

## Report

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The Reuters Institute for the Study of Journalism, University of Oxford

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My fellowship in the Reuters Institute for the Study of Journalism is over. It lasted three terms, from October 2021 until the end of June 2022. This report reflects my experiences and feelings of studying and living in Oxford.

I moved to Oxford with my family on September 1<sup>st</sup>, 2021. Brexit and Covid-19 gave us the biggest challenges during the move. However, we managed to find a lovely home for us in Summertown with a one-year rental agreement. My two blog posts, [Onko teillä ruokaa?](#) and [Kokemuksia Oxfordiin muutosta](#), describe our move to Oxford.

The first term, Michaelmas, started in the beginning of October. There were ten of us and my co-fellows were from Guatemala, Ghana, Hong Kong, Austria, Netherlands, USA, Kashmir, and the UK. We used Mondays and Tuesdays for our own personal projects as well as for additional lectures/talks. On Wednesdays we had Global Journalism Seminar, lectures on Thursdays and a Reading Group on Fridays. In addition to this every fellow held what we called an internal seminar about a topic of his/her choice and got to invite an expert to tell us about a certain topic. Those classes were mainly on Thursdays and Fridays. We also had a chance to take part of basically any lecture or talk in the University. I wanted to concentrate on climate change and used quite a few of my Monday evenings on Oxford Energy Seminars. We had the same week schedule through the whole year. My thoughts about the first term can be read from my blog post: [Itsenäisyyspäivän pohdintoja](#).

During the autumn, I started working on with my own project. I was supposed to write about podcast monetizing but like many of us I changed my subject. My article called *A content model for successful podcasting* introduces a graphical content model, which contains five content components: Goal, Listener, Attraction, Format and Technology. The content model works as a tool when planning or buying either a podcast series or a podcast episode. It can also be used when teaching podcasts. During my year in Oxford, I presented my model to my co-fellows, to the

Reuters Institute's communication team as well as in our final Summer Showcase, which was held in The Royal Society of London in June 2022. In addition to this I was invited to talk about podcasts in Oxford Journalist Fellowship Summer School, which was a five-day event for journalists from all over the world. The Summer School was held at the end of June 2022.

Hilary term started in January. Five of my co-fellows left and we got 14 new ones. They were from the UK, Serbia, Palestine, Uruguay, Brazil, Columbia, India, Bangladesh, Norway, Kenya, and Indonesia. Before the lectures officially started I was asked to help the Reuters Institute with [Women and leadership in the news media 2022: evidence from 12 markets](#) research by going through some facts about Finland. In the middle of January, I took part of a demonstration in London to support press freedom in Hong Kong. My blog post from January talks about the situation in Hong Kong: [Halaus hongkongilaisille](#).

Climate change is an important topic for me, and I was happy to notice that a new Oxford Climate Journalism Network was started by the Reuters Institute in January. So, for February's blog post I interviewed Meera Selva and Diego Arguedas Ortiz about the network: [Ilmastonmuutos kansainvälisin silmin](#). However, the discussions about Brexit, the climate change and Covid-19 were wiped away when Russia attacked Ukraine. Our beliefs about the European security were shattered in a day. We had several conversations about the situation in our class and I am very thankful for them. Being surrounded by intelligent people from all around the world give you a valuable perspective. It has also been interesting to follow the war news of Finnish media from abroad and compare it to the British media. Ukraine was my blog topic in March: [Missä kuplassa sinä keskustelet ja kuuntelet?](#)

The last term, Trinity, started in April. Six of my co-fellows left and four new ones started. The new ones were from Australia and South Africa. Last term was busy because we all needed to get our projects finished as well as plan our final speeches for the Summer Showcase. For a Finnish person Oxford was already warm and it felt like a Finnish summer. We enjoyed the good weather as well as British culture: [Hymyily tarttuu](#). However, the understanding that the year was almost over, made me often think how much I had enjoyed Oxford. I had felt myself happy and privileged for so many times this year. It is said that being part of University of Oxford gives you confidence and connections and I believe that is true. I have heard so many great speeches, thoughts and

seminars as well as read many good articles, met these unbelievable smart and kind people and I have no doubt that all that has made me both professionally but also personally a better version of myself. It has also made me question things that I have considered as a truth before. I have learned that I know too little and realized that I want to learn more. My thoughts on that can be read from my May's post: [On lottovoitto syntyä Suomeen.](#)

I am honoured and very thankful for Helsingin Sanomien Säätiö for giving me this incredible chance. The fellowship at the Reuters Institute has been... well, like I said, a privilege I never forget. I have made friends for life as well as got an international network of colleagues who are only a phone call away. I hope I can share my knowledge in Finland. My last blog from Oxford says it: [Narniasta takaisin Suomeen.](#)