

# NORDIC FREELANCE SEMINAR

ECKERÖ, ÅLAND • 5<sup>th</sup>–7<sup>th</sup> June, 2009

## Seminar program



FREELANCE JOURNALISTS IN FINLAND



Freelancer

# NORDIC FREELANCE SEMINAR

ECKERÖ, ÅLAND

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## FREELANCE JOURNALISTS IN FINLAND

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## **Käringsund Resort & Conference**

FI-22270 Eckerö, Åland

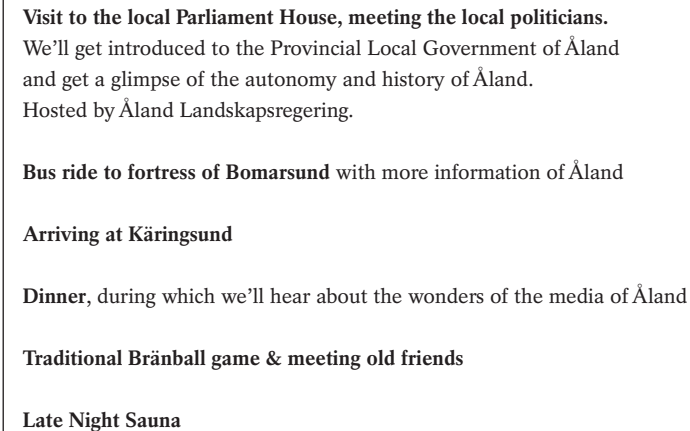
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Friday 5<sup>th</sup> June

# Seminar program

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- 15:00** Visit to the local Parliament House, meeting the local politicians.  
We'll get introduced to the Provincial Local Government of Åland and get a glimpse of the autonomy and history of Åland.  
Hosted by Åland Landskapsregering.
  - 17:00** Bus ride to fortress of Bomarsund with more information of Åland
  - 19:30** Arriving at Käringsund
  - 20:00** Dinner, during which we'll hear about the wonders of the media of Åland
  - 21:30** Traditional Bränball game & meeting old friends
  - 22:00** Late Night Sauna

# Saturday 6<sup>th</sup> June

<b>7:30 - 9:00</b>	<b>Breakfast</b>
<b>9:00-9:30</b>	<b>Seminar Opening Words</b> by Arto Nieminen, Chairman of the Union of Journalists in Finland: Freelancers and the Union – challenges, threats and the future
<b>9:30-10:00</b>	<b>Swan Song of the Author's Rights – Case Finland</b> , freelance journalist Heikki Jokinen from the Freelance-journalists in Finland and ombudsman Petri Savolainen from the Union of Journalists in Finland
<b>10:00 – 10:45</b>	<b>What does the future promise for freelancers in media companies: what are the freelancers needed for? How will the subcontracting affect journalistic work? What do we need to know and do to cope?</b> Hosted by journalist Kirsi Crowley, discussing Producer Vera Olsson (Aito Media Oy), Professor Maija Töyry (The University of Art and Design Helsinki), Editor-in-chief Leeni Peltonen (Yhtyneet Kuvalehdet OY) and Producer Timo Jaakonaho (Lehtikuva Oy).
<b>10:45 – 11:00</b>	<b>Coffee break</b>
<b>11:00 – 12:30</b>	<b>Two alternative films to prepare for the afternoon discussions and workshops:</b> 1. John Webster: Documentary <i>Recipes for Disaster</i> OR 2. Klaus Härö: <i>Elina: As If I Wasn't There</i>
<b>12:30 – 13:30</b>	<b>Lunch</b>
<b>13:35 – 14:20</b>	<b>En region - många kulturer</b> Samiska skådespelaren och journalisten Anni-Kristiina Juuso (bl.a. <i>Kautokeino - Upproret</i> samt <i>Kukushka/Göken/Käki</i> ) och mångkulturella filmregissören Klaus Härö ( <i>Den bästa av mödrar</i> , <i>Elina-som om jag inte fanns</i> mm). Diskussionen leds av journalisten Magnus Londen.

## Saturday 6<sup>th</sup> June

### Workshops and discussions

- 15:15-18:30** **A Panu Rätty: Asking the Right Questions, Workshop on interviewing (Press)**
- 15:15-18:45** **B Anton Hyökki: Workshop (for photographers) on the key points of making a basic journalistic video.**
- A brief overview on equipment and workflow (presentation)
  - Interview filming exercise (workshop – video camera required)
  - capturing and editing with Adobe Premiere Pro (presentation)
  - publishing your work on YouTube (presentation)
- After the lecture students are able to edit their video from the material they have filmed during the lecture.
- 15:15-18:00** **C Environmental journalism: whose voice is heard in environmental journalism, what kind of know-how is needed for the environmental journalism?**
- Introducing into the subject: Hannes Mäntyranta (Finnish Forest Association), Eija Järvinen ("Environment" magazine), Jussi Laitinen (freelancer specializing on environmental issues), Lauri Myllyvirta (Greenpeace), Jukka Nurminen (photographer). Hosted by Ismo Tuormaa, 30 years for environmental journalism.
- 15:15-18:00** **D Professor of Magazine Journalism, Maija Töyry: How to open up a magazine concept, how to make your story ideas suit the customer's needs?**
- 14:30-15:15** **Film director Klaus Härö: Att berätta en historia i bild**
- 14:30-15:15** **Skådespelare och journalist Anni-Kristiina Juuso: Filmkändis och lokalredaktör vid Yle:s samiska redaktion. Hur kan skådespelarhantverket användas i journalistyrket? Kan rollerna kombineras?**
- Afternoon coffee is enjoyed during/after the workshops.*
- 17:30** **Sauna/Leisurely aperitif walk to the Eckerö post and customs house, guided by Dean of the Åland Islands Märten Andersson**
- 21:00** **Dinner presented by the Strömsö celebrity chef Mikael Björklund**
- Dance orchestra and dj sweep us into the night
- The last dance at 3:30

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# Sunday 7<sup>th</sup> June

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<b>8:00-9:00</b>	<b>Breakfast</b>
<b>9:00-9:45</b>	<b>Does the media turn losers into super celebrities: what kind of responsibility do we as journalists have for the school shootings?</b> Pekka Hyvärinen from The Council for Mass Media, media researcher, journalist Katja Johansson and free-photographer Natalia Baer, who was on the spot in Kauhajoki. Hosted by journalist Anne Karppinen.
<b>10:00-11:15</b>	<b>Economist Arto Suninen: Economics, media and subcontracting work: how are the media companies doing and how does the economic downturn effect freelancing?</b> Discussion hosted by journalist Juhani Artto.
<b>11:30-12:00</b>	<b>Magnus Londen: Welcome to Finland</b>
<b>12:00</b>	<b>Lunch</b>
<b>13:00</b>	<b>Bustransportation to the harbour of Mariehamn</b>

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**Mårten Andersson** is Dean of the Åland Islands and guide in the Eckerö post museum.

**Juhani Artto** has been a full-time freelancer since 1982. He writes mainly news and background stories, about trade union movement and working life outside of Finland, for Finnish trade union magazines and web sites. Since August 1997 he has been a publisher of the English language web publication Trade Union News from Finland. Artto is a board member of the Union of Journalists in Finland since May 2006.

**Natalia Baer** is a freelance photographer from Helsinki.

**Kirsi Crowley** has worked as a freelance foreign correspondent for 15 years, mainly for the Finnish Broadcasting Company YLE radio and TV News and current affairs. She lived and worked as a journalist in London (BBC World Service Finnish Section), South


Africa, Turkey and Pakistan and traveled widely in these regions, where she also reported for magazines. Recently she left freelancing and started working in Finland for a newspaper as a multimedia journalist.

**Pekka Hyvärinen** is a journalist, writer and media entrepreneur. Hyvärinen is the chairman of the Council of Mass Media (CMM) in Finland.

**Anton Hyökki** works as a video director and composer in Helsinki. He is a co-founder of Leikki Media Ltd. which provides complete audiovisual branding services. Lately the company has been focusing heavily on online distributed videos.

**Klaus Härö** is award-winning film director, whose works depict small, weak people who suffer from a loss. His latest film is "Letters to Father Jacob" (2009).

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**Timo Jaakonaho** is a photographer and producer in Lehtikuva Oy since 1987. The 1951 founded Lehtikuva is the largest picture agency in Finland.

**Katja Johansson** works as a journalist in YLE, the Finnish Broadcasting Company. She has been writing a report by The Journalism Research and Development Centre on the Jokela school killings and is currently working on a graduate thesis on media and school killings.

**Heikki Jokinen** is freelance-journalist from Helsinki. He writes about culture and copyright issues. He is also the vice president in the Union Council of the Union of Journalists in Finland.

**Anni-Kristiina Juuso** is actress from Lapland, who has played the main role in the movies like “Käki” (Cuckoo) and “Kautokeinin kapina” (Uprising of Kautokeino). She was rewarded as the best Russian actress in 2002. Right now Juuso is working as a journalist in the Sámi Radio (the Finnish Broadcasting Company) in Karesuvanto, Lapland.

Environmental journalist **Eija Järvinen** from magazine “Ympäristö” (Environment) writes about variant issues concerning environment, also at EU-level.

**Anne Karpinen** is a Finnish freelance journalist from Tampere. She works for TV, radio and printed media.

**Jussi Laitinen** is a freelancer environmental journalist. He revealed the toxin scandal in Vuosaari Harbour in Helsinki (Vuosaari is the newest harbour in Baltic Sea) and got the prize for investigative journalism called “Snow shovel” for his journalistic work.

**Magnus Londen** is a freelance journalist and non-fiction writer from Helsinki. He also hosts Eftersvet, a talk show broadcast on both TV and radio.

**Lauri Myllyvirta** is known as a campaign worker on energy issues in Greenpeace Finland. He started his first environmental action group at the age of 13. He says he couldn't watch himself in the mirror in the evening if he wouldn't do something to stop the climate change or diminish the threats of nuclear power. He took the bicycle to the seminar!

**Hannes Mäntyranta** is an Editor in-chief in Forest.fi joint channel and the Communications Assistant in Finnish Forest Association. He is a man of strong opinions.

**Arto Nieminen** is Chairman of the Union of Journalists in Finland since 2006. Before his current position, he worked as a political reporter for the Finnish Broadcasting Company.

Photographer and diver **Jukka Nurminen** made a famous exhibition of “Underwater Archipelago”. Exhibition is also the statement against the pollution of the Archipelago between Finland and Sweden. His work has been published worldwide.

**Vera Olsson** is the producer in Aito Media Ltd. Since 2003, the company has created and produced factual entertainment and talk show series and documentaries for Finnish television. Aito has offices in Helsinki and Tampere, Finland.

**Petri Savolainen** is the ombudsman in the Union of Journalists in Finland. He specializes on freelance-affairs in the Union.

**Panu Rätty** is a freelance-journalist from Helsinki writing mainly for magazines. He also trains journalists for example in the University of Art and Design in Helsinki.

**Arto Suninen** is an economic consultant. He is interested in money: where it comes and where it goes and how it affects the people. He has written more than one thousand financial analyses of the media companies.

Environmental journalist – producer – director **Ismo Tuormaa** started his career as an environmental journalist already in 70's. Tuormaa lives and works in Nurmes, in Northern Karelia in Finland, in the old school he bought and decorated.



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