

Helsingin Sanomat Fellowship Programme at Reuters Institute for the Study of Journalism

University of Oxford

Michaelmas, Hilary and Trinity Terms 2008-2009

Kimmo Lundén

Reporter, M.Sc. (Economics)

Kauppalehti (Finnish Business Daily)

kimmo.lunden@kauppalehti.fi

ABSTRACT

I was a journalist Fellow at Reuters Institute for the Study of Journalism, University of Oxford during 2008-2009. The academic year consisted three terms, Michaelmas, Hilary and Trinity terms, each three months.

The Fellowship Programme draws together journalists from all over the world. The programme gave me the opportunity to research subjects in journalism in greater depth than is possible under regular deadline pressure in the newsroom.

During the year and in my research project I concentrated to the structural changes, challenges and opportunities facing the print media on the web.

GENERAL

I participated to the Reuters Institute's Journalism Fellowship programme, which started with the programme's 25th Anniversary seminar on 26TH-27TH September. Over 100 former Reuters Fellows from 39 countries took part in the seminar.

The Institute hosted two weekly seminars throughout the academic year. High profile speakers from academia and media covered current issues in the field of journalism and media. I participated to the seminars actively and found them useful to my research project discussed later. The Wednesday RISJ seminar was held at the Green Templeton College in which The Reuters Institute is attached. As a Reuters Institute's Journalist Fellow I was also a member of Green Templeton College.

The Friday evening seminars were held every Friday at Nuffield College, hosted by Dr David Butler and John Lloyd, director of journalism at Reuters Institute. The speakers included senior reporters, foreign correspondents, well-known British columnists, high profile editors from British press, politicians and academics. The seminars covered a variety of subjects related to journalism and media. The speakers tackled issues like the future of journalism, investigative journalism, ownership in media, covering crisis fields, media's business models, impartiality in media, BBC and ethics, ...

I covered and wrote two reports of the RISJ seminars to the Reuters Institute's web page. On 12.11. I covered professor Stein Ringen's presentation on How "Great" is British journalism? In Hilary term I wrote a report of my tutor's Dr. Andrew Currah's presentation on "Business models for the media".

The Fellowship programme also featured internal seminars for the fellows. They offered to me and to other fellows an inside view to the different media landscapes in each fellow's home country.

The last term, Trinity, ended 25th June 2009, concluding with the fellows' presentations of their research projects. I presented my research paper on 10th June and it focused to the future of printed media, its challenges and opportunities in the era of web ("*The death of Print? The Challenges and Opportunities facing the Print Media on the Web*").

In addition to these compulsory seminars I took part throughout the academic year to series of lectures and other seminars in other departments and colleges of the University according to my interests.

CONFERENCES AND VISITS

- Reuters Institutes 25th Anniversary seminar of the Fellowship Programme –26.-27.9, Oxford
- What happens to newspapers? Panel discussion, New media knowledge, University of Westminster, London, 28.10.
- Nordic media conference, Reuters Institute 7.11., UCL London
- Financial journalism report launch, POLIS, London School of Economics, London 17.11.
- Journalism and financial crisis, Reuters Institute, conference at SAID Business School, Oxford 1.12.
- 17.11. visit to Thomson Reuters in London
- 20.11. visit to BBC World Service London
- Oxford Media Convention –conference, Said Business School, Oxford, 22.1.2009
- 19.2. RISJ-visit to the Houses of Parliament, London
- 20.2. Climate Change –seminar, Reuters Institute, Oxford
- 21.2.2009 kurssi: Masterclass in investigative reporting by David Leigh and Nick Davies, City University, London,
- 16.6.2009, The future of international broadcasting: panel discussion at Thomson Reuters, London.

JOURNALISTS FROM ALL OVER THE WORLD

One of the best characters of the Institute is its international spectre of participants. We were all over the world. During the year altogether 23 journalists took part for one to three terms, which amount to three to nine months of fellowships. With the stipend and financial help of Helsingin Sanomat Foundation all of us Finnish journalist fellows (Kimmo Lundén, Annikka Mutanen, Salla Nazarenko) took part to the program for three terms.

The other participants were from Austria, Great Britain, Yemen, Vietnam, Burkina Faso, Canada, Israel (Palestine), Egypt, Japan, Hong Kong, USA, Australia, South Korea, Armenia, Spain and from South Africa.

RESEARCH PAPER, ABSTRACT

The Institute's Journalist fellows must each undertake a research project. In my research project I focused on the challenges created by the web to developed media markets. The paper is a detailed overview of the challenges and opportunities facing print media on the web. In spite of my Paper's provoking headline, "*The Death of Print? Challenges and Opportunities facing Print Media on the Web*", I still believe to the future of print media.

My tutor and supervisor during my research work was Dr Andrew Currah, lecturer at the University of Oxford and a visiting research fellow at the Reuters Institute. He has researched media economics and the future of the newspapers and I was pleased with the guidance he gave me throughout the academic terms.

Newspapers are undergoing a structural change. The ongoing global financial crisis has brought even more economic pressures on the industry.

The subject was close to me through my work as a business and economics reporter at the Kauppalehti, Finnish Business Daily.

The old business model of the news industry is broken and the new ones are still in development. In my study I looked at the impact of market changes on the value chain of news media, the key trends, responses and reactions of the media industry to the market changes.

The news industry faces a dilemma in the era of the web: newspapers are better read than ever before when the number of web-site visitors are included. However, the problem is that advertising on the internet is a lot cheaper than it is in printed editions. In most cases, for the time being, it won't bear the cost of creating the content.

I examine the different strategies of moving to the web. There are opportunities for niche media. Local and regional general news media are under threat because of the plummeting circulations and revenues. To survive, both the printed and online media have to find ways to pay for the content creation.

Editorial jobs and costs are cut everywhere, but my study concludes that newspapers are not dead. They will have to concentrate on what they do best, and possibly outsource for the rest of their content.

The web and the way audiences use it has changed - and will further change - the media landscape. Search engines have become new gatekeepers to online news media.

The news media plays a significant civic role in modern democracies. It has an impact on the direction of public policy and confidence of the market. There are threats to even to the democracy if the industry cannot find a new economically viable business model in time to replace the broken one.

There are also threats to the quality of news and news coverage if click-hunting is allowed to guide journalistic decisions too far.

However, it is in the control of editors to allocate more resources to comment and cover on serious social news, if they choose.

The print product is moving and developing. When fulfilling its customers' needs, it has to listen to them, tempt them and give them a chance to be active commentators and even providers of the content, both in print and online.

In my paper I present as examples two different kind of newcomers, news websites, with different business models: breakingviews.com is a London-based online economic commentary and analysis newswire. Lontoocalling.com is a Finnish speaking website of breaking news and commenting news and trends in London and in the UK.

To find an economically viable business model for a print newspaper in the era of the web, there is no 'one size fits all' answer. Neither is there a silver bullet for every online news site to alter and become an economically sound business.

With the global economic recession and plummeting advertising revenue of the media, we may have seen the end of the free lunch. The writing is on the paywall again, even though that online business model was already thought to be impossible on the web.

The research paper is published in the web page of Reuters Institute for the Study of Journalism, link:

http://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications/fellows_papers/2008-2009/Lunden_The_Death_of_Print.pdf

ROWING IS PART OF OXFORD EXPERIENCE

Rowing is present in the traditions of the University of Oxford and its colleges. During my year in Oxford, the prominent universities of Oxford and Cambridge competed the 155th time in eights rowing in the river Thames against each other. I witnessed the varsity rowing on the riverbanks in London, when Oxford won Cambridge with 3,5 lengths of a boat.

For me rowing was not only a healthy exercise and sport, but also a good way to become familiar with the life at the college and to get to know other students.

I started my rowing in eights as a novice in Oxford in Green Templeton college's boat club. I took part in the club's rehearsals, outings and rowing regattas on the river Isis. The crew I rowed with was training several times a week, throughout the year, both on land and on water. Usually the outings on the river started early in the dawn so that the students will get to their lectures in time. During the weeks just before rowing competitions and regattas we had training sessions nearly daily.

ABROAD WITH A FAMILY

I had my family of four with me in Oxford. My sons were 8 and 11 years old when we moved into the UK in the Autumn of 2008. Finding an apartment and schools for the children are the first things to arrange when moving abroad.

We found our apartment in Summertown in Oxford through a former Reuters Institute Fellow. One can apply for a school place after having a residence and address, because children are placed to their schools from catchment areas. Both our children's schools were state schools: my older son started his secondary school in Cherwell school and 9 year old got his school place in the Wolvercote primary school.

As parents we and our sons were pleased with the way teaching and curriculum was carried in the schools and the way the children with incomplete or moderate English capability were taken to the new school and to new learning environment.

Language courses and The Newcomers' club aimed to the spouses of Oxford university academics and staff offered to my spouse possibilities to develop her language skills and experience Oxford and its surroundings.