washington, D.C.*

*The Finnish Center for U.S. – European Programming*

**THE FINNISH PROGRAM FOR U.S. – EUROPEAN SCHOLARSHIP 2012–2014**

The purpose is to support innovative research in various areas of the sciences, humanities, and technology as well as to foster scholarly and expert discussions of bilateral and global issues of particular relevance to Finland and the Nordic countries.

60,000 €

*Tampere University of Technology,  
Department of Electronics*

*Johanna Virkki, Ph.D.*

**INDIVIDUAL PROTECTION IN WIRELESS COMMUNICATION: THE INTERNET OF THINGS (IOT)**  
The Internet of Things (IOT) is a concept of uniquely identifiable objects and their virtual representations in an Internet-like structure. The IOT thus extends the idea of the Internet to the next level. This research investigates the attitudes and opinions that people in Finland and China have of the IOT and how the issue of individual privacy is taken into account in IOT research and development in these countries.

53,000 €

*The University of Westminster,  
Communication and Media Research Institute  
(CAMRI), London*

*Mari Maasilta, Ph.D., Post-doctoral research  
FOREIGN REPORTING, IMMIGRATION,  
AND PARTICIPATORY CULTURE*

The study will examine the challenges posed by global immigration to foreign news reporting and the possibilities for immigrants to participate in the production of foreign news, especially in reporting on crises and conflicts.

47,000 €

*The University of Tampere,  
Tampere Research Centre for Journalism,  
Media, and Communication (COMET)  
Ari Heinonen, Ph.D.*

**TABLET JOURNALISM – NOW**

The research will produce information about the development of newspaper journalism in the initial stages of tablet markets. It analyzes the discussions of experts from different countries and considers tablet journalism's main trends up to this point for future research considerations. This is a two-phase pilot study.

46,901 €

*McGill University, Department of Art History &  
Communication Studies, Montreal, Canada*

*Camilla Haavisto, Ph.D., Post-doctoral research*

**IMMIGRANT MEDIA WORKERS IN FINLAND AND QUEBEC: CAREER PATHS, INTERMEDIARIES,  
AND LOCAL LABOR MARKETS**

This comparative study examines foreign-born journalists' experiences in working life and the educational and employment projects designed for them.

40,500 €

*Professor Pekka Aula*

*Stanford University, Visiting Professor 2012–13*

**RECONSTRUCTING MEDIA PUBLICITY (REMEDY)**

The aim of the REMEDY project is to investigate the relationships between the modern media sphere, innovation journalism, and the central ideas pertaining to the so-called innovation ecosystem of society.

35,144 €

*The University of Jyväskylä,  
Department of Communication*

*Marko Lindgren, M.A.*

THE FINAL REPORT OF THE FINNISH  
INNOVATION JOURNALISM FELLOWSHIP

The purpose of the research is to produce a summary of the outcomes and effects of the four-year Finnish Innovation Journalism Fellowship program (2008–11), especially its end stage.

29,974 €

*The Embassy of Sweden*

FINNISH JOURNALISTS' STUDY TRIP TO SWEDEN

21,600 €

*Heikki Aittokoski, Journalist*

THE ROAD TO NARRAGONIA: WRITINGS  
FROM A WORLD GONE WRONG

The project will be a mixture of foreign journalism, old-fashioned travel writing and essays. The author plans to examine underlying structures of world politics through travels on five continents.

20,000 €

THE 80TH JUBILEE OF ILTA-SANOMAT

20,000 €

AN EXHIBITION ORGANIZED ON THE CENTEN-  
NIAL OF FINNISH CARTOON STRIPS, 2011

10,000 €

## Donations

The University of Tampere

650,000 €

The University of Helsinki

525,000 €

A one-year subscription to *Helsingin Sanomat* for the top graduates in Finnish-language study at every Finnish high school.

82,740 €

## Fellowship programs

*Anna Achté, Saila Kiuttu, Anu Nousiainen*

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

*Joose Palonen*

INTERNATIONAL VISITING SCHOLARS  
PROGRAM, UC BERKELEY

*Helena Liikanen-Renger*

M.A. PROGRAM IN SPECIALIZED JOURNALISM,  
USC ANNENBERG SCHOOL FOR COMMUNICA-  
TION AND JOURNALISM

*Antti Kokkonen, Jukka Vahti*

EUROPÄISCHE JOURNALISTEN-FELLOWSHIPS,  
FREIE UNIVERSITÄT BERLIN

*Katriina Pajari*

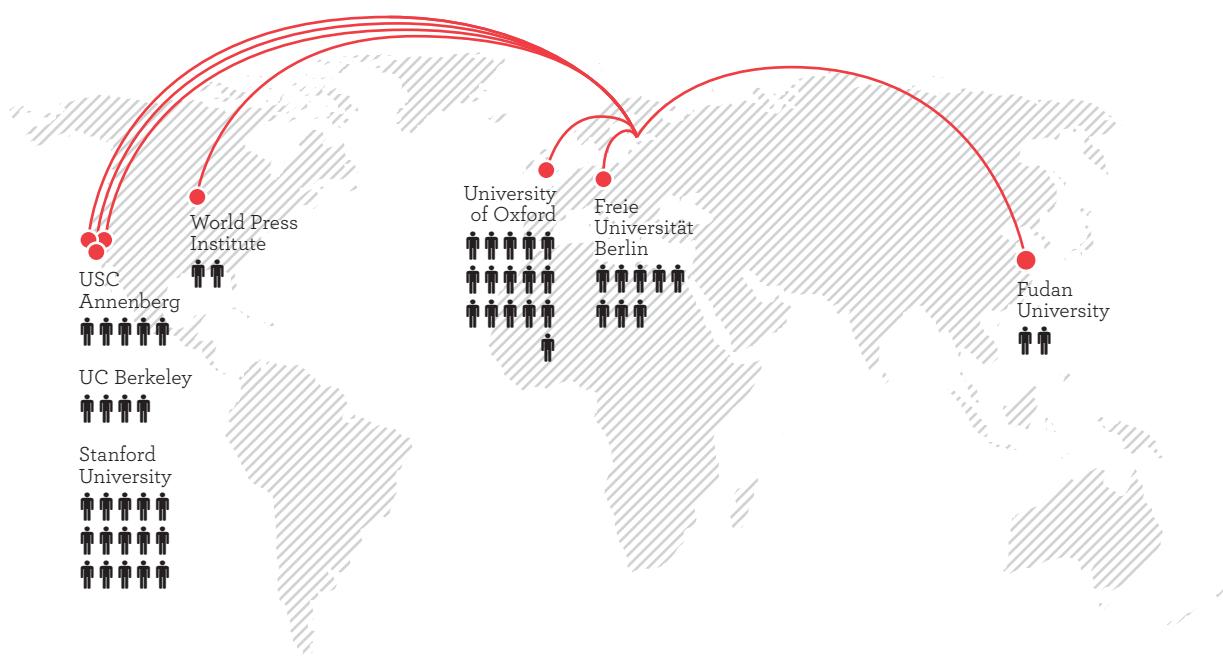
FUDAN UNIVERSITY, SHANGHAI

*Eija Välimänta*

WORLD PRESS INSTITUTE, WPI FELLOWSHIPS  
FOR INTERNATIONAL JOURNALISTS

Grants total:	2,740,731 €
Donations total:	1,257,740 €
Fellowships total:	350,899 €
Total of all grants and donations:	4,349,370 €

Journalist Fellows, 2006–2011



# FROM BREAKFAST TO THE WORLD UUTISRAIVAAJA CONTEST WINNER, SCOOPINION, WAS BORN OVER A MORNING COFFEE.

‘**I** was already expecting your call.’’ Johannes Koponen’s answer to the telephone call was not quite what Ulla Koski, the Vice President of the Helsingin Sanomat Foundation, had anticipated.

In September Koski telephoned to report the great news: The Scoopinion group led by Koponen had won the Uutisraivaaja Contest.

The previous Friday Scoopinion’s five-person group had appeared before the contest jury for the last time. Once again the team had to justify why developing the news reference service Scoopinion should be given EUR 250,000 of support.

Koponen had left the meeting in a good mood. He believed that the reference service was in the jury’s mind.

**I** met Scoopinion’s creators on the upper level of the Gran Delicato café in Helsinki. The place was not chosen by chance: We sat at the very table around which the idea of Scoopinion was born. For two years Koponen and his partners have met once a week for breakfast.

It all began when Koponen called Mikko “Cobra” Koskinen: “I would like to bring together the coolest types I know and see what happens. You’re one of ‘em.”

Koskinen had studied product development and design at Aalto University. At times he does stand-up comedy on the stages of Helsinki’s bars.

Koponen also asked to meet with Ville Sundberg and Juha Leppänen.

Sundberg is a programmer, and, like Koponen and Koskinen, he studied technology at Aalto University and at Stanford. Juha Leppä-

→  
Johannes Koponen,  
Mikael Koponen,  
Mikko Koskinen,  
Ville Sundberg, and  
Juha Leppänen.



nen, however, studied humanities at the University of Helsinki.

“Our great strength is mixing tech students with humanism,” Juha Leppänen says.

Before developing Scoopinion, the breakfast quartet had arranged such things as Christmas parties for the rectors of Aalto University. The quartet dressed as brainstorming elves, and at intermission there was a circus with the acrobats of Sirkus Helsinki.

The first version of Scoopinion’s idea emerged when the guys sat down at one of Gran Delicato’s tables to discuss who would visit which websites. The quartet decided to share each other’s browsing histories. Everyone could see on his own machine all the Internet pages which the others had visited.

“It was pretty wild. Especially when Cobra and his girlfriend used the same machine,” says Juha Leppänen, laughing.

Cobra Koskinen appeared to have visited a panty hose shop and a bank. The others wondered if he had plans for a serious affair of some kind.

After many stages, dividing up the browsing history was refined into the current form of Scoopinion: like-minded people telling each other which of the endless supply of articles on the Internet are worth reading.

Scoopinion stores information about users’ news preferences as found on their browsers with the help of an extra addition to the browser. If you read a lot of news about the National Opera, for example, Scoopinion recommends other news sites dealing with classical music. Scoopinion monitors the news reads automatically; the user doesn’t need to do anything. This is substantially different from Facebook, for instance, where Facebook friends have to press the Like button to spread the news.

Let’s have a practice try.  
I install Scoopinion on my computer, and over a week’s time it has learnt to read my opinion. When I sign up on their website, I get recommendations such as a story in *Popular Mechanics*, whose subject is the real fate of an airliner that disappeared into the Atlantic, and, from *Technology and Economy*, “Taiwan

gets the world's strangest-looking skyscraper."

Both recommended articles prove interesting. However, I would not have started reading them just on the basis of their titles.

Scoopinion is not interested in the number of readers. Instead it monitors how long and how carefully an article is read. Articles are given points on the basis of dozens of users' reading habits.

"Everybody knows what links are opened. But it is not clear what stories are read and how," Koponen explains.

Scoopinion understands that articles are good when people read them at length and with close attention. Koponen says that for this reason Scoopinion lifts quality journalism to the forefront.

The part the user sees is only half of Scoopinion's content. Scoopinion continuously collects information about users' reading preferences. Through a planned paying part of the service, for example, it will eventually be possible to see how the individual lines of Internet stories are read.

On websites the beginnings of stories are the most popular. After the beginning, interest quickly peaks. Sometimes the interest returns in surprising places: If there are numbers in the story, people will see them.

The idea is not unique. For example, *Helsingin Sanomat* uses Crazyegg software with which you can follow the same themes. Crazyegg, however, works only on one page, whereas Scoopinion monitors all the different media at the same time.

With the help of Scoopinion's data it is possible to compare different newspapers. It is also easy to determine who the most popular journalists are. At the beginning of the year 2012 Scoopinion had 600 users. Its registries contain information about how 80,000 articles are read.

In Uutisraivaaja's final stretch Scoopinion competed with two other services. The idea of the news service Huuhkaja (Eagle Owl) was to work together with the audience on story ideas and collecting information. On the other hand, Pinchett was a microblog, with which, for example, updates to an autumn storm story written up by users would all be found in the same place.

Last spring Scoopinion took in a second programmer: Johannes Ko-

ponen's brother Mikael. The team worked the whole summer, and at the stage when the jury began to choose a winner, the practical implementation was almost ready.

And in the end, the jury, led by Risto Siilasmaa, the chairman of the data security firm F-Secure Oyj, chose Scoopinion as the winner. Why?

"Scoopinion's team had entrepreneurial fire in their eyes, high aims, and a firm belief in themselves. They don't give up at the first big setback, which every beginning company invariably encounters," Siilasmaa says.

**F**or users Scoopinion is free, but Koponen and his partners have plans for making money. Without a working business model Scoopinion would not have won the Uutisraivaaja Contest.

"Newspaper firms are not the best remunerators right now. PR firms might be more likely," Johannes Koponen says.

For example, the Coalition Party's communications agency could buy information from Scoopinion about how well Prime Minister Jyrki Katainen's message gets to the media's readers – line by line.

For advertisers too Scoopinion could be valuable. The small shop retailers could get objective information about how long a consumer looks for packages of sausages on a webpage. And still more important: Are the viewers men or women? And how old are they?

Scoopinion's creators promise that users will get to view their own data within the service whenever they want. Facebook and Google are gathering huge amounts of information about human behavior, but they keep it for themselves.

"The data go to large firms, though the information ought to be for people's own use," Koponen says.

Scoopinion also plans to offer work tools to journalists with which they can see how their stories are read. There could be a charge for the service if it helps journalists earn more.

Another possibility might be a newspaper-article version of Spotify: Paying a monthly fee would allow a lot of interesting reading.

**E**ven though the business models have been developed, in January of 2012 Scoopinion had still not earned any money. Yet its service is already sold around the world. Today the spirit of small growth companies is that the goal should be global success. If the aim is a district championship, then you cannot reach higher than that.

After winning the Uutisraivaaja Contest, Koponen and his partners left for London and New York to present their product. Among the listeners were the *New York Times*, Facebook, the Internet provider AOL, the LinkedIn network media, the iPad application Flipboard, and the TV channel MSNBC.

In global markets, competition is fierce. Cobra Koskinen wrote on the Uutisraivaaja blog that companies in New York are not interested in listening to you at first, and so it's up to you to convince your counterpart immediately.

In spite of everything, sitting there at the Gran Delicato's table I feel that I am in the company of lottery winners. EUR 250,000 is a huge amount of money.

It will be paid to the working group in two parts. Its use is not monitored during the process. From the Foundation's point of view, it is a well-prepared risk investment.

At the moment Johannes Koponen and Juha Leppänen are doing other work so that the company's money does not run out prematurely.

Scoopinion is not yet a ready product, but it has a way to go and obviously is a work in progress. For Johannes Koponen the situation is worrying.

“As long as there is no money coming in, the feeling is like the earth on the way to an oil crisis.”

*Esa Mäkinen*

*The writer is a journalist for Helsingin Sanomat's cultural department.*

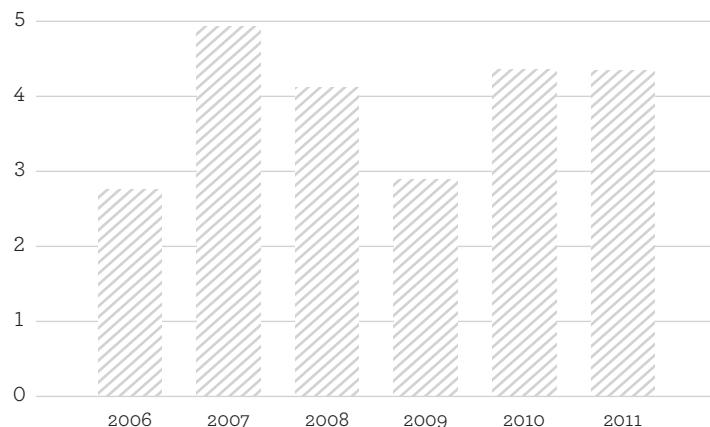
# FINANCIAL AND INVESTMENT ACTIVITIES 2011

The net income for investment and financial activities totaled EUR –35,912,865 (in 2010 net income was EUR 10,329,800). The income of EUR 8,871,980 (EUR 6,019,218 in 2010) was largely accounted for by the Sanoma Group's dividend income of EUR 6,271,727 (EUR 4,561,256) and the pay-out of mutual funds in the amount of EUR 1,270,341 (EUR 1,197,047). Changes in the investment value of EUR –44,303,071 (EUR 4,310,582) were made up chiefly by the change in value of the Sanoma Group's shares. The book value of the Sanoma Group's shares was fixed 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 6,280,884 (EUR 6,567,803 in 2010), of which EUR 3,963,514 were for grants and fellowships (EUR 4,406,904). During the reporting period EUR 878,422 were paid in salaries and wages (EUR 839,836). The Foundation received a subsidy of EUR 10,000 towards the museum's exhibition expenses as well as a grant of EUR 17,500 for arranging the archive of author correspondence for the Päivälehti Archives. (In the year 2010 donations received totaled EUR 100,000, and grants totaled EUR 30,281, of which EUR 13,360 was entered as income.)

The deficit for the reporting period was EUR 42,193,749 (in 2010 there was a surplus of 3,861,997). On the balance sheet the Founda-

GRANTS, IN MILLIONS OF EUR



tion carries a debt of EUR 4,806,664 (EUR 5,379,957), of which unpaid grants and fellowships accounted for EUR 4,561,823 (EUR 4,832,619).

At the year's end the market value of the Foundation's assets was EUR 99.6 million (EUR 145.4 million). The share of listed equities of the portfolio was 86% (89% in 2010), properties were 7% (5%), and fixed income investments were 7% (6%). The portion of Sanoma shares of the total assets was 51% (64%). During the year no substantial changes were made in asset allocations.

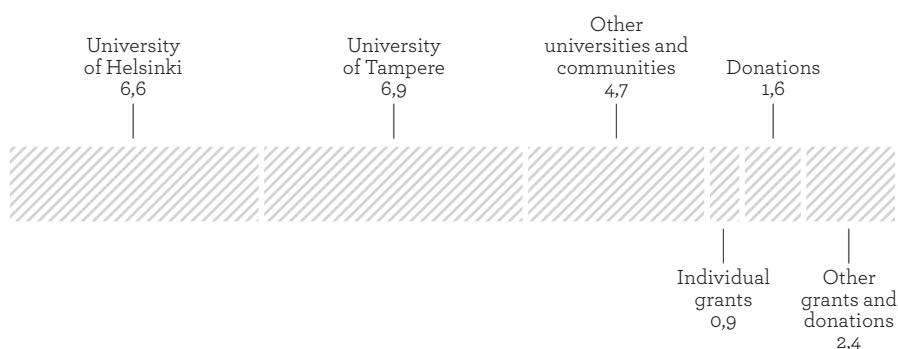
The market return of the securities portfolio in 2011 was -28.9% (10.1%). The return on Sanoma shares was -40.5% (8.3%), and the total return on other investments was -6.8% (13.8%).

The management of funds and investment activities was conducted in accordance with the Board of Trustees' accepted investment policies.

The goal of the Foundation's investment activities is to preserve and increase the capital over the long term as well as to ensure the continuation of the core activities through a stable cash flow and sufficient liquidity. The risks of investment activities are connected to the development of the market value of the Sanoma Group's shares over the longer term and the company's ability to pay out dividends as well as to the general development of financial markets and the economy.

The accounting and cash management services were provided by the Financial Shared Services Centre of the Sanoma Group.

#### GRANTS 2006–2011, IN MILLIONS OF EUR



# INCOME STATEMENT

In EUR	1.1.-31.12.2011	1.1.-31.12.2010
<b>REGULAR OPERATIONS</b>		
<i>PROMOTION OF RESEARCH ACTIVITIES</i>		
Income		
Expenses		
Grants distributed	2 741 631	3 971 484
Uutisraivaaja project	363 282	376 887
Donations	1 257 740	86 292
Returned/cancelled grants	-399 138	-27 758
Share of personnel expenses	221 798	186 373
Depreciation	8 626	9 628
Other expenses	210 308	4 404 245
Deficit for research activities	-4 404 245	-4 782 577
<i>MUSEUM AND ARCHIVE ACTIVITIES</i>		
Income	35 200	54 435
Expenses		
Grants		
Share of personnel expenses	760 736	780 875
Depreciation	108 918	109 068
Other expenses	969 405	1 839 059
Deficit for museum and archive activities	-1 803 859	-1 719 644
<i>OVERALL EXPENSES</i>		
Income		
Expenses		
Personnel expenses	1 022 963	1 002 049
- transferred for operations	-982 534	-967 248
Depreciation	1 725	1 926
Other expenses	30 626	-72 779
Total deficit	-72 779	-65 581
<b>Expense deficit</b>	<b>-6 280 884</b>	<b>-6 567 803</b>
<b>FUNDING</b>		
Income	0	100 000
<b>Income surplus</b>	<b>0</b>	<b>100 000</b>
<b>INVESTMENT AND FINANCIAL ACTIVITIES</b>		
Income	8 871 980	6 019 218
Change in value	-44 303 071	4 310 582
Expenses	-481 773	0
<b>Income surplus</b>	<b>-35 912 865</b>	<b>10 329 800</b>
<b>Surplus/deficit for the year</b>	<b>-42 193 749</b>	<b>3 861 997</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	31.12.2011	31.12.2010
<b>ASSETS</b>		
<i>NON-CURRENT ASSETS</i>		
Intangible assets		
Intangible rights	2 693	5 387
Other long-term expenditures	289 110	291 803
Tangible assets		
Machinery and equipment	113 763	147 282
Other tangible assets	1 440 850	1 554 613
Investments		
Other stocks and shares	59 126 429	99 113 647
Non-current assets total	60 972 846	101 034 491
<i>CURRENT ASSETS</i>		
Inventories	7 871	5 376
Receivables		
Current		
Other receivables	38	18
Accrued income	102 860	102 898
Securities	39 366 504	235 276
Cash and cash equivalents	185 877	235 294
Current assets total	39 663 150	41 986 017
Assets total	100 635 996	143 425 827
<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	-8 802 958	-12 664 955
Surplus/deficit for current period	-42 193 749	3 861 997
Total capital	95 789 749	137 983 497
<i>LIABILITIES</i>		
Current		
Trade payables	15 263	37 005
Other liabilities	24 321	25 366
Accrued expenses	4 806 664	4 846 247
Total liabilities	4 806 664	5 379 957
Liabilities total	4 846 247	5 442 329
100 635 996	143 425 827	

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 and the President

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

Heleena Savela served as the President of the Foundation and as a presenter to the Board of Trustees. Ulla Koski, the Vice President of the Foundation, served as the Board's secretary.

The Board convened four times during the reporting period.

## 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 the committee's secretary. The Working Committee met three times during the reporting period.

## The Finance Committee

The task of the Finance Committee is to prepare investment strategy and report to the Working Committee and the Board of Trustees on investment management. In the year 2011 Nils Ittonen served as the chairman of the Finance Committee. The other members were Heleena Savela, Matti Sintonen, and Janne Virkkunen. Ulla Koski served as the committee's secretary. The Finance Committee met five times during the year.

## The Scientific Committee

The task of the Scientific Committee is to assist the Board of Trustees in evaluating grant applications and to report to the Board on international conferences in the field of communications and new research trends in the area. The members of the Scientific Committee were Professor Colin Sparks of Hong Kong Baptist University, Professor Thorsten Quandt of the University of Hohenheim in Stuttgart, and Hanna Rajalahti, Ph.D., the managing editor of the newspaper

*Talouselämää.* Representing the Foundation on the Scientific Committee were Paavo Hohti, Vice Chairman of the Board of Trustees, who served as the committee chairman; President Heleena Savela; and Vice President Ulla Koski, who served as the committee's secretary. In the autumn the Scientific Committee held its meeting in Stuttgart.

### Personnel

At the beginning of the year the Foundation had 12 full-time employees and four others working as needed. At the end of the year the full-time employees numbered 12 with three 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, served as auditors. Juha Tuomala, CA, and Henrik Sormunen, CA, were the deputy auditors.



Board of Trustees  
2011 from left:  
Kaius Niemi,  
Liisa Välikangas,  
Janne Virkkunen,  
Paavo Hohti,  
Matti Sintonen, and  
Reetta Meriläinen.

**E X** Lanolin

ikille vaaleatukkaisille

sin ilmoittejille!



## Eduskunta

SUOMIALAISIEN  
KIRJASTOILAIN

Muunsa Lounas  
kesäkuu 1978



# A MUSEUM OPEN TO ALL THE SENSES TEN-YEAR-OLD PÄIVÄLEHTI MUSEUM IS ALWAYS READY TO OFFER NEW SURPRISES.

The coffee machine is already quite old,” apologizes Saila Linnahalme, the museum’s director, when we have to wait in a corner of the Päivälehti Museum’s lobby for our coffee cups to fill up. The problem can hardly be very serious. Likewise the museum’s other troubles: They are relatively small and trivial. The big things are in order.

The museum is having an anniversary. Last November the museum turned ten years old. Even though it is also the function of museums to look ahead and to the future, now it’s time to take a look back.

Saila Linnahalme has been with the museum since its beginning. Actually even longer, because already with the museum’s founding she was hired away from her job of amanuensis for the Linnanmäki Toy Museum. Along with her researcher colleagues she was able to build her vision from the ground up, when the building on Ludviginkatu was emptied at the time the *Helsingin Sanomat* editorial office was moved to Sanoma House. The museum thus started in November of 2001.

“Aatos Erkko took the decision to have this museum,” Linnahalme says. “When Ludda (the building on Ludviginkatu) was emptied, it was decided that nearly one hundred years of history had to leave some kind of trace.”

Linnahalme divides the museum’s first decade into two stages: the old museum time, from 2001 to 2006, and the new museum time, from the year 2007.

From the beginning the basis for the museum was a permanent exhibition, *Time of the News*, illustrating the history of *Päivälehti*, its successor *Helsingin Sanomat*, and other Finnish newspapers.



Saila Linnahalme,  
director of the  
Päivälehti Museum.

Along with the permanent exhibition there is a great deal that is new. Some of *Päivälehti*'s and *Helsingin Sanomat*'s old printing equipment from Ludviginkatu has been moved downstairs to the Printing Cellar, where the history of the technique of producing a newspaper is demonstrated. At the back of the museum's lobby is the small Cartoon Gallery, mainly dedicated to comics and cartoons. Beside the windows on the Ludviginkatu side are the temporary exhibitions. In the winter of 2011–12 the theme of the temporary exhibition was Juhani Aho.

**I** am an historian by background, and for me these cultural-historical exhibitions are especially important," Linnahalme says.

The exhibition entitled *Juhani Aho: The Flying Newspaperman* dealt with Aho (1861–1921), not as a writer, but as a newspaperman. He was one of *Päivälehti*'s founders and a passionate journalist.

"Even though 2011 was Aho's anniversary year, elsewhere he has not been portrayed through his social actions," says Saila Linnahalme. "Yet over the 60 years of his life, he worked as a journalist for 40 years."

"For me personally, it was a tremendous experience to realize how radically Aho differed from the currents of his time."

The *Päivälehti* Museum has had cultural-historical exhibitions before Aho's, for example, on the cultural community of the 1920s called Tulenkantajat (the Torch Bearers) and on the poet V.A. Koskenniemi. Almost every one of these exhibitions has been carried out in cooperation with the Museum Theatre.

"The performances have been a success," Linnahalme says.

There is a rather well-established structure for the exhibition seasons. In March a new temporary exhibition goes up, planned for the whole family. In the year 2011 its theme was 60 Years of the Donald Duck Magazine in Finland. In the autumn it is the turn of the cultural-historical exhibition.

**O**ne of the principal tasks of the *Päivälehti* Museum is to preserve, study, and display old objects. Most visible to the public, however, is the emphasis on image and text. In addition the modern, multi-media museum offers visitors much more.

One example of its other functions is the colloquia and the encounters. In the beginning of January 2012 the media researcher Johanna Sumiala met Pertti Jarla, the artist of *Helsingin Sanomat's Fingerpori* comic strip. The themes of their encounters were religion and taboos.

In January 2012 the exhibition *Truth Be Told?* opened in the Cartoon Gallery, which dealt with Islamic and Arabian world taboos through Nordic cartoons.

“It did not emerge directly out of the Mohammed uproar, but in the background is a larger collaborative project. First we had on display women cartoonists,” Linnahalme says.

Printing demonstrations bring sparkle and life to the Päivälehti Museum, when typesetters and printers now retired from Sanoma demonstrate how *Helsingin Sanomat* was printed during different decades of the twentieth century. You can see hand composing done as well as watch typesetting machines and old printing machines at work. For a moment the old newspaper building comes to life. Sounds and smells of the past fill the room.

“Many people in Helsinki recall how the printing presses on Ludviginkatu rumbled to a start and the smell of print even drifted outside.”

Around 3,000 people attended the demonstrations last year. “They are just great,” Linnahalme says. “The important thing is that people get to meet those doing the work. It sparks really excellent encounters.”

*Helsingin Sanomat* was printed at Ludviginkatu from the beginning of the twentieth century until 1978, when the Sanomala printing facility was completed in Vantaa’s Martinlaakso. Now it is possible to hold meetings, parties, and seminars in the Printing Cellar.

In the lobby of the Päivälehti Museum there is a museum shop with a few shelves whose products are mainly books and newspapers published by Sanoma. What is the shop’s hit product? At first, Anna Takala, a museum employee, said that there was no special favorite with the public. Then she thought of something: “The *HS Teema* magazine with Kekkonen on the cover. That went really fast.” (Urho Kekkonen was the famous president of the republic from 1956 to 1982.)

The museum's door spring worked quite nicely last year. The number of visitors was around 63,000. That's not bad for a Finnish special museum.

"The number of visitors is an important criterion, but if necessary, we can mount exhibitions on fringe topics if they are considered important," Linnahalme says.

Getting a large number of visitors is not self evident. To get crowds you have to build interesting exhibitions, because for many people, stepping into the Päivälehti Museum means crossing quite a threshold. The fact that *Helsingin Sanomat* is so passionately both loved and hated often shows on people's faces when they step into the museum for the first time.

"In the beginning they come with a vague kind of fear that at some stage they will have to subscribe to *Hesari*," Linnahalme says. "People really have some kind of fear of a media monopoly and of propaganda, which they can work through here."

And in ten years what essential things has Linnahalme learned from the Päivälehti Museum and its visitors?

"Certainly the importance of the different senses. The exhibition texts have gotten shorter. I've also realized that humor is a difficult genre."

Sometimes, fortunately very rare, museum visitors even become irritated. When the Civil War of 1918 was presented in the Päivälehti Museum, some visitors felt that the museum was taking sides. However, the intention was simply to show how *Helsingin Sanomat* reported the news in the past.

Several years ago a picture of Osama bin Laden was hanging from the ceiling of the museum. A group of tourists from the United States was shocked to the point that they demanded that the museum staff take the picture away.

"We explained that it was not a statement of support. We didn't take the picture down."

"Even though there are days when you get fed up with everything, still what we are doing here is a luxury. We are dealing with shockingly interesting things. This is creative and free work, and the work's only restrictions are mainly in one's head."

The Päivälehti Museum is a museum for the whole family, and its fundamental principle has been implemented very well. For the smallest family members there is the Carousel, affectionately called “Kariselli,” a pun on the Finnish word for carousel and the first name of the immensely popular cartoonist Kari Suomalainen. It is a hand-cranked merry-go-round that holds several little ones at a time.

But the Carousel also interests the toddlers’ parents and grandparents, because revolving there are Kari Suomalainen’s classic, political cartoon figures, such as the Coalition Party’s helmeted priest, the Agrarian Union’s sturdy farmer, the Social Democrat’s neat, wire-thin worker, and the Communists’ down-and-out bum. Who doesn’t remember them?

Linnahalme would like to see an exhibition in the museum of Kari Suomalainen’s pictures. His production has not been on show for years, even though it is a real national treasure. Kari drew political cartoons for *Helsingin Sanomat* from 1950 to 1991. It was quite a long time, because he began six years before Kekkonen became president, and he retired when the Soviet Union ceased to exist.

Linnahalme quickly comes up with a number of other good topics for exhibitions.

“Minna Craucher and the Mäntsälä Rebellion, Prohibition and Algot Niska... We have an inexhaustible treasure chest,” she says as she lists possible exhibition themes.

Craucher was a well-known adventuress and socialite in Helsinki. In the 1920s her salon was one of the meeting places of the Tulenkantajat literary coterie. In the 1930s she became interested in the Fascist Lapua movement. Algot Niska was a legendary smuggler during Prohibition.

The Päivälehti Museum will not run out of material because it works closely with the Päivälehti Archives, located in the same building. When an archive has almost 3,700 shelf metres of material, such cooperation guarantees that only the imagination sets limits on what can be presented in the museum.

Tommi Nieminen

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





# Uutisraivaaja Contest: Hacks/Hackers

## Päivälehti Museum, 10 January 2011



The Uutisraivaaja Contest's Hacks/Hackers event was arranged as an unconference. The participants themselves were given the opportunity to influence the program. Tanja Aitamurto, the contest coordinator, and researcher Petri Kola gave a presentation on open data.



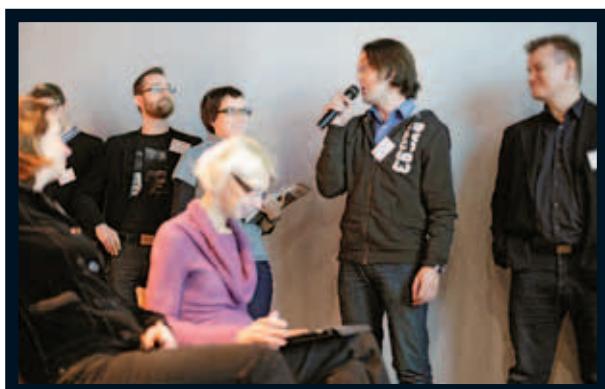
Participants divided into groups where they discussed the competition themes.



Susanna Niiniyaara (right) and Annikka Mutanen, developers of Huuhkaja, the Eagle Owl news service, participated in the event.



Tanja Aitamurto spoke about the goals of the competition and gave advice to the contest participants.



Kari Haakana (right), Tapio Nieminen, Kaisa Aalto, and Juho Salminen sparred with the participants. Seated: Ulla Koski.

# Women's Magazines Seminar

## Päivälehti Museum, 7 March 2011



Adjunct professor Iiris Ruoho of the University of Tampere presented the study's main findings.



*Kotiliesi* was one of the magazines researched. Its editor-in-chief, Leeni Peltonen, had questions for the researchers.



Foundation President Heleena Savela opened the seminar.



Ulla Koski (left), Vice President of the Foundation, and journalist Seija Nummijoki.



The study's co-author, Laura Saarenmaa, Ph.D., listens to Janne Virkkunen, Chairman of the Foundation's Board of Trustees.



Iiris Ruoho, Leena Karo, former editor-in-chief of *Kodin Kuvallehti*, and Laura Saarenmaa in the post-seminar atmosphere.

# Uutisraivaaja Contest: Preliminary Jury Meeting

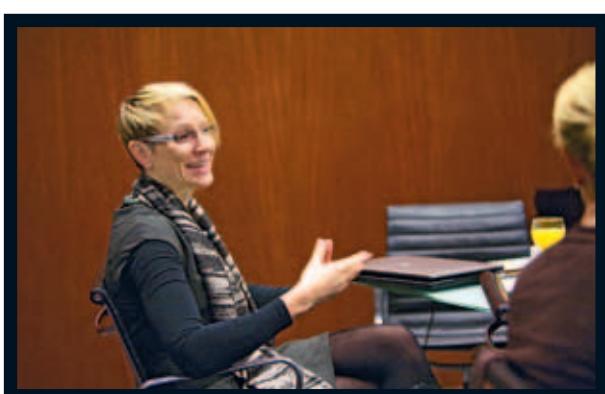
## Sanomatalo, 18 March 2011



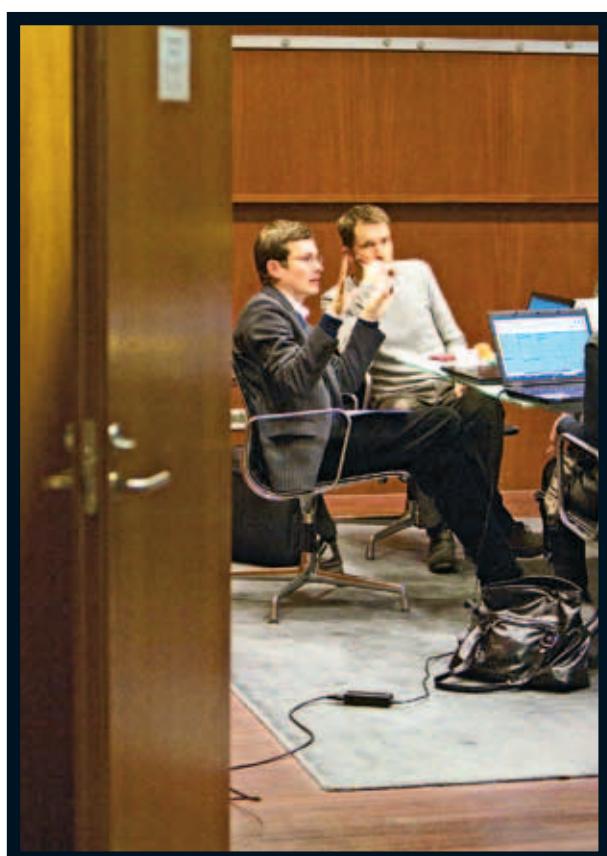
The jury went through a total of 257 contest applications. Editor Laura Saarikoski (right), senior researcher Turo Uskali, and editor-in-chief Kaius Niemi listen to Heleena Savela giving guidelines to the jury.



Laura Saarikoski and Tanja Aitamurto going through the applications.



Maisa Lehtovuori, editor of the Finnish News Agency, was a member of the jury.



Kaius Niemi and researcher Mikko Villi evaluated the contents of the applications.

# Politics Backstage Seminar

## Päivälehti Museum, 11 May 2011



Members of Parliament Pertti Salolainen (National Coalition Party) and Antti Kaikkonen (Centre Party, holding the microphone) discussed politics and media relations. Researcher Anu Kantola led the discussion.



MP Ben Zyskowicz (National Coalition Party) participated actively in the discussion.



Marko Junkkari of *Helsingin Sanomat* and Merja Ylä-Anttila of MTV3 discussed the changes in political journalism.



The work group led by Anu Kantola, Ph.D., had studied the election funding scandal.

# Uutisraivaaja Event

## Päivälehti Museum, 12 May 2011



The ten groups of competition finalists were given the chance to present their projects and receive professional and public feedback.  
Mikko Koskinen of the Scoopinion group giving a presentation.



Influence Networks was the only project from outside Finland to be short-listed. Spokesman Nicolas Kayser-Bril.



Kaius Niemi, Tina Aspiala, and Timo Ahopelto gave advice on developing the projects further.



Jos Schuurmans explained the net service idea behind Eleet/Gestures.

# Judges' Meeting for the Uutisraivaaja Contest Sanomatalo, 9 September 2011



Liisa Välikangas, Professor of Innovation Management at Aalto University and a member of the Foundation's Board of Trustees, was among the contest judges.



Sirpa Ervasti, Helene Juhola, Director, R & D, the Federation of the Finnish Media Industry, and Ulla Koski.



The contest judges: Heleena Savela, Risto Siilasmaa (chairman), Liisa Välikangas, Jyri Engeström, and Helene Juhola.



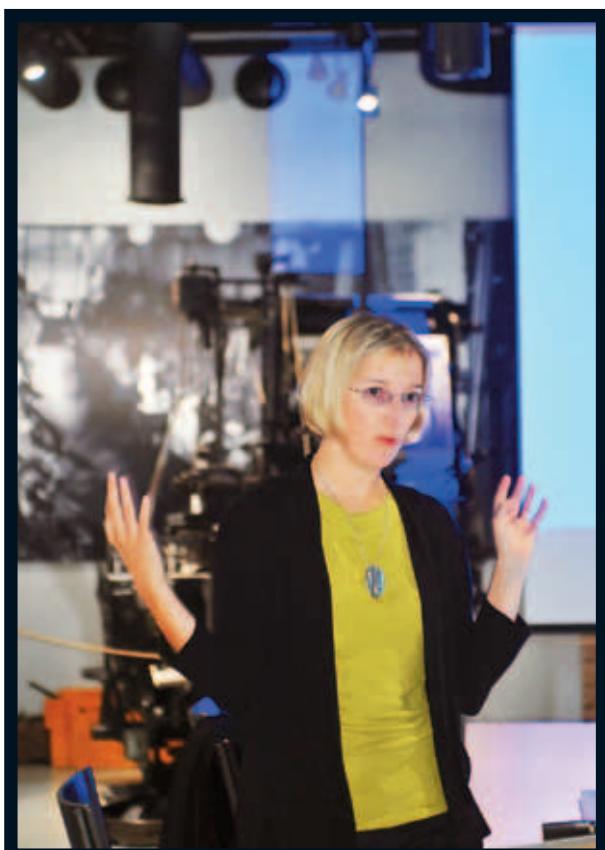
Three groups were invited to report on their progress. Risto Siilasmaa, Tanja Aitamurto, and Jyri Engeström listen.

# Foundation Day

## Päivälehti Museum, 15 September 2011



Scoopinion, the Uutisraivaaja contest winner. The group's members are Johannes Koponen, Mikko Koponen, Juha Leppänen, Ville Sundberg, and Mikko Koskinen. Risto Siilasmaa congratulates each.



Tanja Aitamurto, Coordinator of the Uutisraivaaja Contest, was relieved when the competition was successfully finished.



Krista Varantola, the Chancellor of the University of Tampere, and Professor Matti Sintonen of the Foundation's Board of Trustees.



Risto Uimonen, chairman of the Council for Mass Media in Finland, and Heleena Savela.



Unto Hämäläinen, journalist for *Helsingin Sanomat*, and Marjo Timonen, Head of Information, Parliament of Finland.



Sanna Kangasniemi, journalist, and Riikka Venäläinen, editor-in-chief of *Helsingin Sanomat*.



Representing the Foundation's Board of Trustees at the anniversary celebration were Professor Liisa Välikangas, editor-in-chief Kaius Niemi, and the former senior editor-in-chief Janne Virkkunen.



*Helsingin Sanomat* journalist Juha-Pekka Raeste with Demos Helsinki researchers Roope Mokka and Aleksi Neuvonen.



Hanna Rajalahti, managing editor of *Talouselämä*, with Ville Sundberg and Mikko Koponen of Scoopinion.

# Newspaper Pictures: Exhibition Opening

## Päivälehti Museum, 20 September 2011



Pertti Jenytin, the curator of the retrospective newspaper pictures exhibition, gave the opening speech.



Kirsti Toppari and Lisa Meckelburg-Mäkelä were guests at the opening of the exhibition.



Saila Linnahalme, the director of the Päivälehti Museum, said she was proud of the new exhibition.



Tapani Ruokanen, editor-in-chief of *Suomen Kuvallehti*, exchanged news with Vappu Virkkunen and Ulla Koski.



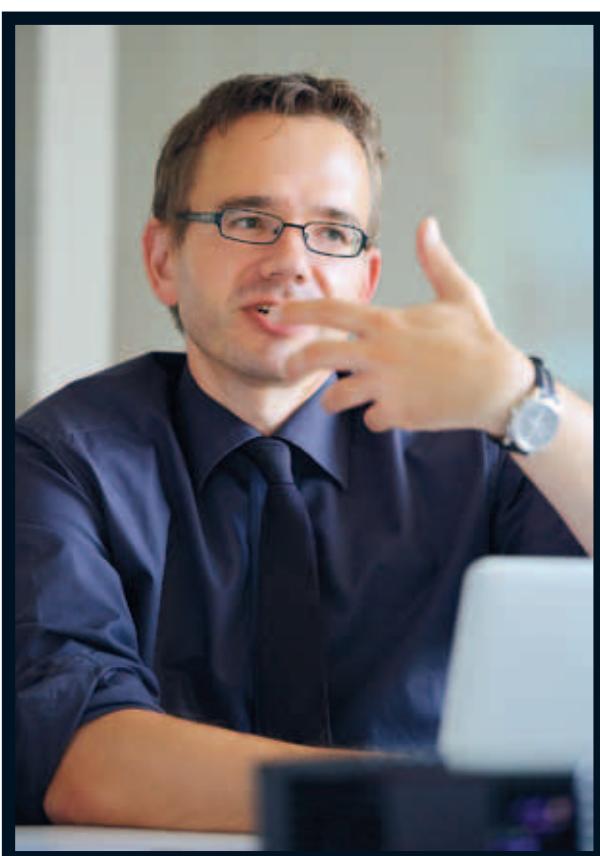
The opening brought together friends of newspaper photos with friends of the photographers.

# Meeting of the Scientific Committee

## Stuttgart, 27 September 2011



Before the meeting, the members of the Scientific Committee became acquainted with the palace at the University of Hohenheim. Thorsten Quandt (left), Paavo Hohti, Hanna Rajalahti, Heleena Savela, and Ulla Koski listen to a presentation by their guide, Frank Emmerich.



The meeting was held at the University of Hohenheim, where Professor Thorsten Quandt is on the faculty.



Ulla Koski, Heleena Savela, Paavo Hohti, Hanna Rajalahti, and Thorsten Quandt in the meeting.



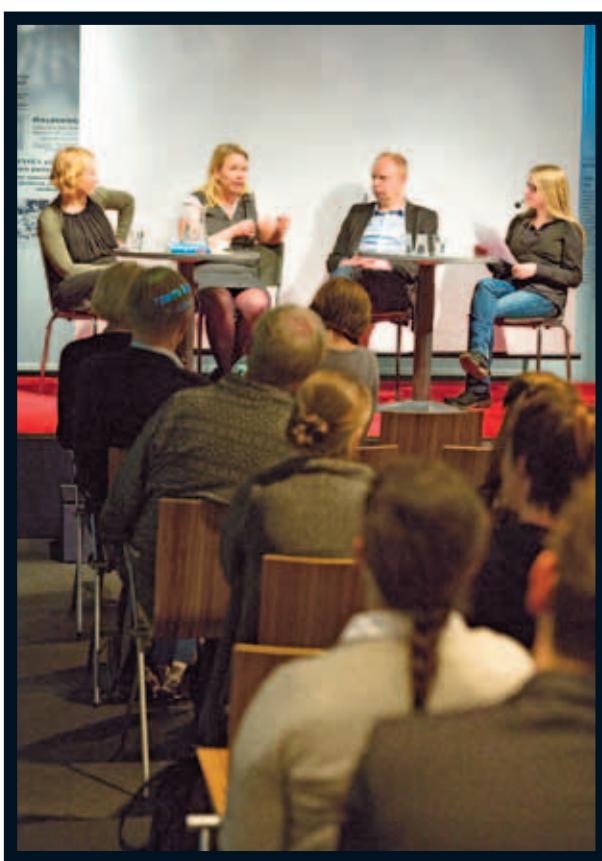
Paavo Hohti, chairman of the Scientific Committee, and Hanna Rajalahti, a committee member.

# Stop the Press! Seminar

## Päivälehti Museum, 6 October 2011



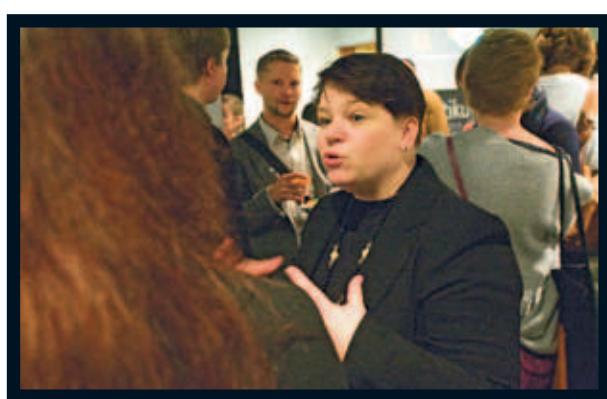
In her research Johanna Vehkoo, a journalist with a master's degree in social science, reflected on the changes in journalism and communications. She presented a ten-step program for saving journalism.



Editor-in-chief Riikka Venäläinen, strategy manager Tuija Aalto, editor-in-chief Markku Huusko, and Johanna Vehkoo.



Hannu Olkinuora (left), former editor-in-chief of *Hufvudstadsbladet*, and Janne Virkkunen.



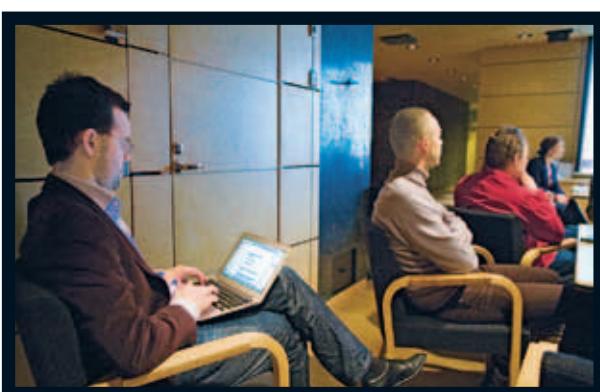
The Foundation's secretary, Sirpa Ervasti, was responsible for the seminar's practical arrangements.

# Fellows' Alumni Meeting

## Sitra, 10 November 2011



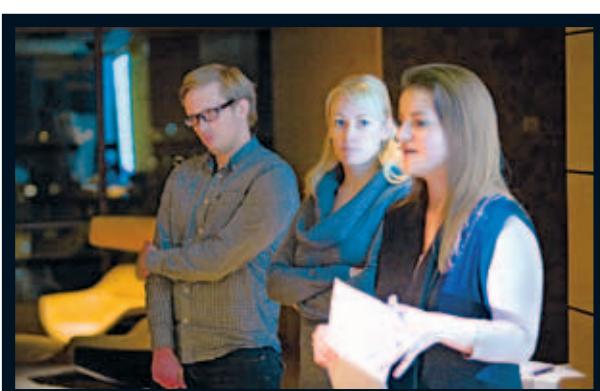
For the second time the Helsingin Sanomat Foundation and Sitra organized an event for the alumni of the Foundation's Journalism Fellowship program. The participants were welcomed by Ulla Koski on behalf of the Foundation.



Taneli Heikka, of Avaja Open Oy (left), made a short speech commenting on the event.



Journalist and researcher Pekka Pekkala presented his study, which dealt with new business models for journalism.



Fellows in Stanford University's Innovation Journalism Program for the year 2011: Mikko Torikka, Siri Markula, and Zena Iovino.



Teppo Turkki, Communications Director of Sitra, served as host of the occasion.

# The Day of the Archives Seminar, Juhani Aho: The Flying Newspaperman Exhibition, and the Päivälehti Museum's Ten-Year Anniversary

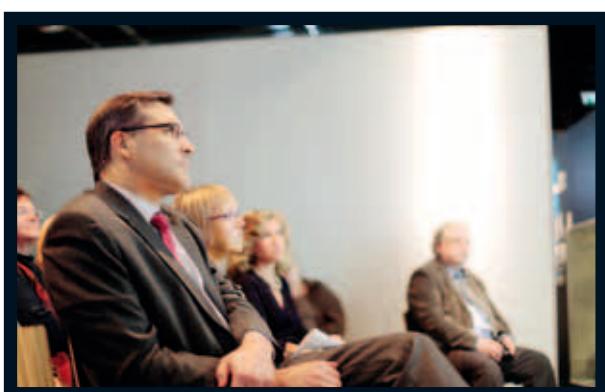
Päivälehti Museum, 16 November 2011



Grupo Choramba entertained the guests. Band members from the left: Pekka Nylund, Hannu Rantanen, and Petri Hakala.



Saila Linnahalme, director of the Päivälehti Museum, and Mika Ilari Koskinen of Yatta Oy.



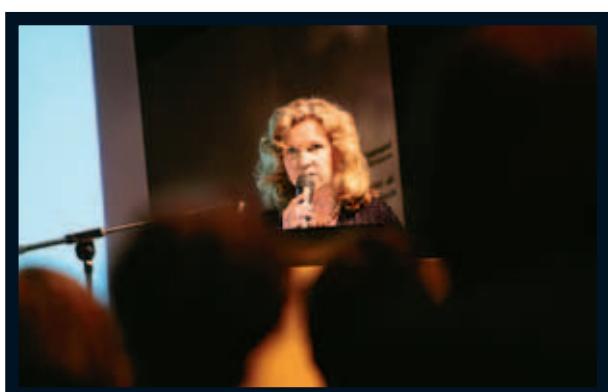
Mikael Pentikäinen, senior editor-in-chief of *Helsingin Sanomat*, was one of the seminar's speakers.



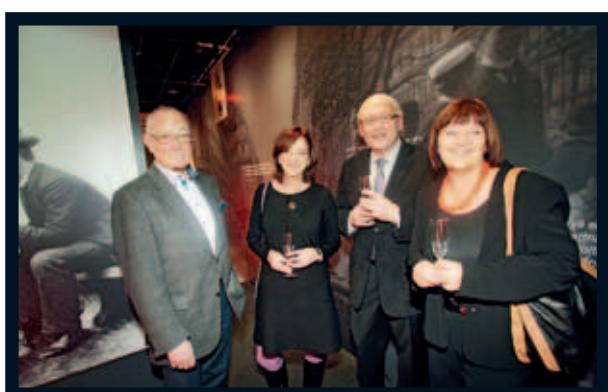
Janne Virkkunen participated in the seminar as well as in the Museum's ten-year anniversary celebration.



Juhani Aho was one of the founders of the newspaper *Päivälehti*, the predecessor of *Helsingin Sanomat*. The exhibition entitled *Juhani Aho: The Flying Newspaperman* was organized in honor of Aho's 150th birthday.



Writer Sirpa Kähkönen gave a presentation on Juhani Aho and women.



Seppo Kievari, Heleena Savela, Arto Astikainen, and Reetta Meriläinen, vice chairman of the Foundation's Board of Trustees.



Päivi Lehtovirta, producer for the Päivälehti Museum. At left, journalist Anna-Leena Pyykkönen.

# Sources for Journalism Seminar

## Päivälehti Museum, 21 November 2011



Laura Juntunen, master of social science and a researcher at the University of Helsinki, conducted a study entitled *Cut-and-Paste Journalism?* that deals with the borrowing and recycling of news in the media.



Marjo Ahonen, managing editor of Yleisradio, and researcher Päivi Tiilikka of the University of Helsinki.



Tuomo Pietiläinen, journalist for *Helsingin Sanomat*, and researcher Jorma Mäntylä, Ph.D., discussed source protection.



Matti Apunen, director of the Finnish Business and Policy Forum EVA, and Seija Sartti, a journalist for *Helsingin Sanomat*.



Heleena Savela and Professor Jorma Routti. In the background, Tuomo Mörä, who led the research on the protection of sources.

# Anatomy of Jytky Seminar

## Päivälehti Museum, 12 December 2011



Karina Jutila (left), the manager of the Centre Party's election campaign; Mari K. Niemi and Erkka Railo, researchers; and Timo Soini, chairman of the True Finns Party, discussed the media publicity of the True Finns Party. Far right: Docent Ville Pernaa.



Ville Pernaa led a research project dealing with media agendas in the spring parliamentary elections in 2011.



The seminar attracted an exceptionally large audience.



Erkka Railo, researcher at the University of Turku, and Kaius Niemi with a picture of Juhani Aho.

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