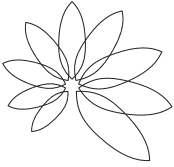


Helsingin Sanomat Foundation
Annual Report
2008



HELSINGIN
SANOMAT
FOUNDATION

Helsingin Sanomat Foundation
Annual Report
2008

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Long-term grants for research groups
Joint seminars for researchers and journalists
Guest Professorship in Journalism
Fellowships in journalism at top universities

When the Helsingin Sanomat Foundation began its operations three years ago, its goal was to become a significant actor in developing the communications media and in supporting the Finnish media industry, especially the newspaper sector.

To date, the Foundation has distributed nearly 12 million euros in grants mainly for post-doctoral research to a total of 110 projects. The Foundation has become the biggest funder of media research in Finland. Last year 27 projects were funded. The largest share of these funds, 909,700 euros, was granted to a three-year research project, *Towards Interesting Journalism*, being conducted by researchers from the University of Helsinki, the University of Jyväskylä, and the University of Tampere.

The aim is to produce information about how journalists will respond in the future to readers' and viewers' expectations and to basic issues of good journalism: what is important, essential, and true in the world; what is interesting, entertaining, and moving; how to find new angles and different perspectives; how to incorporate trust into the multichannel media.

In addition to long-term research projects, the Foundation has funded research that has reacted quickly to current events. Last year, for example, such events were the studies of the school shootings in Jokela and Kauhajoki, Finland. These kinds of studies have provided research about what topics were handled and how by newspapers, other media, and networks operating on the Internet while the events were still fresh.

Furthermore, the Foundation together with researchers has arranged invitational seminars in which journalists and other representatives from the media have had the opportunity to meet and exchange views. Seminar topics have been selected from projects being supported by the Foundation, with reports of those projects discussed



and commented upon by media representatives and other researchers. During the year 2008, some 600 experts attended these seminars.

The biggest grant for an educational project, 850,000 euros, was given to the Department of Communication at the University of Helsinki to establish an international master's programme in Media and Global Communication. For this English-language programme, which is scheduled to begin in the autumn of 2009, half the participants will be chosen from abroad and the other half from Finland. The goal is to prepare the students as professionals to face the new challenges that globalisation is bringing to the media industry and to journalism.

During the first year of its operations, the Foundation donated a Guest Professorship in Journalism to the University of Tampere. Last year the position was filled for the third time. The idea behind this five-year Professorship is to develop the practical education of journalists. The Guest Professorship is filled on a rotating yearly basis with the appointment of a distinguished top journalist. The Guest Professor prepares the students for the practical work of journalism while bringing back to the home office research findings from the university.

During the year the Foundation sent eight journalists to top European and American universities. The goal is to help journalists at the mid-stages of their careers develop their professional skills further and gain international know-how in the profession.

In addition to donating grants for research, the Foundation maintains the Päivälehti Archives and the Päivälehti Museum, which during the year 2008 had a record number of visitors: nearly 65,000 adults and children.

Heleena Savela
President

Operations

The year 2008 was the second 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. It was entered into the Foundation Registry of Finland on 31 October 2006 and began its operations on 1 November 2006.

According to its Constitution, the Foundation promotes and supports first and foremost the following areas of emphasis: futures research with special attention to interdisciplinary aspects; research connected to communications and the communications industry; and other research significant to the well being, development, or international position of Finnish society.

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

In 2008 grants and donations in the amount of EUR 4,112,666.78 were given to 27 projects. One of the projects was the *Helsingin Sanomat's* annual donation to the top high school graduates in the Finnish language. Four grants, totaling EUR 64,000, were retracted.

In the spring of 2008 at the annual meeting, the Foundation's Board of Trustees established a Scientific Committee. Its tasks are to assist the Board of Trustees in evaluating grant applications and to report on international conferences and new research trends in the field of communication. Members of the Committee are Sarmila Bose, PhD, of Oxford University; Professor Thorsten Quandt of Hohenheim University in Stuttgart; and Turo Uskali, PhD, of the University of Jyväskylä. The Foundation's representatives on the committee are Paavo Hohti, Vice Chairman of the Board of Trustees; Heleena Savela, President of the Foundation; and Ulla Koski, Vice President of the Foundation. The Committee convened for the first time on 5 June in Sanoma House. Unlike other committees, the external members of the Scientific Committee are paid a moderate compensation for their services.

The Helsingin Sanomat Foundation celebrated its third annual Foundation Day on Thursday, 18 September, in Sanoma House.

During the day an international invitational seminar was held on the role of public broadcasting in a changing media environment. Keynote speakers were Mr Francisco Pinto Balsemão, Chairman of the European Publishers Council and the former Prime Minister of Portugal, and Mr Hannu Olkinuora, Editor-in-Chief of *Hufvudstadsbladet* and former Chairman of the Board of the Finnish Broadcasting Company YLE. Nearly 100 participants attended the seminar.

In the evening on Foundation Day the grants and fellowships awarded at the beginning of the year were announced along with the results of the Comic Strip Competition organised by the Foundation.

Some 307 graphic artists participated in the competition. A total of 929 drawings was submitted for the contest. The winner was Markku Huovila, who was awarded a first prize of EUR 10,000. Tuomo Kostet placed second, with a prize of EUR 5,000, and the third prize, EUR 3,000, went to Timo Mänttari.

Janne Virkkunen, Chairman of the Foundation's Board of Trustees and Senior Editor-in-Chief of *Helsingin Sanomat*, headed the jury for the Comic Strip Competition. The Foundation's other representative on the jury was President Heleena Savela. Artists on the jury were cartoonist Henrik Karlsson, graphic designer Lasse Rantanen, and comic strip illustrator Johanna Rojola.

Around 250 people, including representatives from the academy, the media, foundations, and finance participated in Foundation Day.

In the autumn of 2008 a new professor was chosen for the Guest Professorship donated by the Foundation to the Department of Journalism and Mass Communication at the University of Tampere. The selection was managing editor Hanna Rajalahti, PhD in social science, of the financial magazine *Talouselämä*. Her term will begin on 1 August 2009 and will end on 31 July 2010.

The Guest Professorship, which is filled on a rotating yearly basis, was established by the Foundation for the years 2007–2012. Earlier ap-

pointees to the position have been Editor-in-Chief Hannu Olkinuora, MA, and journalist Heikki Hellman, PhD in political science.

During the year eight Finnish journalists who were awarded fellowships began their study at top universities abroad. In the spring of 2008 Tanja Aitamurto, Irina Haltsonen, and Carl-Gustav Lindén participated in Stanford University's Innovation Journalism Fellowship Program. The Foundation arranged a seminar for the departing fellows on 4 February, in which the stipendium recipients were given a briefing on the field of media as well as on research and business activities in the United States, especially those in Silicon Valley.

In the autumn of 2008 Kimmo Lundén, Annikka Mutanen, and Salla Nazarenko began a year of academic study at the Reuters Institute for the Study of Journalism at Oxford University, and Tuomas Forsell left for the University of California in Berkeley. Anna-Liina Kauhanen spent her fellowship in the Europäische Journalisten-Fellowships programme at the Freie Universität Berlin.

During the reporting period the Foundation organised six invitational seminars in the Päivälehti Museum. Five of these seminars were connected to research projects being supported by the Foundation.

On 25 February a seminar was held called *The Future of Responsible Communication*. Nando Malmelin, PhD in social science, and Professor Markku Wilenius from the Centre for Futures Research at the Turku School of Economics presented the results together with their book *Välittäjät – vastuullisen viestinnän tulevaisuus* (Mediators: A Responsible Future for Media).

A seminar held on 31 March, *The Limits of Manipulating Digital Photographs*, dealt with professional concepts of the acceptable means of handling digital pictures. The results of the research conducted by Jenni Mäenpää, MS in social science, of the University of Tampere's Journalism Research and Development Centre, were presented along with her book *Muokkausta ja manipulaatiota* (Editing and Manipulating).

The last seminar of the spring was held on 2 June on the topic of the Jokela school shootings. The seminar, called *The Jokela School Killings*

in the Media, and the book of the same title presented on this occasion analysed the role of the media and journalists' actions in Jokela, part of the municipality of Tuusula, on 7 November 2007, in connection with the shootings at the school. The research was conducted at the University of Tampere's Journalism Research and Development Centre.

In the first seminar of the autumn, held on 29 September, the change in the relationship of the tabloid press to other media and societal changes in the years 1985 to 2007 was examined. Journalist Pasi Kivioja, MS in social science, presented his research, which has also been published in a book entitled *The Tabloid Press in a Changing Mediascape and Society*. The research was carried out at the University of Tampere's Journalism Research and Development Centre.

An interim report on research being led by adjunct professor Ville Pernaa, PhD in social science, *The Current Status and the Future of Political Journalism*, was presented in the Päivälehti Museum on 3 November. The research is being conducted in the Centre for Parliamentary Studies at the University of Turku.

The year's final seminar, *Seminar on Freedom of Information*, was arranged for the second time in conjunction with the Anders Chydenius Foundation. The seminar was held on 2 December with the title Freedom of Information in Europe and dealt with the transparency of EU cooperation and the flow of information between OSCE countries.

Around 80 participants attended each seminar, including researchers and representatives from media and finance.

The Helsingin Sanomat Foundation is a member of the Council of Finnish Foundations and of the European Foundation Centre (EFC). The Foundation received two donations during the reporting period. Sanoma Group (formerly SanomaWSOY Group) donated to the Foundation the proprietary rights to art objects of cultural and historical significance belonging to Sanoma Group and Rautakirja Group. The objects were valued at EUR 1,429,000. In addition Sanoma Group made a gift to the Foundation of EUR 150,000.

* * *

Foundation is Scholar's Tower of Strength
Academy of Finland Professor Risto Alapuro
studies social phenomena and the
research projects of other scholars.
Finnish foundations fund scholarship with
over 170 million euros annually.

As every scholar knows from experience, scientific research cannot be done without money. Finnish universities spend approximately one billion euros annually for research and development. Half that sum is received directly from government budget funds; the rest is obtained from outside sources. The Academy of Finland, TEKES (the Development Centre for Technology and Innovation), and the Ministry of Education are the big supporters of research and scholarship in Finland, but in recent years the significance of foundations has increased. The Council of Finnish Foundations includes 110 such bodies that fund science to the tune of more than 170 million euros per year. The applications received amount to several times that figure.

"The relationship between the foundations and the scientific community is close", says Professor Risto Alapuro. "There are scholars on the boards of the Kone Foundation, the Yrjö Jahnsson Foundation, the Kordelin Foundation, and the Finnish Cultural Foundation". In the Helsingin Sanomat Foundation there are six members of the Board of Trustees, all of whom belong to the Sanoma Group in one way or another. The Board is assisted by a scientific committee whose members represent the top people in communications, both domestically and internationally. They bring the expertise of the scientific community to the Board's work by sharing the latest information on international developments and by evaluating grant applications.



Of the Finnish foundations Alapuro is most familiar with the Kone Foundation, in which he has been active for more than ten years. He evaluates grant applications in sociological research.

The Helsingin Sanomat Foundation is the youngest of the Finnish foundations. It was established in 2005 to support excellence in research and to promote freedom of expression, including research into the history of freedom of expression.

Alapuro is very familiar with the Helsingin Sanomat Foundation, because he has been asked to evaluate its operations. “The Foundation has been working only three years. That is a very short time period for an assessment; sizeable investments will bear fruit later on. Research is like gardening: the benefits show up only in five to ten years’ time”.

Despite its youth, the Helsingin Sanomat Foundation is a strong actor. During its three years of operations, the Foundation has awarded grants totalling nearly 12 million euros distributed among 110 projects. For the year 2009 the Foundation has budgeted 5 million euros for grants.

According to its constitution, the Helsingin Sanomat Foundation promotes and supports first and foremost research connected to communications or the communications industry and futures research with special attention to interdisciplinary aspects. The Foundation also considers it very important for funded projects to have an international dimension. Unlike other foundations, the Helsingin Sanomat Foundation accepts applications several times during the year. While the Foundation funds large projects lasting several years, the continuous application period gives researchers and research groups the chance to respond quickly to current events. After the school tragedies in Jokela and Kauhajoki, for example, researchers were able, with the help of Foundation funds, to study the actions of the media and authorities while events were fresh.

Evaluating grant applications belongs among the responsibilities of professors in all fields. Alapuro evaluated applications during his years as a professor in the Department of Sociology at the University of Helsinki, and he is doing the same thing as a professor of the Academy of Finland. Even though his days should be filled with his own research and with advising students who are preparing their doctoral theses, a great deal of his time is spent in studying the work of other scholars. Such is the fate of every good scholar. There are scientific articles to be evaluated. There are research plans to be studied. There is reading and assessment enough for every single day.

As a professor of the Academy of Finland, Alapuro also receives grant applications from abroad for evaluation. The Academy of Finland is a member of the European Science Foundation, which, together with other European research funding organisations, awards financial support to young researchers in order to keep the top young scholars in Europe.

Alapuro has been a member of a sociological and humanistic panel that selects the recipients. It is not a question of small money; the projects that have been funded have received one million euros each.

“The applicants are unbelievable geniuses, who may already be doctors at the age of twenty-five. When the best three of the final fifteen candidates must be chosen, it feels like being a judge at an Idols competition”.

A good foundation is not only a post office, but an active doer that looks to the future. “For example, the Kone Foundation is now directing money for research to be conducted from the evolutionary point of view. First, there was a seminar in which the use of this perspective on human sciences and evolutionary research in combination was considered. Then a targeted search was organised. The best candidates were asked to provide more detailed applications, and of course these too must be evaluated”.

According to Alapuro, the Helsingin Sanomat Foundation differs from other foundations supporting scholarly research. “The Foundation has also an occupational interest, and there are practicing journalists on the Board of Trustees, but it directs its funds to non-profit targets, unlike, for example, the New York Times Foundation, which is harnessed to serve the company’s own interests”.

“I have observed that the apex of media research funded by the Foundation has emphasised practical projects”, Alapuro says. “On the other hand, it is part of the Helsingin Sanomat Foundation’s profile to have practitioners leading the operation”.

Alapuro has considered how much is reasonable to invest in resources for communications research if the subject is considered a narrow field of inquiry. The danger is that other foundations may cut their funding from the area should a significant sponsor arrive on the scene.

“If a lot of money is pumped into one research area, then the large structures will be influenced by that. Future PhDs will want to continue their research, and they will stay in the scientific circles at the university”, Alapuro says. “In good communications research the concept of society is much broader than communications alone. Perspectives must be more or less gathered from other scientific areas”.

Alapuro himself is a man of two scientific areas. As a scholar of political revolution, he often approaches sociology from the historical point of view. Combining two fields of research is, according to Alapuro, both positive and liberating. “It doesn’t matter if you are attacked. After my doctoral dissertation, there were mutterings for a while, but they subsided”.

Currently, Alapuro is studying political culture through the activities of associations. In his view one must return to the grass-roots level to understand political culture. He is examining various associations in St. Petersburg, Tallinn, Helsinki, and Paris. The goal has been to find associations in each of these countries that are as similar as possible.

“The idea is to determine how different the various countries are. For example, the diabetes associations are totally different. In Helsinki the diabetes association concentrates on interaction among the members and on promoting issues important to the members, but in St. Petersburg the main thing is to figure out where to get insulin”.

The research is at a very early stage. Students preparing their undergraduate theses are involved, and soon doctoral students preparing their dissertations will hopefully be involved as well. It concerns Alapuro that there are so few researchers mastering the Russian language. “The status of the French and Russian languages is dreadful in Finland”, Alapuro says. “The Department of Sociology is doing more and more research on Russia for which it has been trying to find someone at least every other year who knows the Russian language”.

Alapuro’s own language skills were formed in his school years. In senior high school he studied Latin, German, and English; with two schoolmates he also had private French lessons. At university he studied Russian along with his sociology studies. His practical language skills are kept up because Alapuro’s wife is French and they speak French at home. “After I retire, perhaps I will have more time to spend in Paris. My wife has an apartment there”.

* * *

Risto Alapuro (b. 1944) completed his doctoral dissertation at the University of Helsinki on the Academic Karelia Society (1973). In 1988 he published *State and Revolution in Finland* (Berkeley: University of California Press). Six years later appeared *Suomen synty paikallisena ilmiönä 1890–1933* (The Birth of Finland as a Local Phenomenon, 1890–1933) (Helsinki: Tammi). It tells of the birth of the Finnish republic from the perspective of the southwestern municipality of Huittinen. Alapuro has been a guest scholar and sociology professor in the United States, France, and Russia. Since 1991, he has been a professor of sociology at the University of Helsinki and is currently a professor of the Academy of Finland (2005–2009).

Ritva-Liisa Snellman

Grants and Fellowships

During the reporting period of 2008, grants and donations in the amount of EUR 4,112,666.78 were given to a total of 27 projects. Four grants totaling EUR 64,000 were retracted. At the end of the year 2008 the sum distributed thus amounted to EUR 4,048,666.78.

Grants and fellowships were announced to each of the applicants personally. In addition projects receiving grant money were announced in *Helsingin Sanomat* (www.hs.fi) and on the Foundation's web pages (www.hssaatio.fi).

During the time it has been operating, the Helsingin Sanomat Foundation has distributed grants and donations in the amount of EUR 9,834,510.78 to a total of 88 projects. Six grants, totaling EUR 94,500, have been retracted during the period. In addition the Foundation has supported the renovation of the Päivälehti Museum's main exhibition with a million euros.

The Foundation has reserved 5 million euros for grants and fellowships during the year 2009. The criteria for awarding grant money are the same as in the previous year.

*University of Tampere,
Journalism Research and Development Centre
Professor Heikki Luostarinen*

TOWARDS INTERESTING JOURNALISM

The point of departure for the research project is a combination of two crucial perspectives on journalism: relevance and interest.

909,700 €

*University of Helsinki,
Department of Communication
Professor Esa Väliverronen*

MEDIA AND GLOBAL COMMUNICATION

International Master's Degree Programme in media and global communication.

850,000 €

*University of Helsinki,
Communication Research Centre
and the Finnish Institute of Occupational Health,
Centre of Expertise for Work Organisations
Hannele Seeck, PhD*

CRISIS AND COMMUNICATION:
A COMPARATIVE STUDY

The project will analyse the use and function of communication in different types of crises. Several different crises at both national and international levels will be studied.

255,989 €

*University of Helsinki,
Department of Psychology, Cognitive Science
Professor Christina Krause*

THE FUTURE OF THE NEWSPAPER AS MEDIA:
A NEUROSCIENTIFIC VIEW OF READING
EXPERIENCES

The study's main objective is to determine how to increase appreciation of the Finnish media, especially newspapers. Research methods to be used are electroencephalography (EEG), which measures the electrical activity of the brain (the method commonly used in brain research and neuroscience), and eye-tracking technology, which measures eye movements and their duration.

250,000 €

*University of Helsinki/
The National Library of Finland
Tuomas Heikkilä, PhD*

UNVEILING THE SECRETS
OF MEDIEVAL FINLAND

The collection of medieval parchment fragments in the National Library of Finland is the country's oldest literary treasure. During this three-year project, the fragments will be preserved and digitalised in order to create a high-quality online research environment.

180,000 €

*University of Helsinki,
Aleksanteri Institute
Jukka Pietiläinen, D.Soc.Sc.*

SUCCESS FACTORS OF MAGAZINES IN RUSSIA

The project's goal is to obtain information about Russian magazines and their readership. A quantitative and qualitative study.

164,544 €

University of Tampere,
Department of Speech Communication
and Voice Research
Professor Pekka Isotalus
MEDIATIZATION OF POLITICS AND ITS
CHALLENGES FOR LEADERSHIP
The project will focus on the challenges of
political leadership. The goal is to examine the
picture of political leadership presented by the
media as well as what political leaders themselves
think of this picture.
150,000 €

University of Tampere,
Journalism Research and Development Centre
Pentti Raittila, Research Director
THE JOKELA SHOOTING IN THE MEDIA
The study will examine the actions of the media
in connection with the massacre at Jokela
School. The analysis will focus especially on the
news reporting on the day of the shootings, the
reasons for the crime, the guilty party or parties
and the processing of grief and other feelings.
117,500 €

University of Tampere,
Journalism Research and Development Centre
Professor Janne Seppänen
THE PICTURE OF TRUST
The purpose of the study is to determine how
much and in what ways readers trust – if they
trust – news photographs published both
in traditional and online newspapers. The
issue especially concerns the editing of digital
photographs, which has been accused of
undermining the credibility of the photographic
image and, hence, the trustworthiness of
news photographs altogether.
112,900 €

University of Tampere,
Journalism Research and Development Centre
Professor Risto Kunelius
THE CHALLENGE OF CLIMATE CHANGE
FOR JOURNALISM: A COMPARATIVE STUDY
OF REPORTING INNOVATION
The research will produce comparative
information about how technical, economic
and social innovations pertaining to managing
climate change are reported in various parts
of the world.
99,500 €

University of Helsinki,
Communication Research Centre
and the University of Tartu
Professor Hannu Nieminen and
Maarja Lõhmus, Adjunct Professor
VALUES AND HEROES AS
PRESENTED IN NEWSPAPERS
The research will clarify the various ways in
which national value has been constructed in
different countries and show the role of the
newspaper in the development of national
publicity.
97,300 €

Stanford University, California, USA
Vilma Luoma-aho, PhD
MEDITATED REPUTATION: INNOVATIONS AND
THE PROCESS OF REPUTATION FORMATION
The project will contribute to understanding the
role of the media in forming the reputations of
innovations and will provide theoretical tools
for analysing the environment of an innovation.
The project contributes both to theory and to
practice by addressing the sphere of reputation
formation as well as the experiences individual
journalists apply.
75,000 €

*Lappeenranta University of Technology,
The School of Business
Professor Olli Kuivalainen*

ONLINE INNOVATIONS AND FIRM
CAPABILITIES: A COMPARATIVE STUDY
IN THE PUBLISHING INDUSTRY

The goal of the study is to determine how newspaper publishers' operational and dynamic capabilities (such as technological capabilities) influence the innovation and success of their online services.

54,700 €

*University of Turku,
Faculty of Humanities
Asta Pärssinen, MA*

THE SHORE CLIFFS OF VILLINKI
AND THE REVIVAL PEOPLE

Women Artists of the Nuori Suomi Albums
and Finnish Nation Building, 1891–1904.

54,000 €

*Lappeenranta University of Technology,
The School of Business
Hanna-Kaisa Ellonen, D.Sc.*

VIRTUAL COMMUNITIES
IN THE MEDIA INDUSTRY

In this research project the relationship of virtual community participation and brand-level experiences is explored.

51,900 €

*University of Helsinki
and the Finnish Institute of Occupational Health
Work group: Hannele Seeck, PhD,
Salli Hakala, Researcher, Johanna Sumiala, PhD*
SCHOOL MASSACRES IN A NETWORK SOCIETY

The project's goal is to broaden and deepen existing research in crisis and communication with an examination of the incidents in Jokela.

50,000 €

*University of Helsinki,
Communication Research Center (CRC)
Professor Hannu Nieminen*

THE CONFLICT IN THE CAUCASUS IN THE
NEWS: POLITICAL ANALYSIS IN JOURNALISM
IN FINLAND, ESTONIA, GERMANY, POLAND,
AND SWEDEN

This project analyses how the events in South Ossetia and Georgia were covered and interpreted by the Finnish news media.

50,000 €

*University of Tampere,
Journalism Research and Development Centre
Pentti Raittila, Research Director*

SCHOOL MASSACRES IN JOURNALISM: A
COMPARISON OF THE MEDIA TREATMENT OF
THE EVENTS IN JOKELA AND KAUAJOKI

The purpose of the study is to compare how the Finnish media dealt with two rather similar school massacres. The starting point is the study conducted in 2008 on the media's treatment of the Jokela school massacre. The new study will pay special attention to the issues of journalism ethics and the practices that emerged from the Jokela study.

41,400 €

City of Kotka

Jouko Koivukoski

KOTKA INTERNATIONAL
ORGAN COMPETITION 2009

The Third Kotka International Organ Competition for young organists will be held 15–24 April 2009 in Kotka, Finland. The organisers are the City of Kotka, the Parish of Kotka, and the Sibelius Academy.

40,000 €

University of Helsinki,

Swedish School of Social Science

Minna Aslama, D.Soc.Sc.

BOOK PROJECTS: TRASH OR DIVERSITY
AND SLOGANS OF CHANGE: PERSPECTIVES
ON THE TRANSFORMATION OF THE MEDIA

This project challenges the dominant slogans circulating in public debates on the transformation of the media landscape in general and on media content in particular.

30,000 €

University of Helsinki,

Swedish School of Social Science

Professor Ullamaija Kivikuru

MEDIA, CITIZENSHIP, AND
CIRCUITS OF POWER IN FINLAND

The project will endeavour to produce new empirical findings about power as it is connected to the construction of citizenship in the context of the Finnish media from the viewpoint of citizens.

21,901 €

The Student Union

of the University of Helsinki

Jiri Sironen, Secretary for Cultural Affairs

PICTURES OF THE YEAR 1968 IN THE MEDIA

An exhibition of events and changes during the year 1968 at the Old Student House, Helsinki, November 2008

15,000 €

University of Tampere,

Journalism Research and Development Centre

Professor Heikki Luostarinen

BOCHUM AND KEMIJÄRVI: TWO
CULTURES, TWO MEDIA, ONE GLOBALISATION

This is the preliminary research for a project intended to compare the reactions of the Finnish and German media to the industry closings occasioned by economic globalisation.

10,000 €

Aishi Zidan, Journalist

ARABIAN LANGUAGE COURSE IN SYRIA

4,000 €

FELLOWSHIP PROGRAMME

*Salla Nazarenko, Kimmo Lundén,
Annikka Mutanen, Jussi Niemeläinen,
Johanna Vehkoo, Liisa Vihmanen*
REUTERS INSTITUTE FOR THE STUDY OF
JOURNALISM, UNIVERSITY OF OXFORD

*Anna-Liina Kauhanen,
Minttu Mikkonen, Tuomas Näveri*
EUROPÄISCHE JOURNALISTEN-FELLOWSHIPS,
JOURNALISTEN-KOLLEG,
FREIE UNIVERSITÄT BERLIN

Tuomas Forsell
UC BERKELEY, CALIFORNIA

Anu Partanen
STANFORD UNIVERSITY
Total 202,894 €

DONATIONS

A ONE-YEAR SUBSCRIPTION TO HELSINGIN
SANOMAT GIVEN BY THE FOUNDATION TO
THE TOP GRADUATES IN FINNISH LANGUAGE
STUDY AT EACH FINNISH HIGH SCHOOL.
61,611.27 €

PUBLISHING COSTS FOR THE YEARBOOK
OF THE SANOMA SCHOOL OF JOURNALISM
138.01 €

* * *

The Päivälehti Archives

The Päivälehti Archives currently has 3,410 metres of shelf space for storage of its document collections (2,940 shelf metres in 2007). There are 664 shelf metres still available for use (998 in 2007). Approximately 130 additional shelf metres were acquired during the year 2008.

In addition to standard deposits, deliveries made to the Päivälehti Archives collections included items from the picture archives of *Ilta-Sanomat*; various articles and cartoon contracts as well as some foreign contracts connected to *Helsingin Sanomat*; contributions from the archive of the Finnish National Group of the International Press Institute (IPI); and items from the historical archive of Weilin+Göös. The largest transfer into the Päivälehti Archives collections was WSOY's archive of author correspondence and book illustration materials.

There were 306 inquiries about documents preserved in the Päivälehti Archives collections (267 in 2007). Photographic and digital copies made from the Archives' collections totaled 891 (1,198 in 2007). Documents and newspapers were photographed 11 times (8 times in 2007). There were 338 researchers and guests using the Archives in 2008 (262 in 2007). The microfilming and digitalisation of the J.H. Erkkö Archive, begun in the year 2008, was undertaken to increase the efficiency of the research services as well as the security of the materials.

In the computer catalogue of the Archives' Reference Library there are 6,450 volumes listed (6,326 in 2007). In addition, materials in the storage portion of the Library have been catalogued manually. In all, there is a total of 9,825 books. Microfilms of *Helsingin Sanomat* and *Ilta-Sanomat* were acquired as these newspapers appeared.

Interview activities were reorganised in 2008. There were 41 interviews made during the year. Four recently retired journalists, three from *Helsingin Sanomat* and one from *Ilta-Sanomat*, began conducting interviews with retired *Helsingin Sanomat* and *Ilta-Sanomat* staff members as part of a project to preserve the collective memory of Sanoma Group. In October a training day on conducting interviews was arranged for the interviewers and for the Foundation's personnel.

The Päivälehti Museum

The Päivälehti Museum, which tells the history of Finnish newspaper work and of *Helsingin Sanomat*, was open year round, Tuesdays through Sundays, during the hours of 11–17. In addition seminars, public lectures, and different events of Sanoma Group and non-profit associations were held outside official business hours.

The year's goal for Museum visitors (50,000) was clearly exceeded, with the total number of visitors reaching 64,110. A total of 583 groups booked free guided tours and other guided Museum visits.

In the autumn of 2007 *A Thousand Tournaments – A Cultural Journals Exhibition* was opened, ending on 6 January 2008. *Mickey Mouse: 80 Years – Private Eye* was open from 25 January to 26 October 2008. The exhibition attracted more than 50,000 visitors. The exhibition *Palms and Highways: Olavi Paavolainen and the Time of the Torcbearers* was opened on 11 November 2008 and continues until 22 February 2009. In addition the comic strip illustrations of *Saimin Suomi* were on display from 3 to 13 January 2008, and the cartoon exhibition organised by the Helsingin Sanomat Foundation was on view from 23 September to 26 October 2008.

During the year 40 work demonstrations were held in the Museum's Printing Cellar, attended by a total of 2,905 visitors. The Intertype composing machine was repaired, and starting in March 2008, compositor's demonstrations began to be held with the machine.

The Päivälehti Museum participated in the Helsinki Children's Fair, the Odd Day Carnival, the inaugural festivities of International Museum Week, and the Night of the Arts in Helsinki.

The Päivälehti Museum entered the European Museum of the Year Award Competition, a contest intended for new and renovated museums. An international jury visited the Museum in June of 2008. The Museum qualified for the second round in the competition, the results of which will be announced in May of 2009.

A total of 163 photographs was transferred to the Media+ database. The number of digitalised photographs was 10,167.

* * *

At last this is being researched

The relationship between journalism and gender has been studied surprisingly little, says Iris Ruoho. But now she is researching this subject with the help of a grant from the Helsingin Sanomat Foundation.

The view from Iris Ruoho's office is surprisingly green in the summer. It's as if she had a workshop in a tree, on a green branch. Ruoho has been lucky. The main building of the University of Tampere is otherwise an unfriendly-looking structure, but because of the large window, one entire wall of her room appears to be plants.

Ruoho is an adjunct professor in the Department of Journalism and Mass Communication and the Department's only woman senior reader. Just now she has in hand the first interview materials for the research funded by the Helsingin Sanomat Foundation. The work is only at its beginning, but it's going well, she says.

Ruoho is leading a research project in which the relationship between media and gender is being examined. Hasn't this already been studied enough? No, not at all. "It's been researched surprisingly little," Ruoho says.

Until now what has mainly been examined has been the portrayal of women in the media: in what roles women are shown there. Indeed, the first part of this project is very traditional equality research.

First then, the project is an examination of the crucial, fundamental idea of gender equality in the media. The question must be asked: Why are women not advancing to positions of leadership in the media? Why do they not progress, even though half of all journalists are women and, of those being educated in the field, 75 per cent are women? What are the obstacles to advancing a career? To answer these questions, women and men in leading positions in municipal news-



papers, magazines, and television channels have already been interviewed. For each medium there is a representative from each gender. They tell their career stories, their experiences, the attitudes they have encountered, and the values they cherish.

Ruoho's research is being carried out with the assistance of Sinikka Torkkola, a researcher in journalism in the same department. In the second part of the project they will move to the critical study of journalism. It causes Ruoho's eyes to shine.

At that point they will examine how a certain event has been handled in the different media represented by their interviewees. The researchers will analyse whether, in their opinion, there is something interesting gender-wise in the stories, either in the contents, the perspectives, or even the choices made by the interviewees. What is new here is that, in the midst of the research, the researchers begin discussion with journalists based on the story analysis.

The idea was born from having gotten angry feedback from journalists earlier. "Journalists often reacted powerfully to analyses made of their articles by researchers. The journalists do not recognise themselves there. They say that what the researcher interpreted from their articles was not at all what they themselves were thinking," states Ruoho.

In discussions with journalists, a researcher gets to unearth what the ideals of journalism are. In Ruoho's opinion the ideal of journalism itself is that the media ought to be an arena for discussion through which opinion is shaped in public. But who gets to join in the discussion? In the contents of journalism there are fundamental questions, for example, about the concepts of good citizenship. These questions are traditionally connected to news about politics written by men, who exert influence in traditional forums. But could good citizenship also be shown in other things? For instance, in the standards established by the media for being a good mother?

Unearthing its ideals is essential if one intends to change journalism. Then values and attitudes should also change. Should journalism

therefore, in Ruoho's opinion, be changed? Ruoho admits that she has a culture critic's point of departure. In her opinion society constructs too much of a divided, two-part classification, women / men. This division is not easily broken down.

"In my view it is terribly freeing to think what things would be like if this division were not so. It offers a chance to think in another way."

Just increasing the number of women bosses does not change journalism, Ruoho believes. According to the initial results of the research, women working in the media have essentially the same values as men. "If women and men on a staff of journalists share the same values and if they have a certain picture of what news is, then changing the gender distribution will not bring about change."

In Ruoho's opinion it is therefore important that among media bosses today there are more women. It is important to the whole of society for women to participate in decision making. But it is also important, of course, for individual men and women. For men have gender too, Ruoho reminds again.

"The value world of journalists ought to become broader, so that no one is forced to abbreviate their expressions or viewpoints. Nor would the gender divide be a problem were value differences not connected to it. No one can choose a gender, and many try to wriggle away from the limitations imposed by it."

The initial feeling from these interviews is that there is a clear difference between the generations. The men and women who have been working in the field the longest have the most patriarchal values. Older women have experienced discrimination and the fact that their abilities have not been appreciated. Younger bosses have experienced less discrimination, and younger men are more family orientated; for them the differences between the genders do not show so clearly.

The interviewees have all taken a very positive attitude towards the research. This can partly be caused by the fact that women are such an important group of readers, suggests Ruoho.

Could the growing interest in women readers become such a big issue that it even brings about significant changes in the Finnish media? Traditionally, the Finnish media are strongly gender-divided between women's magazines and other publications, explains Ruoho. Women's magazines have been political from the beginning. So too were women's literary circles and literary salons. Newspapers have been dominated by men. The value of women's magazines has not been appreciated as much.

"Entertainment is still generally spoken of as a feminine phenomenon, even if celebrity culture and the public relations business are not in the hands of women at all. Women's magazines are still considered only a leisure time activity. And it is the usual habit to criticise these publications for their commercial connections."

In other media too the consumer prototype is generally a woman. It is therefore commercially important for everybody to be interested in women. Some feminists believe that commercialism offers women opportunities. To put it concretely: If digging into privacy increases in journalism, then women will be paid to produce more gossip stories and give more love interviews! Men are kept outside such things!

Seriously, however, the commercial media can elevate women and bring out things important to women, creating pressure for change in other media. The commercial media are more flexible. But in Ruoho's opinion, there are big problems connected to commercialism as well.

"Then the motivation of journalism is to make money, not to produce ideas and content. The commercial media speak only to the people who have money to spend and close out others. The content-structured media at least still imagine themselves as speaking on behalf of all population groups."

Information alone does not cause change; there should also be the will to change, Ruoho says. Yet mere desire is not enough; information is absolutely important, she says.

Among journalists there may be the will to change, since they are interested in participating in this research. The greater the thirst for

information, the more questions emerge. It would be interesting to know, for example, how the international commercial newspaper concepts that came to Finland influence gender roles in the media. And how women readers interpret different papers.

“It is really strange that so little of this kind of research has been done. Internationally too it has been studied very little,” Ruoho says.

Nor has equality been realised in media research. In the University of Tampere’s Department of Journalism and Mass Communication there are six professors. They are all men.

“This is a very male-dominated department. But research into these kinds of issues is not a woman question; rather it is a question for everyone. Gender concerns men too. This research has not been appreciated. It was necessary to get the grant from the Foundation.”

Thus, one ought to consider researchers’ ideals and how they choose their themes. Ruoho has been orientated towards feminism, and the relationship between journalism and gender has been a passionate theme for her. Yet up to this point in her career she too was researching the connections between television, fact, and fiction. The initiative for her current direction came from the Foundation.

But Ruoho believes that because this project has such a good beginning, it will generate new research. It will surely also produce new materials for educating journalists.

“The importance of research is to have an influence.”

* * *

The first report of Ruoho’s project on career advancement was ready in 2008; the second part will be ready this year. Ruoho (b. 1956) has a PhD in sociology. She is an adjunct professor in the Department of Journalism and Mass Communication at the University of Tampere and is the Department’s vice chairman. Her special areas are television and feminist media research. She is the chairman of the Media University Network. Ruoho’s dissertation (2001), written at the University of Tampere, was made into a family drama on YLE’s channel, TV 2.

Anna-Stina Nykänen

Financial and Investment Activities

Net expenses for investment and financial activities totaled EUR 54,046,866.98 (in 2007 the net income was EUR 8,668,354.71). The change in investment value of EUR -60,813,876.47 (EUR -152,272.56 in 2007) was made up of depreciation of Sanoma Group's 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 6,072,558.33 (EUR 6,349,891.37 in 2007), of which EUR 4,048,666.78 were for grants and fellowships (EUR 4,645,255.00 in 2007). During the reporting period EUR 776,300.78 were paid in salaries and wages (EUR 642,438.21 in 2007). The Foundation received donations amounting to a total of EUR 1,579,000 (EUR 161,850 in 2007), of which EUR 1,429,000 were non-liquid art objects and EUR 150,000 were financial donations. The deficit for the reporting period was EUR -58,540,425.31 (in 2007, there was a surplus of EUR 2,480,313.34). The Foundation has assigned debts of EUR 6,072,302.58, of which unpaid grants amounted to EUR 5,866,275.65.

At the turn of the year the market value of the Foundation's assets was EUR 93.3 million (EUR 166.2 million in 2007). The equity portion of the capital was 78% (88% in 2007), properties were 7% (4%), and fixed income was 15% (8%). The portion of Sanoma shares of the total assets was 59% (71%).

The market return of the securities portfolio was -43.6% in 2008 (-2.2% in 2007). The return on Sanoma shares was -49.9% (-3.4%), and the total return on other investments was -27.2% (+1.4%).

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. Nils Ittonen served as Chairman of the Finance Committee. Other Committee members are Heli Rahka, Eija Rinta, and Karl Tujulin, the latter serving as Committee Secretary. The Chairman of the Foundation's Board of Trustees, Janne Virkkunen, and the Foundation's President, Heleena Savela, have the right to participate in the meetings of the Finance Committee. The Finance Committee convened four times during the reporting period. Bookkeeping and payment transactions were administered by the Office of Bookkeeping and Payment Transactions of the Sanoma News Oy (formerly Sanoma Osakeyhtiö), for which Katariina Peltomaa and Marke Muona were chiefly responsible.

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 Sanoma shares and the ability to pay dividends as well as to the general development of market shares and the economy.

* * *

Income statement	IN EUROS		1.1.-31.12.2008	1.1.-31.12.2007
ORDINARY OPERATIONS				
<i>PROMOTION OF RESEARCH ACTIVITIES</i>				
Income				
Grant support received				350 000
Expenses				
Grants distributed	4 048 667		4 645 255	
Share of personnel expenses	238 890		166 265	
Depreciation	11 986		14 023	
Other expenses	198 797	-4 498 339	154 520	-4 980 063
Deficit for research activities		-4 498 339		-4 630 063
<i>MUSEUM AND ARCHIVE ACTIVITIES</i>				
Income		9 911		11 795
Expenses				
Share of personnel expenses	647 942		576 046	
Depreciation	133 337		165 482	
Other expenses	742 090	-1 523 370	939 384	-1 680 911
Museum and archive operations deficit		-1 513 459		-1 669 116
<i>TOTAL EXPENSES</i>				
Expenses				
Personnel expenses	926 144		775 310	
- transferred for operations	-886 832		-742 310	
Depreciation	2 397		2 805	
Other expenses	19 051	-60 761	14 908	-50 713
Expense deficit		-6 072 558		-6 349 891
FUNDING				
Income		1 579 000		161 850
Income Surplus		1 579 000		161 850
INVESTMENT AND FINANCIAL ACTIVITIES				
Income		7 944 718		8 827 455
Change in value		-60 813 876		-152 273
Expenses		-1 177 708		-6 827
Income Deficit		-54 046 867		8 668 355
Surplus/deficit for the year		-58 540 425		2 480 313

The accounting information given in the annul report is an abridged statement.
The statement presented there does not include all of the bookkeeping information.
Figures are presented to the nearest euro.

Balance sheet	IN EUROS		31.12.2008		31.12.2007	
ASSETS						
<i>NON-CURRENT ASSETS</i>						
Intangible assets						
Other long-term expenditures		392 518			442 444	
Tangible assets						
Machinery and equipment	239 439		321 379			
Other tangible assets	1 440 850	1 680 289	11 850	333 229		
Investments						
Other stocks and shares		61 908 642		114 302 348		
Non-current assets total		63 981 449		115 078 021		
<i>CURRENT ASSETS</i>						
Inventories		4 976		6 442		
Receivables						
Current						
Other receivables	92		5 144			
Accrued income	360 448	360 540	447 953	453 098		
Securities		31 285 485		37 588 042		
Cash and cash equivalents		41 777		27 822		
Current assets total		31 692 778		38 075 403		
Total assets		95 674 227		153 153 425		
LIABILITIES						
<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 periods		1 262 114		-1 218 198		
Surplus/deficit for current period		-58 540 425		2 480 313		
Total capital		89 508 145		148 048 570		
<i>LIABILITIES</i>						
Current						
Advances received			10 000			
Trade payables	75 197		12 808			
Other liabilities	18 583		16 357			
Accrued expenses	6 072 303	6 166 082	5 065 689	5 104 855		
Total liabilities		6 166 082		5 104 855		
Total liabilities		95 674 227		153 153 425		

The accounting information given in the annul report is an abridged statement.
The statement presented there does not include all of the bookkeeping information.
Figures are presented to the nearest euro.

Administration and Personnel

THE BOARD OF TRUSTEES

The Foundation's Board of Trustees consists of Janne Virkkunen, Chairman; Paavo Hohti and Reetta Meriläinen, Vice Chairmen; and members Mikael Pentikäinen, Jaakko Rauramo, and Reetta Rätty. The Board's first deputy member was Veli-Pekka Elonen, and the second deputy member was Kerstin Rinne.

During the reporting period the Board of Trustees convened three times. In addition the Board held a strategic session at the beginning of the summer, during which the Foundation's future operations models were discussed.

Heleena Savela serves as President of the Foundation.

THE WORKING COMMITTEE

The Working Committee prepares matters to be considered in the coming meetings of the Board of Trustees. The members of this committee are Janne Virkkunen (Chairman), Paavo Hohti, Reetta Meriläinen, and Heleena Savela. The Secretary of the Working Committee is the Vice President of the Foundation, Ulla Koski. The Working Committee met three times during the reporting period.

THE SCIENTIFIC COMMITTEE

The Scientific Committee assists the Board of Trustees in evaluating grant applications and reports to the Board on international conferences and new research trends in the field of communication. Mem-

bers of the Committee are Sarmila Bose, PhD, of Oxford University, Professor Thorsten Quandt of Hohenheim University in Stuttgart, and Turo Uskali, PhD, of the University of Jyväskylä. Representing the Foundation on the Committee are the Vice Chairman of the Board of Trustees, Paavo Hohti (who serves as Chairman of the Scientific Committee), President of the Foundation Heleena Savela, and Vice President of the Foundation Ulla Koski (who serves as Committee Secretary).

PERSONNEL

At the beginning of the year the Helsingin Sanomat Foundation had 13 full-time employees and six others working as needed. At the end of the year there were 13 full-time employees with five 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.

* * *

The Foundation’s Board of Trustees 2008 from the left: Reetta Meriläinen (Vice Chair), Jaakko Rauramo, Janne Virkkunen (Chair), Mikael Pentikäinen, Reetta Räty and Paavo Hohti (Vice Chair).



In a Privileged Profession

In Hannu Olkinuora's opinion the work of a journalist is a privilege, but he is not disappointed in the year he spent as guest professor of journalism at the University of Tampere.

When Hannu Olkinuora began teaching as a professor at the University of Tampere, he expected the Department of Journalism and Mass Communication to be filled with girls who make the top marks. He knew how difficult it is to be admitted into departments of communication, and he supposed that girls were accepted who had high marks and good study skills, but who were not necessarily the best material for being journalists.

"That myth was exploded. In the Department of Journalism and Mass Communication there is an extremely sharp bunch studying," Olkinuora says now, after his year as a professor.

Hannu Olkinuora served as the guest professor of journalism during the academic year 2007–2008. He was the first recipient of a rotating professorship established by the Helsingin Sanomat Foundation and funded for five years.

Olkinuora wanted to bring perspectives from practical media life to the University's journalism education programme. In his application he emphasised the difficulties in journalists' work being caused by technical breakthroughs in the media sector. At the University of Tampere he conducted a year-long course called the Development Project for Publishing Materials by Journalists. Participating in this course were third- and fourth-year students who already had experience working as journalists.



During the course the future of journalism was considered. How were news and reports in newspapers and on the Internet to be synchronised so that both benefited? Could readers participate in updating stories and correcting the information?

“The students understand the changes that journalism is undergoing. The greatest media change is the Internet, but the public’s behaviour changes even without the media, and there are several reasons for that: cities are getting bigger, everyone is in a hurry, multiculturalism ... When the public splinters, what is offered also splinters.”

“It was a great thing to be in a community where there was no resistance to change at all. That kind of community can do anything,” Olkinuora says of the students gratefully.

But the fast pace of change surprises even the journalism students. “I tried to plant in them a belief in the future: professional journalists are always needed.”

Even if much is being said about citizen journalism, people do not do journalism, Olkinuora points out. “Journalism is the privilege of journalists, the professional right of journalists. People can produce the content, but not journalism.”

Hannu Olkinuora was chosen visiting professor because of his broad experience in the area of media. He has both practised journalism and observed it from a publisher’s perspective.

Olkinuora speaks willingly about the mission of journalists and the values of journalists. For whom is journalism done and why?

He admits to being worried that journalism’s values, such as independence and reliability, are disappearing as goals of newspaper publishers. Do media corporations no longer believe in journalism? According to Olkinuora, in media companies in which families are still the main owners, like Helsingin Sanomat, the values of journalism are emphasised, but in companies owned by investors, the only group mission is often profit.

The development appears quite clearly in the United States, where many family-owned papers have been sold to investors. The latest example is *The Wall Street Journal*, which the Bancroft family sold to media mogul Rupert Murdoch's News Corporation in 2007. The sale was sealed with an agreement in which Murdoch promised to refrain from interfering in the work of the newspaper's journalists.

In the spring of 2008 it emerged clearly that Rupert Murdoch intends to change the old, dignified economic newspaper completely. The issues handled by the paper began to be broadened beyond the economic sector to fill the pages with more consumer advertising.

"It is a positive thing that there are investors like Murdoch who stake their own money on buying a newspaper. On the other hand, in a stock market company there is more greed than there is in a family business," Olkinuora says.

With the Net old newspaper companies inevitably become media companies. But there is a reader relationship, which is based on trust, attached to the names of the papers. Based on that reader relationship, there is a valuable brand.

"What is the higher purpose of those media companies that is more valuable than money? Journalism has more important goals than making money."

Olkinuora emphasises the independence of journalism. In his view, independence is the basis on which journalism "stands or falls".

What journalists celebrate as independence brings responsibility. "At the same time our position is itself under the microscope. Our journalism methods are lasting, rain or shine."

Although being beaten down is part of the profession, in journalism it is also courageous to take risks. As an example, Olkinuora uses the news about the Finnish skiers' alleged doping. The Editor-in-Chief and a journalist of the Finnish News Agency (STT) were given suspended sentences and had to pay compensation for writing about doping, yet that was not the end of the issue: it surfaced anew in the spring of 2008, louder than ever before.

The habit of accepting offers of free work trips, which has become more common, will not, in Olkinuora's opinion, stand up to close inspection. "People's minds are such that when one receives something, gratitude is born. It is useless to try and explain otherwise. The journalist can be accountable only to the public."

In Olkinuora's opinion Finnish journalists should also understand that journalism cannot be only about making statements. Journalism also means discovering phenomena themselves, raising interest among readers and leading them, campaigning.

"Journalists should be able to argue about what their professional identity is, the core of their profession."

When the media are criticised nowadays, it is for being too entertaining.

"It is true that entertainment content has increased. But has serious journalism also changed to being more entertaining? In my view it is only taking other shapes."

One of the new forms is so-called narrative journalism or literary journalism. "The story-telling mode in journalism does not mean taking things lightly. Good informative texts should be interesting, and move forward. Telling stories has always belonged to journalism."

Being entertaining is often said to be the result of competition: let the public be given what the public wants. Does the dictatorship of the public threaten journalism?

"In the long run one cannot do what does not work commercially. However, I don't mean that journalists must do just what people want."

The journalist cannot put himself in the reader's position, Olkinuora observes. "Journalists have a relationship to knowledge in quite a different way than ordinary readers."

Hannu Olkinuora has said that being a journalist is to be in a privileged profession. "As a journalist, whatever you do, it always goes out to a wide audience. In your own work you can influence the issues. In addition you still get to be in the centre of things."

The university year did not change his opinion that those who seek a journalist's profession are people who believe in journalism. "They are terribly glad to be seeking their way in the circle of journalism values, where Mammon does not reign."

There are fundamental things that technical upheavals and the splintering of the public do not change. "No one knows where we are going, but the journalist is a professional seeker of knowledge. Above all, one must be able to ask the right questions."

In Hannu Olkinuora's opinion journalism is now better than ever. But the professor year also got him interested in the theory of journalism after being in the profession for more than thirty years.

"I became interested in academic research. There are such interesting questions, such as what is journalism's added value in an economic and in a social context. I intend to go into that next."

In the autumn of 2007, however, Olkinuora's plans went in a new direction when he was chosen Editor-in-Chief of the newspaper *Hufvudstadsbladet*.

* * *

Hannu Olkinuora (b. 1950) has a Master of Science degree. He attended the Sanoma School of Journalism in 1976 and afterwards worked as a journalist in economics and as news chief at *Helsingin Sanomat*. In the 1980s he joined *Talouselämä* and *Kauppalehti*, of which Olkinuora was Editor-in-Chief from 1987 to 1995. He worked as senior Editor-in-Chief for *Aamulehti* from 1995 to 2000 and as senior Editor-in-Chief for *Svenska Dagbladet* in Stockholm in 2000-2001.

Since the beginning of the 21st century, Olkinuora has been the CEO of Alma Media Corporation and a member of Alma Media Corporation's Executive Committee. He has also worked as a media consultant. In the year 2006 he became the Chairman of the Board of Directors of the Finnish National Broadcasting Company (YLE). In the year 2007 after his guest professor year Olkinuora was chosen Editor-in-Chief of the newspaper *Hufvudstadsbladet*.

Ann Nousiainen

*Photographs of the Foundation's
events during the year 2008*

Seminar: The Future of Responsible Communication,
25 February 2008, in the Päivälehti Museum



Left to right: Erkki Izarra, M.Soc.Sc.; Nando Malmelin, PhD; and Professor Markku Wilenius.



The research results were published in the volume Mediators: A Responsible Future for Media.



Pekka Soini, (left), and Mika Pettersson.



Mikael Jungner, CEO of the Finnish Broadcasting Company, and Nando Malmelin.



President Heleena Savela welcomed the seminar guests.



In his opening speech Mikael Jungner discussed the future of the traditional media.



Left to right: Markku Wilenius; Erkki Izarra; Ami Hasan, Chairman of the Board of hasan & partners; and Mikael Jungner.



Nando Malmelin discussed the responsibility of management in advertising agencies.



Heleena Savela, President of the Foundation, and Janne Virkkunen, Chairman of the Board.



Mikael Jungner and Heleena Savela.

Seminar: The Limits of Manipulating Digital Photographs,
31 March 2008, in the Päivälehti Museum



Jenni Mäenpää presented her study on the limits of digital manipulation of photographs.



Anssi Männistö, lecturer in photojournalism, considered the future of photographic manipulation.



Left to right: Riitta Supperi, Janne Seppänen; Jenni Mäenpää; and Anssi Männistö.



Sixty researchers and journalists attended the seminar.



Markku Niskanen, editor, the Picture Desk at Helsingin Sanomat; Jenni Mäenpää, Anssi Mänttari; and Heleena Savela.



Left to right: Janne Seppänen, Riitta Supperi, Markku Niskanen, Jenni Mäenpää, and Anssi Mänttari.



Jenni Mäenpää, Anssi Mänttari, and Janne Seppänen.



Two hundred professionals in photojournalism were interviewed for the study Editing and Manipulation.



Riitta Lindegren, Editor-in-Chief of the magazine Gloria.

The Foundation’s Board of Trustees Strategy Day,
27 May 2008, at Villa Honkaniemi



Professor Paavo Hohti (Vice Chairman of the Board of Trustees), Janne Virkkunen, Senior Editor-in-Chief of Helsingin Sanomat (Chairman of the Board), and Reetta Meriläinen, Editor-in-Chief of Helsingin Sanomat (Vice Chairman of the Board).



Ulla Koski, Vice President of the Foundation, and Professor Risto Alapuro of the University of Helsinki.



Professor Esa Väliö from the University of Helsinki introduced the International Master’s Programme to the Board.



Mikael Pentikäinen, President of Sanoma News and member of the Foundation’s Board of Trustees, and Heleena Savela.



Saila Linnahälme (left), Director of the Päivälehti Museum; Reetta Meriläinen; Mikael Pentikäinen; and Heleena Savela.



Professor Heikki Luostarinen, of the University of Tampere, presented his research project to the Board. Around the table, from the left, are Reetta Meriläinen, Mikael Pentikäinen, Heleena Savela, Janne Virkkunen, Paavo Hohti, and Reetta Rätty. At the back, Hannu Olkinuora.



Esa Väliaverronen, Department of Communication, the University of Helsinki.

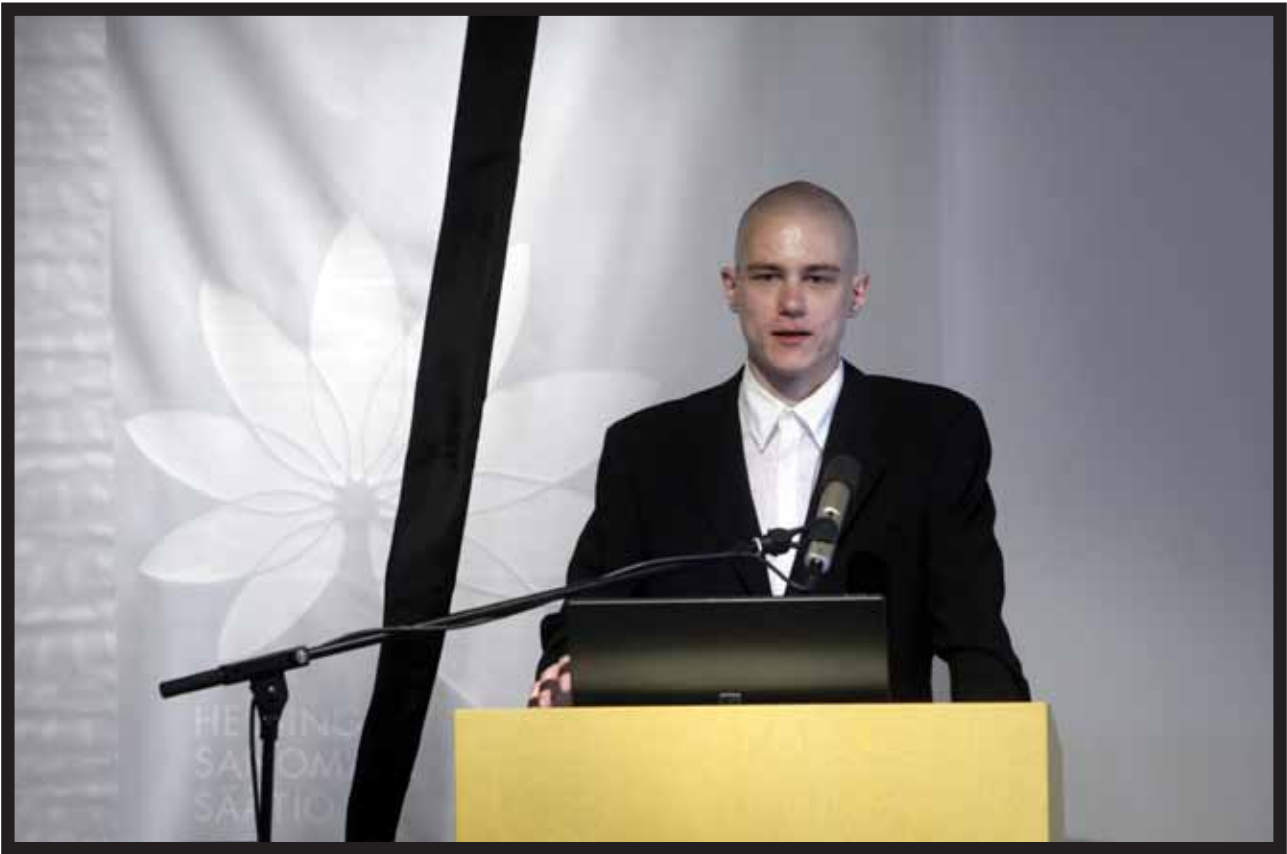


Hannu Olkinuora (left), Esa Väliaverronen, and Janne Virkkunen.



Paavo Hohti and Reetta Rätty.

Seminar: The Jokela School Killings in the Media,
2 June 2008, in the Päivälehti Museum



Ville Korhonen, one of the initiators of a petition to the media from the young people of Jokela.



The seminar attracted an audience of a hundred.



Margit Alasalmi, Arto Nieminen, and Tapani Ruokanen.



President Heleena Savela opened the seminar.



Heikki Hakala, Chairman of the Guild of Finnish Editors and Editor-in-Chief of Etelä-Suomen Sanomat.



Pentti Raittila, director of the research group at the University of Tampere’s Journalism Research and Development Centre.



Lively discussion after the seminar.



One of the commentators was Leena Suurpää, Research Director of the Youth Research Society.



Left to right: Laura Kangasluoma, Laura Juntunen, Katja Johansson, Jari Väliverronen, and Pentti Raittila presenting the results of their research.

Comic Strip Competition



The winner of the competition was Markku Huovila who illustrated the Caucasus crisis in his drawings.



Gender research prompted some of Markku Huovila's most humorous illustrations.



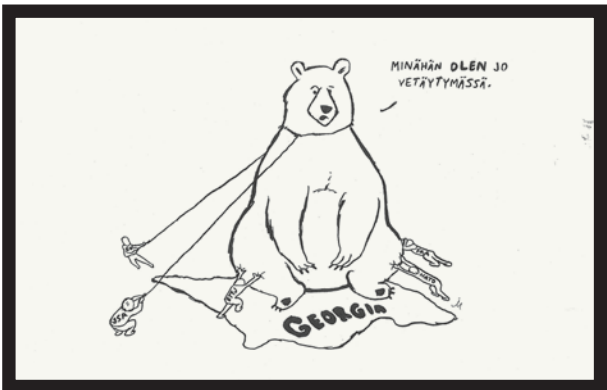
The Summer Olympics in Beijing was one of Huovila's winning cartoons.



The head of the jury, Janne Virkkunen, with graphic designer Lasse Rantanen. In the background, Heleena Savela.



The competition jury, from left: Heleena Savela, Johanna Rojola, Henrik Karlsson, Janne Virkkunen, and Lasse Rantanen.



Markku Miettinen was one of 307 graphic designers who participated in the competition.



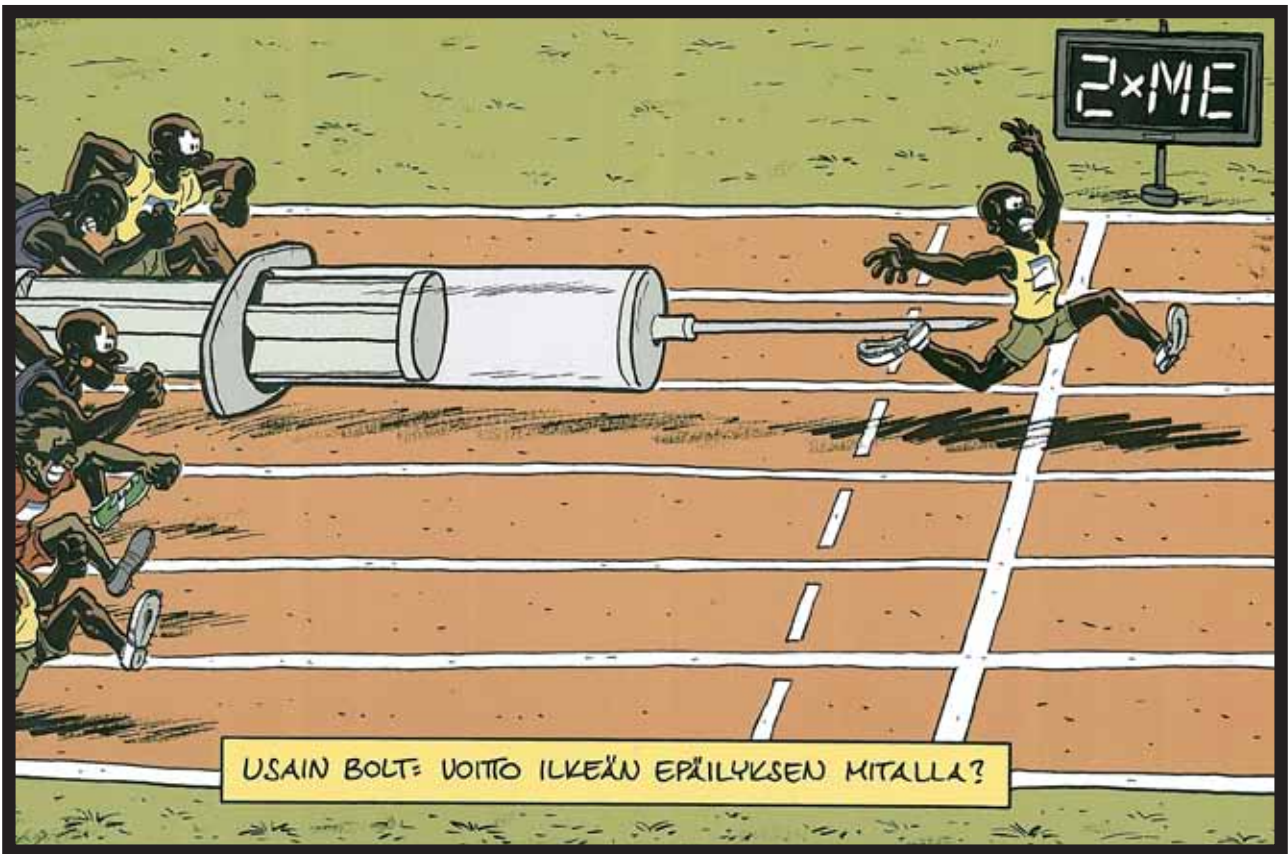
Tuomo Kostet won the second prize.



Kari Puumalainen's competition work.



Timo Mänttari placed third.



Jyrki Vainio addressed the issue of doping at the Summer Olympics in Beijing.

Foundation Day and Seminar: The Role of Public Service in Public Broadcasting Companies, 18 September 2008, in Sanoma House



The results of the Comic Strip Competition were announced on Foundation Day. The Foundation’s President Heleena Savela congratulates the winner Markku Huovila. The head of the jury, Janne Virkkunen, at right.



Mikko Räisänen, Vice President of the television channel MTV3, commenting during the seminar.



Sirkka Hämäläinen and Arne Wessberg.



President Heleena Savela with the chairman of the seminar, John Lloyd, Director of the Reuters Institute.



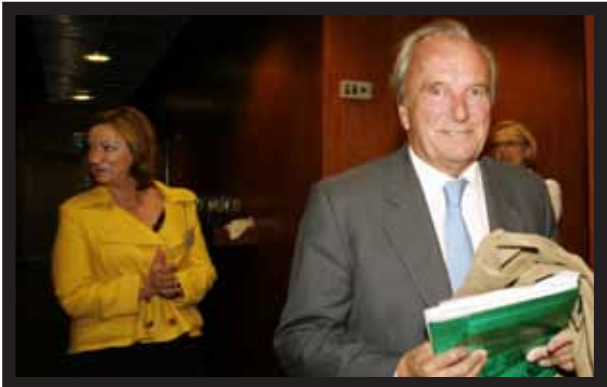
Hannu Syrjänen, Jaakko Rauramo, and Christina Jutterström. Rauramo and Jutterström were also seminar panellists.



Reetta Meriläinen, Jouko Jokinen, and Jukka Holmberg.



Left to right: Mika Pettersson, Anu Nissinen, Eija Ailasmaa, and Janne Virkkunen.



Heleena Savela with the keynote speaker, Francisco Pinto Balsemão.



Hannu Olkinuora, Editor-in-Chief of Hufvudstadsbladet, also gave a keynote speech.



Ismo Silvo, Director of Strategy and Development at YLE, participated in the seminar as a panellist.



Esa Mäkinen and Teemu Luukka, from Helsingin Sanomat, and news anchor Baba Lybeck of the television channel Nelonen.



Markku Huovila and Janne Virkkunen.



Kai Kilpinen, Paavo Hohti, and Pekka Halonen, President of the Supreme Administrative Court of Finland.

Seminar: The Tabloid Press in a Changing Mediascape and Society,
29 September 2008, in the Päivälehti Museum



Heleena Savela, President of the Foundation; Pentti Raittila, Director of the University of Tampere’s Journalism Research and Development Centre, and Pasi Kivioja, researcher.



From left to right: Reijo Ruokanen, Pekka Harju, Mika Pettersson, and Tapio Sadeoja.



Maria Kaisa Aula, ombudsman for Children in Finland, was one of the panellists.



Seppo Kievari (left) and Janne Virkkunen.



Pasi Kivioja’s research examined the relationship of the tabloid press to other media and to society.



Janne Virkkunen, Maria Kaisa Aula, Tapio Sadeoja, Petri Hakala (Editor-in-Chief of Iltalehti), and Heleena Savela.



From left to right: panellists Maria Kaisa Aula, Petri Hakala, Tapio Sadeoja, and Pasi Kivioja.



Professor Liisa Jallinoja. In the background, Tapio Sadeoja and Pasi Kivioja.



Petri Hakala, Tapio Sadeoja, and Pasi Kivioja.



Pekka Harju, Seppo Kievari, and Håkan Gabrielsson, managing director of the Federation of the Finnish Media Industry.



Pekka Ervasti, managing editor of the magazine Suomen Kuvalehti.



Maria Kaisa Aula and Heleena Savela.



Pekka Ervasti.

Seminar: The Current Status and the Future of Political Journalism,
3 November 2008, in the Päivälehti Museum



President Heleena Savela opened the seminar.



Ulla Koski, Juha Akkanen, Antero Mukka and Erkki Pennanen.



Ville Pernaa, Adjunct Professor, and researchers Ville Pitkänen and Mari K. Niemi, all from the University of Turku.



Reetta Meriläinen, Editor-in-Chief of Helsingin Sanomat and Vice Chair of the Foundation's Board of Trustees.



Olli Ainola, managing editor of YLE political news.



From left to right: Antero Mukka, Taneli Heikka, Kimmo Pietinen, Erkki Pennanen, and Kaius Niemi.



Aimo Massinen (left), Reetta Meriläinen, and Taneli Heikka.



Heleena Savela and Paavo Hohti, Vice Chair of the Foundation's Board of Trustees.



Antero Mukka (left) and Kimmo Pietinen, managing editors of Helsingin Sanomat.



From left to right, panellists Taneli Heikka, Olli Ainola, Aimo Massinen, and Matti Hirvola.



Mikko Metsämäki, managing editor; Jaakko Lyytinen, news editor; and Matti Hirvola, public relations officer.



Aimo Massinen, Senior Editor-in-Chief from the newspaper Turun Sanomat.

Seminar: Freedom of Information in Europe,
a seminar in cooperation with the Anders Chydenius Foundation,
2 December 2008, in the Päivälehti Museum



Mauno Koivisto, 9th President of Finland; Miklos Haraszti, OSCE Representative of the Freedom of the Media; and Bishop Gustav Björkstrand, Chairman of the Board of the Anders Chydenius Foundation.



Janne Virkkunen and Heleena Savela.



Kari Huhta, Juha Mustonen and Kristiina Kourous.



Heleena Savela, Gustav Björkstrand, and Astrid Thors, Finland's Minister for European Affairs.



Heidi Hautala, member of the Finnish Parliament.



From left to right: Antti Isotalus, Heleena Savela, Paavo Hohti, and Arto Mäenmaa.



Miklos Haraszti, Ilia Dohel, Juha Mustonen, and Cecilia Malmström.



Seated in the front row, from left to right: Gustav Björkstrand, Miklos Haraszti, Mauno Koivisto, Astrid Thors, and Cecilia Malmström. Standing, Janne Virkkunen.



Cecilia Malmström, the EU Minister for Sweden, was one of the keynote speakers in the seminar.



From left to right: Paavo Hohti, Ulla Koski, Janne Virkkunen, and Heleena Savela.

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