

# Internal review of Turku Student Newspaper on making the employment contract of the Editor-in-Chief half-time

Discussed at a meeting of the Executive Committee of Turku Student Newspaper on 24 Apr 2024

## Contents

Introduction.....	2
Previous reviews.....	2
The expense structure of Turku Student Newspaper and issues of the paper along the years .....	5
Legal preconditions of the employment of the Editor-in-Chief .....	6
The collective agreement followed in the employment of the Editor-in-Chief and the salary groups of Medialiitto collective agreement. ....	6
Making the employment contract part-time and the salary of a part-time Editor-in-Chief .....	8
Abolishment of the newspaper .....	10
Review of the Editor-in-Chief of the use of their working time from 26 Jan to 20 Mar 2024 .....	10
Responsibilities and tasks of the Editor-in-Chief based on their own list.....	10
Review of the Editor-in-Chief of the use of their working time between 26 Jan to 20 Mar 2024. ....	11
Key risks related to making the employment contract of the Editor-in-Chief half-time .....	21
Alternative ways forward .....	22
Sources .....	23

## Introduction

The review prepared by the Executive Committee of Turku Student Newspaper on making the employment contract of the Editor-in-Chief half-time has been prepared as a response to the resolution approved by the Student Union Council in its November 2023 meeting, according to which TYY Office and the Executive Committee prepare an internal review on making the employment contract of the Editor-in-Chief half time. Preparation of the review had been written in the annual planning cycle for 2024 and the testament written by the 2023 Chair of the Executive Committee.

The Executive Committee decided to launch the review in its January meeting in 2024. The members of the Executive Committee have prepared the review and it has been approved in a meeting of the Executive Committee on 24 Apr 2024. A report of the Editor-in-Chief of their distribution of working hours between approximately one newspaper cycle has been requested. The Chair of the Executive Committee has also gone through the contents of the review with the Secretary General of the Student Union on 15 Apr 2024.

For its part, the Executive Committee is committed to the good and responsible employer policy followed in the Student Union. We hope that issues relating to employment contracts of the staff of Turku Student Newspaper are discussed with due seriousness.

## Previous reviews

The key previous review monitoring the situation of student newspapers is the review of Viestintäluotsi Oy dated 18 May 2021, where Turku Student Newspaper was also involved. In addition, there is a review

### Appendix 3: Review on making the employment contract of the Editor-in-Chief of Turku Student Newspaper half-time

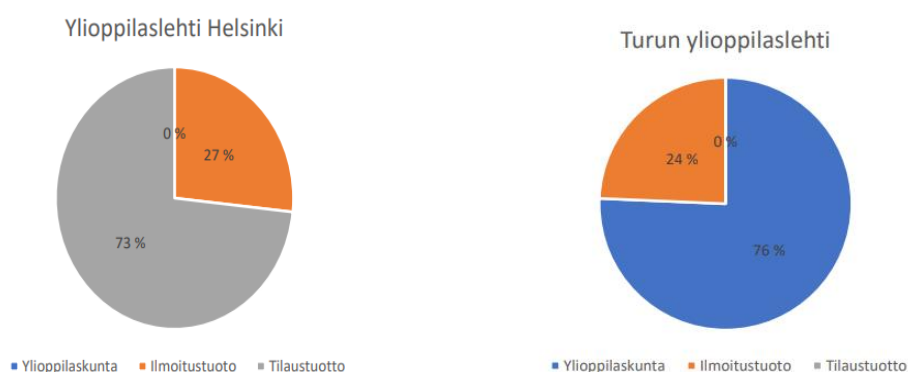
prepared by the same company comparing paper and digital papers, which is not discussed in this review. The 2021 review of Luotsi was funded by Helsingin Sanomat Foundation. According to the review, especially the latter part of 2010s was windy for student newspapers. Aalef published by Lappeenranta University of Technology was abolished in 2016, Vylkkäri of the Student Union of the University of Vaasa in 2017, Uljas of the Student Union of the University of Eastern Finland in 2018 and Aino of the Student Union of Aalto University in 2020. In addition, Anturi and Aviisi of the two student unions in Tampere have been abolished as a result of the merge of the universities but have been replaced with a newspaper called Visiiri between 2012 and 2020. After the review, Lapland Student Newspaper published by the Student Union of the University of Lapland was abolished in early 2024. The review stated on Tykkäri that it was under a threat of halving the budget in 2018, when the Student Union also discussed in which format the newspaper should appear.

The Luotsi review examined the earning model of student newspaper, the significance and value of the newspapers for their reference groups, the ecological nature of the printed publications in relation to digital media and the future prospects of the newspapers. We briefly cite the key conclusions of the review here.

According to the review, student newspapers have connections with party newspapers, which have also been cut down in recent decades. For example, in 2008, separate press support was connected to party support. The key connecting factor may be that the funding of both is dependent on policy and not on circulation or announcement yield. According to the review, a key difference is that political journalism and activism is available in other channels, but not many newspapers upholding the interests of students. Examples can be found in the field of organisations, where journalistically independent newspapers have been reduced to communication newspapers, such as Partio magazine of The Guides and Scouts of Finland.

The income of student newspapers come from student unions and advertisement sales. The weak situation of the traditional media and the competition with the social media giants, testified, for example, by the shrinking of the sales of newspapers from EUR 1.5 billion to 820 million in 2010-2019, has also impacted the advertisement sales of student newspapers. Collecting advertisement yield is difficult for small newspapers in digital environments, since their coverage is weak. According to the review, the readers of student newspapers have not become consumers of the online versions of student newspapers.

Image 1. Ylioppilaskunta = Student Union, Ilmoitusuotto = Announcement yield, Tilaustuotto = Subscription yield.



Viestintäluotsi 2021, p. 18. The subscription yield of Helsinki Student Newspaper comes from the budget of the Student Union and thus corresponds to the student union share of Turku Student Newspaper.

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

According to the review of Luotsi, the announcement sales of student newspapers are conducted either outsourced or independently. Companies conducting announcement sales take a fairly big provision, 20-50 per cent. Before the review, a few student newspapers had taken up announcement sales, which means in this case that an employee of the Student Union takes care of the announcement sales. This can have saved provision costs. Conducting announcement sales requires fairly specific circulation and target group information as well as information on people who use the online newspaper.

The fees of the Editors-in-Chief are in almost all newspapers the major and inflexible item of expenditure. In contrast, the article fees paid for assistants are relatively small. Printing costs are also a relatively small part of the expenses of the newspapers, which is why reducing issues is not necessarily the best manner to reduce expenses, because it impacts the weakening of announcement sales and reader relations.

According to the review, agitation after possible abolishment decision is relatively short-term. According to the Secretary Generals and executive directors of students unions interviewed in the review, abolishment has not impacted the sense of communality among students. Communality is created by other issues organised by the Student Unions, such as events and multi-channel communication. Image losses from the abolishment can be reduced, for example, with careful decision-making. In some interviews, concerns have been raised over whether difficult issues are brought up in the student community, for examples, through newspapers of subject-specific organisations.

<p><b><u>STRENGTH</u></b> High-quality journalism Independence from the Student Union Unique target group Locality Boldness Free thinker of the university world</p>	<p><b><u>WEAKNESS</u></b> Infrequent appearance Weak reader relation / relevance Extensive fixed costs Non-targeted (non-addressed) distribution Online visitor numbers and social media commitment Editor-in-Chief alone responsible for everything</p>
<p><b><u>OPPORTUNITIES</u></b> Development of digital publishing More specific targeting of distribution Strengthening of communality Cooperation Merge of universities More effective announcement sales Increase of assistant network Readers outside campus</p>	<p><b><u>THREATS</u></b> Less frequent appearance Abolishment of automatic membership in student unions Merge of universities Conflicts with the interests of the student union Weakening announcement sales Forgetting the needs of the target group Lagging in digital development Cutting funding share from student unions</p>

Luotsi 2021, p. 32. SWOT analysis on student newspapers.

According to the review of Luotsi, publishing a student newspaper cannot be profitable business in current circumstances, which is why the newspapers are completely dependent on the kindness of the Student Union. Helsinki Student Newspaper is the only newspaper in the review whose future without economic support of the student union could be imagined. Reduced income of the student unions caused by the automated membership of the student unions is also generally seen as a threat to the newspapers.

### Appendix 3: Review on making the employment contract of the Editor-in-Chief of Turku Student Newspaper half-time

Preparing for the threat would require major development of announcement sales and other sources of income, such as subscriptions subject to a charge.

Alternative funding models for the newspaper include different types of donations or voluntary subscription fees. In Finland, the situation is very different from other countries, since we do not have a tradition where, for example, alumni would support the newspapers of the student community. Abroad, student newspapers can appear very frequently, for example, once a week or day, and may focus on student sports. The situation is not comparable to Finland.

According to the review, it is also possible to conduct cooperation between student unions, for example, including a column only discussing the matters of another area in one student newspaper. Helsinki Student Newspaper has already extended their distribution area to Turku.

## The expense structure of Turku Student Newspaper and issues of the paper along the years

The revenue from regular activities of Turku Student Newspaper have been EUR 21,424 in 2023 and EUR 20,834 in 2022. The expenses from regular activities, in turn, have been a total of EUR 97,161 in 2023 and EUR 109,098 in previous year. The staff expenses are by far the largest item of expenses. EUR 66,765 went to staff expenses in 2023 and EUR 70,852 the previous year. In addition to the Editor-in-Chief, the staff of Turku Student Newspaper include one part-time editorial trainee. Previously, also an employer in non-military national service has worked at the student newspaper. More detailed structure of expenses is available in the table below.

<u>TURKU STUDENT NEWSPAPER</u>	2023	budget	difference	2022
Revenue from regular activities				
Publication revenue	21,424	21,000	424	20,834
Revenue from regular activities tot	<u>21,424</u>	<u>21,000</u>	<u>424</u>	<u>20,834</u>
Expenses from regular activities				
Personnel costs	66,765	67,000	235	70,852
Write-offs	7	7	0	10
Office expenses	488	493	5	439
Publication costs	29,484	23,000	-6,484	35,860
Operating costs	417	500	83	1,937
Expenses from regular activities tot	<u>97,161</u>	<u>91,000</u>	<u>-6,161</u>	<u>109,098</u>
Yield/expense residue	-75,736	-70,000	-5,736	-88,264

Annual report 2023 of the Student Union of the University of Turku, p. 41.

Announcement sales of Turku Student Newspaper is conducted by Pirunnyrkki Oy, which takes 31 per cent provision of their sales. The announcement sales of Pirunnyrkki are visible in the table below as publication income.

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

A total of 5 issues of the newspaper appeared in 2023. In 2011-2023, the following number of issues have appeared:

2011: 16 issues

2012: 16 issues

2013: 16 issues

2014: 9 issues

2015: 9 issues

2016: 9 issues

2017: 8 issues

2018: 8 issues

2019: 7 issues

2020: 6 issues

2021: 6 issues

2022: 5 issues

Correspondingly, Turku Student Newspaper has collected announcement sales income from the three last years and years 2016 and 2008 as follows:

2023: EUR 19,240

2022: EUR 19,343

2021: EUR 21,704

2016: EUR 35,115

2008: EUR 78,843

Thus, announcement sales income drops while the newspaper appears less often.

## Legal preconditions of the employment of the Editor-in-Chief

The collective agreement followed in the employment of the Editor-in-Chief and the salary groups of Medialiitto collective agreement.

Student Union collective agreement (2023-2025) is applied to the employees of the Student Union of the University of Turku, where the basic salaries are relatively lower than basic salaries of the collective

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

agreement of Journalistiliitto and Medialiitto in all I-IV salary groups. From 1 Apr 2024, the basic salaries in the student union vary between 1552.83 and 2511.19 €. In the employment of the Editor-in-Chief, the collective agreement of editors-in-chief is applied as described below, instead of the less expensive collective agreement of the Student Union. The collective agreement of Medialiitto is the generally binding agreement in the field.

According to Section 7(1) of Chapter 2 of the **Employment Contracts Act**, the employer shall observe at least the provisions of a national collective agreement considered representative in the sector in question (generally applicable collective agreement) on the terms and working conditions of the employment relationship that concern the work the employee performs or nearest comparable work. According to Section 8 of Chapter 2 of the Employment Contracts Act, provisions on confirmation of the general applicability of a collective agreement are laid down in the Act on Confirmation of the General Applicability of Collective Agreements.

In a case of the **Supreme Court** KKO 2016:18, A had worked as a journalist published by a student union. During the employment, the student union had not been bound by the collective agreement. In their claim, A demanded more salary and holiday compensation, because according to the journalist, they should have been paid the salary in accordance with the generally applicable collective agreement on the basis of the profession and tasks (collective agreement between Journalistiliitto ry and Viestinnän Keskusliitto ry).

According to the Supreme Court, the representative sector in Section 7(1) of Chapter 2 of the Employment Contracts Act, either refers to the sector of the employer or the sector of the profession or tasks of the employee. The Supreme Court considered that the collective agreement of Journalistiliitto is not the applicable collective agreement in the sector of the student union, but because the student union had actually ordered work referred to the in the press industry collective agreement, the collective agreement of the press industry should have been applied.

According to statement TT 2017:141 of the **Labour Court**, the scope of application of the collective agreement of Journalistiliitto include the editorial staff working in a member company of Viestinnän Keskusliitto, including journalists and other editorial staff. According to the collective agreement of Journalistiliitto, "the scope of application of the collective agreement does not include such Editor-in-Chief or corresponding superiors, whose task in the employment contract is to represent the employer and take care of issues related to the employment terms of their subordinate employees. Staff who only takes care of practical tasks related to supervision of work is not in such position."

Salary group IIa includes in the above-mentioned collective agreement, journalistic tasks with an independent responsibility for taking care of their responsibility and the employee defines the contents and tasks including responsibility for supervision and organisation of work. Salary group IIIb, in turn, include clearly more demanding tasks than above-mentioned with regard to competence, decision-making and responsibility.

The judgement of the Labour Court describes the tasks of the employment as follows: "A served as the Editor-in-Chief of a student newspaper from 14 Feb 2011 to 17 Jan 2013. A's tasks as the Editor-in-Chief included planning the contents of the newspaper, writing articles, ordering articles from assistants, organisation of the distribution of the newspaper, planning of the budget and purchases together with the Financial Director and direction of outsourced advertisement sales. A's tasks as the superior of the editorial staff included counselling of the editorial staff, monitoring of the working hours of the subordinates and approving sick leaves of up to three days. A's weekly working times was 36 hours 15 minutes." In the case, A only took care of tasks related to practical supervision of work. He was not the representative of the employer, for example, in salary negotiations.

### Appendix 3: Review on making the employment contract of the Editor-in-Chief of Turku Student Newspaper half-time

The Labour Court considered that the review did not reveal if A's responsibilities included as a representative of the employer a significant part of the issues related to the employment terms of the subordinates or only issues related to practical supervision of work. In the case, there was neither evidence of distribution of decision-making power in the student union; it was especially unclear who used the decision-making power of the employer in the previously described issues under the responsibility of the employer. The salary group in the case was at least IIIa.

According to the **collective agreement of Medialiitto (2023-2025)**, level 2 salary group includes such journalistic professional tasks for which competence is usually acquired in higher education institutions. Professional tasks in salary group 2a include "news and article work, journalistic layout / appearance design and journalistic photographing and photo report work. The work requires independent searching, using and background review of information sources. It is typical of the task that the target of the work is defined but the actor can choose the manners of completing the work (interviewees, photographed persons, style etc.)" Tasks in salary group 2b, in turn, are essentially more demanding than 2a, for example, including as essential part also journalistic photographing or journalistic layout, directing the work of a working group or agreed responsibility for a defined topic. Salary groups of level 3, in turn, usually include supervision of work, which the post of the Editor-in-Chief of Tykkäri does not generally include but the superior of the staff is the Secretary General of the Student Union.

According to the **Personnel plan valid in the Student Union of the University of Turku** the tasks of the Editor-in-Chief of Turku Student Newspaper include:

- Being responsible for the contents and appearing of Turku Student Newspaper
- Gathering and guiding the group of assistants of Turku Student Newspaper
- Following the finances of Turku Student Newspaper and if needed, being responsible for administrative organisation
- Layout and image processing of Turku Student Newspaper
- Serving in supervisory tasks for Turku Student Newspaper
- Other normal tasks of the post of the Editor-in-Chief

Vähimmäispalkat	1.7.2023	1.10.2024
	€/kk	€/kk
Palkkaryhmä 1	2 402	2 453
Palkkaryhmä 2 a	2 922	2 983
Palkkaryhmä 2 b	3 123	3 188
Palkkaryhmä 2 c	3 344	3 414
Palkkaryhmä 3 a	3 565	3 639

Harjoittelijapalkat	1.12.2022	1.7.2023	1.10.2024
Vähimmäispalkat	€/kk	€/kk	€/kk
<b>Journalistiset tehtävät</b>			
Vähimmäispalkka 0-3 kuukauden aikana	1 890	1 956	1 997
Vähimmäispalkka 4-12 kuukauden aikana	2 020	2 091	2 135
<b>Toimitukselliset tukitehtävät</b>	1 879	1 945	1 985

Medialiitto collective agreement, p. 27 Graded salaries and intern salaries

## Making the employment contract part-time and the salary of a part-time Editor-in-Chief



### Appendix 3: Review on making the employment contract of the Editor-in-Chief of Turku Student Newspaper half-time

According to Section 11 of Chapter 7 of the **Employment Contracts Act**, an employer can unilaterally make the employment contract part-time with a discharge ground referred to in Section 3 while complying with the period of notice.

According to Section 3 of Chapter 7 of the Employment Contracts Act, an employer can discontinue an employment contract, when the available work is for economic, productional or re-organisational reasons related to the employer's activity reduced essentially and permanently. An employment contract cannot, however, be discontinued if the employer can be located or trained for other tasks as described in Section 4.

A ground for discontinuation does not exist at least when

- 1) the employer has either before the discharge or after employed another employee in similar tasks even though the operational preconditions have not changed during the corresponding period; or
- 2) the reorganisation of the work has not caused an actual reduction of work.

In small companies (less than 20 persons), duty of inquiry in accordance with Section 3 of Chapter of the Employment Contracts Act is thus followed, not Act on cooperation within undertakings.

Features of collective discharge grounds include essential and permanent reduction of work offered by the employer. Collective discharge grounds should be appropriate and heavy. Work can be reduced due to decreased demand, but also due to the employer's direct actions.

The collective agreement between Journalistiliitto and Medialiitto does not provide any exceptional conditions for making an employment contract part-time. Hence, an employer can provide a written notice to the employee, indicating the reason for making the work part-time as well as new working time and salary. It can be attached to the employment contract.

**According to the collective agreement of Medialiitto (2023-2025)**, the minimum salary of a part-time employee is the share of the minimum salary in accordance with their average weekly working time.

According to Section 11(8) **of the Rules of the Student Union of the University of Turku**, the Student Union Council decides upon the proposal of the Secretary general and the Executive Committee of Turku Student Newspaper, on the recruitment of the Editor-in-Chief of Turku Student Newspaper.

According to Section 29 of the Rules of the Student Union, the Chair or Vice-Chair of the Executive Board and the Secretary General, always two together, represent the employer in matters related to employment contracts.

According to Section 40 of the **Administrative Rules of the Student Union**, the Student Union Council decides on the establishment and abolishment of the post of the Secretary General and the Editor-in-Chief. The Executive Board decides on the number of other permanent employees and project employees within the limits of the budget. The Secretary General decides on the establishment of minor tasks within the limits of the budget.

According to Section 41(3) of the Administrative Rules, the Executive Committee of Turku Student Newspaper, fills the posts of the employees of the newspaper, excluding the post of the Editor-in-Chief.

The employment contract of the Editor-in-Chief of Turku Student Newspaper can thus be made part-time, if the work has for productional and economic reasons essentially and permanently reduced. This reduction can be caused by the decision of the Student Union Council or Turku Student Newspaper to essentially reduce, for example, the number of issues of the newspaper. In such cases, the Editor-in-Chief must be

### Appendix 3: Review on making the employment contract of the Editor-in-Chief of Turku Student Newspaper half-time

informed in writing of the reason for making the employment contract part-time and the new working time and salary.

The salary is defined in this case by the collective agreement between Journalistiliitto and Medialiitto, and it is the share of the minimum salary in accordance with the weekly working time. Hence, 2025 savings are with 1/2 working time at least rough EUR 20,000. In such situation, 2-3 issues of Tykkäri would appear.

The existence of productional-economic ground is clear at least if TYY Student Union Council decided in the budget discussion to cut the budget of the student newspaper so that Turku Student Newspaper could not continue with the current staff. The destiny of the newspaper is thus entirely in the hands of the Student Union Council.

## Abolishment of the newspaper

We consider that what has been said of making the employment part-time also applies to abolishing the paper.

## Review of the Editor-in-Chief of the use of their working time from 26 Jan to 20 Mar 2024

In its meeting on 25 Jan 2024, the Executive Committee asked the Editor-in-Chief to make a review on the use of their working time for the time spent to issue one newspaper. The monitoring of the working time ended on 20 Mar 2024 and the Editor-in-Chief has submitted a review on the use of the working time for the meeting of the Executive Committee on 21 Mar 2024. In conclusion, one could say that the working time of the Editor-in-Chief is spent in very different types of preparatory tasks, stakeholder activities, supervisory tasks and contact with the group of writers.

## Responsibilities and tasks of the Editor-in-Chief based on their own list

The Editor-in-Chief is responsible for the line and contents of the newspaper. The tasks of the Editor-in-Chief include being responsible for the journalistic line and editorial decisions. Other tasks include

- Gathering the contents of the newspaper.
- Serving as the editorial superior.
- Gathering and coordination of the group of assistants, provision of instructions and feedback.
- Planning and realisation of the structure and layout of the newspaper.

### Appendix 3: Review on making the employment contract of the Editor-in-Chief of Turku Student Newspaper half-time

- Following the activities of the Student Union and the university and gathering topics for articles.
- Being responsible for the distribution of the newspaper and the coordination of subscriptions.
- Update and development of the online newspaper and social media.
- Search for news topics and information search on, inter alia, student life and educational policy.
- Representation of the newspaper in official connections and stakeholder activities.
- Contact with the print and advertisement sales.
- Cooperation with the Executive Committee of the newspaper.
- Budgeting of the newspaper and monitoring of the finances.
- Ensuring of the operational preconditions of the editorial staff.
- Writing of the annual report of the newspaper and participation in strategy work.

In addition to entered tasks, also telephone and email on-duty during weekdays at 10-17. In practice, this is superior work, i.e. supervision and contact with the editorial intern, group of assistants, advertisement sales, press, distribution and stakeholders: management, coordination, provision of instructions and feedback. Excluding lunch 30 min per day.

## Review of the Editor-in-Chief of the use of their working time between 26 Jan to 20 Mar 2024.

### **26 January 2024**

9-10 Review and conclusion of the news week

10-13 Planning of the editorial of the newspaper, background work and writing

13-14 Friday coffee

14-16 Online news, update of social media channels

16-18 Planning of the article in the concert house and preparation

18-20 Concert of Turku Philharmonic Orchestra

### **29 January**

9-10 Planning of the news week

10-14 Proofreading, commenting and layout for the middle-paper article

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

14-14.30 Lunch

14.30-16.00 Review and analysis of the material of the article on the philharmonic orchestra Writing of the  
"Try these" concert review.

16.00-18.30 Archival work. Text for the section "What happened in Tylkkäri 90 years ago".

**30 January**

9-10 Stakeholder activities with Turun Sanomat

10-13 Proofreading and commenting of the news spread article

12-14 Supervision of the editorial trainee, search for news topics and planning, layout of the news spread  
article, online news, update of social media

14-14.30 Lunch

14.30-16 Review of TYS distribution report, organisations of the distributions of the  
following issue 16-18.30 Layout of the news spread article

**31 January**

8-9 Stakeholder activities Turun Sanomat

9-10 Going around newspaper stands and evaluation of the consumption

10-12 Preparation of the social media marketing of the newspaper

12-12.30 Lunch

12.30-14 Stakeholder activities Sitra

14-14.30 Advertisement sales negotiations Varha

14.30-16.30 Budgeting of the newspaper and summary of January economic monitoring

**1.2.**

10-11 Contact with the press, Botniaprint

11-12 Budgeting for February and planning of the economic monitoring

12-14 Supervision of the editorial intern, online news, update of social media 14-14.30 Lunch

14.30-18 Photographing at Norssi, editing of the photos

**2 Feb**

9-12 Search and planning of news topics, layout of a news spread article

12-13 Advertisement sales TYS cooperation agreement

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

13-14 Friday coffee

14-14.30 Lunch

14.30-15.30 Review and conclusion of the news week

14.30-17 Layout of the news spread

**5 Feb**

9-10 Planning of the news week

10-12 Preparation of the social media marketing of the newspaper and content production

12-12.30 Lunch

12-14 Layout of the list of contents of the newspaper, arrangement, thinking about the order of the articles

14-16 Revision of the frontpage image, planning of the structure of the frontpage, layout

and arrangement 16-17.30 Review of feedback

**6 Feb**

9-10 Contact and instructions for distributors

10-11 Stakeholder activities Turun Sanomat

11-13 Email exchange with the group or assistants, commenting of the articles, instructions, feedback, information search on the topics of the articles.

13-13.30 Lunch

13.30-15 Online news, update of social media

15-16.30 Update of the instructions for stand distribution

16.30-17.30 Update of TYS distribution instructions

**7 Feb**

9-10 Stakeholder activities Turun Sanomat

10-12 Preparation of the social media marketing of the paper and content production

12-12.30 Lunch

12.30-14 Stakeholder activities MTV3

14-16 Review of the list of free copies: review work, evaluation of necessity. Abolishing unnecessary, including necessary.

16-17 Search and planning of news topics, layout of a news spread article

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

**8 Feb**

9-11 Planning of the middle-paper article of the third issue, background work, instructions for the group of assistants

11-12 Development of the realisation of stand distribution

12-12.30 Lunch

12.30-14 Online news, update of social media channels

14-16 Stakeholder activities Sitra

16-17 Review and analysis of website visitor data

**9 Feb**

10-12 Examination of the social media visitor data, review of development targets, development ideas

12-13 Review and conclusion of the news week

13-14 Friday coffee

14-16 Planning of the news spread of the third issue, instructions for article job

16-17 Review and coordination of op-eds, layout of the spread "From readers", selection of op-eds

17-18 Commenting of the articles of the group of assistants, instructions, feedback

**12 Feb**

9-10 Planning of the news week

10-11 Archival work

11-12 Planning and instructions of the layout of the middle-paper article of the second issue

12-12.30 Lunch

12.30-14 Review of the list of fee copies: evaluation of the necessity of sent papers. Abolishing unnecessary, including necessary.

14-16 Background work of the middle-paper article of the third issue. Structure, planning of the perspective. Instructions for an assistant.

16-17 Assistant fees of the second issue, excel sheet, review of invoicing contacts.

**13 Feb**

10-12 Proofreading of op-eds, online news

12-13 Proofreading of the second issue, feedback, development ideas

13-14 Review of newspaper feedback

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

14-14.30 Lunch

14.30 Editing and image processing of the images of the second issue

16-18 Mid-check of new articles. Ensuring of schedules.

**14 Feb**

10-12 Statistical analysis of the articles Where have we succeeded? How to develop future publications?

12-14 Meeting with the group of assistants. Distribution of work of the third issue and instructions for article jobs.

14-14.30 Lunch

14.30-16 Contact with the Finnish National Agency for Education

16-18 Proofreading of the op-eds, commenting, layout.

**15 Feb**

10-12 Op-ed online, proofreading and commenting of a column from the assistants

12-13 New topical information in the editorial. Making it up-to-date.

13-13.30 Lunch

13.30-15 Layout of a column

15-18 Review of the online versions of major Finnish and Swedish media actors

**16 Feb**

11-12.30 Summary of the news week

12.30-13 Lunch

13-14 Friday coffee

14-17 Review of the online versions of major Finnish and Swedish media actors 17-19 Summary of topical news. Update to the perspectives of the articles.

**19 Feb**

9-10 Planning of the news week

10-12 Proofreading and commenting of an essay from the group of assistants

12-12.30 Lunch

12.30-15 Organisation and instructions of the city distribution

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

15-18 Review work of the background of the news spread article

**20 Feb**

10-12 Proofreading of a column, online news

12-12.30 Lunch

12.30-15 Planning of the advertisement banner of the website, realisation, arrangement

15-18 Stakeholder activities Yleisradio

**21 Feb**

13-14 Stakeholder activities Yleisradio

14-14.30 Lunch

14.30-16 Review of Student Union Council meeting issues and review of material

18-21 Meeting of the Student Union Council, following and reporting

**22 Feb**

10-12 Checking of the layout of the editorial intern, commenting

12-12.30 Lunch

12.30-15 Proofreading, commenting and layout of the food article

15-16 Recruitment of the article writers of the third issue

16-18 Proofreading and commenting of researcher article

**23 Feb**

9-12.30 Proofreading of the articles for the second issue

12.30-13 Lunch

14-15 Summary of the news week

15-17 Reorganisation, realisation method and new schedule of an article job of the group of assistants

**26 Feb**

10-11 Planning of the news week

11-14 Proofreading, commenting and layout of an essay

14-14.30 Lunch



Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

14.30-17 Planning and realisation of the social media advertisement of the second  
issue 17-18 Proofreading and layout of a book review

**27 Feb**

10-11 Layout of mid-cover  
11-12 Planning of a meeting with advertisement sales  
12-12.30 Lunch  
12.30-13 Ideas for a perspective article and instructions  
14-16 Update and finalisation work of an editorial  
16-18 Planning and preparation of the advertisement places of the newspaper

**28 Feb**

10-12 Proofreading and layout of a perspective article  
12-13 Instructions for stand distribution  
13-14 Situational review of the advertisement sales of the second issue  
14-14.30 Meeting with the Secretary General  
14.30-15 Lunch  
15-18 Review of the subscriber information, update for the address information sent to the production  
organiser

**29 Feb**

6-7.30 Budgeting of the newspaper and summary of the February financial follow-up  
7-9 Online news food article, update of social media channels, checking of visitor data and analysis  
9-11 Addresses to Botnia Print production system  
11-12 Advertisement sales meeting with the Student Union employees  
12-12.30 Lunch  
12.30-13 Preparation for a photographing job  
13-15 Photographing job Pikkulaskiainen

**1 Mar**

10-12 Editing of the photos of Pikkulaskiainen

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

12-13 Layout of the cover, correction of the trimming edge of the back cover material

13-14 Friday coffee

14-15 Summary of the news week 15-

15.30 Lunch

15.30-17 Budgeting for March and planning of the financial monitoring Social media publications of a column.

17-19 Advertisement sales for EU elections. Planning of the material for the newspaper, realisation, layout.

**4 Mar**

9-10 Planning of the news week

10-11 Proofreading, commenting and layout of an essay

11-12 Meeting with the advertisement sales

12-13 Instructions for the group of assistants

13-14 Coordination of TYS distribution

14-15 Layout of advertisements

15-18 Final proofreading of the version. Print files to Botnia Print.

**5 Mar**

5.30-12.30 Leadership course in Helsinki

12.30-13.30 Lunch

13.30-18 Leadership course in Helsinki

**6 Mar**

8.30-10 Online news, social media update, analysis of visitor data

10-11 New cover image for Kultti

11-12.30 Preparation of the online version, "In this issue" text

12.30-13 Lunch

13-14 Planning meeting of the third issue with the editorial staff

14-16 Coordination of TYS distribution

16-17 Assistant fees, preparation of Excel file and forwarding it

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

**7 Mar**

8-10 Receipt of the newspapers, distribution of the nearby stands of the editorial office

10-12 Planning of the assistant projects of the third issue

12-12.30 Lunch

12.30-14 Review of newspaper feedback

14-16 Archival work, archiving of the material of the second issue

**8 Mar**

8-10 Social media updates of the second issue

10-12 Supervision of the realisation of stand distribution

12-14 Distribution of projects and instructions for the third issue for the group of assistants

14-14.30 Lunch

14.30-16 Summary of the news week

**11 Mar**

9-10 Planning meeting of the news week

10-11 Stakeholder activities Turun Sanomat

11-12 Planning of the projects of the group of assistants

12-12.30 Lunch

12.30-14 Arrangements of TYS distribution

14 Online news

16-18 Preparation for the forum discussion of the following day

**12 Mar**

9-10.30 Forum discussion of the Finnish National Agency for Education

10.30-12 Review of the online versions of the major media actors in Finland and Sweden

12-12.30 Lunch

12.30-15 Review of newspaper feedback

15-17 Preparation for the webinar of the following day

**13 Marh**

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

7.30-8.30 Online news

8.30 Webinar on economic news

11-12 Social media contents of the third issue

12-12.30 Lunch

12.30-15.30 Social media contents of the third issue

**14 Mar**

8-9 Update of the instructions for stand distribution

9-10 Update of the instructions for TYS distribution

10-11 Update of the instructions for city distribution

11-13 Archival work

13-13.30 Lunch

13.30-16 Writing the section "What happened in Tykkäri"

**15 Mar**

9-10 Review and conclusion of the news week

10-12 Stakeholder activities MTV3

12-12.30 Lunch

12.30-17 Planning of the projects of the group of assistants

**18 Mar**

9-10 Planning of the news week

10-12 Analysis of the statistics of the website of the newspaper

12-12.30 Lunch

12.30-14 Review of the agenda of the Executive Committee meeting

14-17 Preparation of the documents of the Executive Committee meeting

**19 Mar**

8.30-11.30 Training Helsinki

11.30-12 Lunch

12-14 Preparation of the documents of the Executive Committee meeting

14-15 Review of newspaper feedback

15-16.30 Archival work

## 20 Mar

10-12 Review of the material of the Student Union Council meeting

12-12.30 Lunch

12.30-15 TYS meeting

15-18 Preparation and instructions for assistant projects

18-19 Follow and reporting of Student Union Council meeting

## Key risks related to making the employment contract of the Editor-in-Chief half-time

The risks related to making the employment contract of the Editor-in-Chief relate primarily to the following issues:

1. Will the current Editor-in-Chief resign?
2. Is there a half-time employee available for the Editor-in-Chief of the student newspaper?
3. Will the less frequent appearance of the newspaper lead to the decrease in the volume of advertisement sales, as it is more difficult to receive advertisement for a newspaper with small circulation and infrequent appearance.
4. Will Pirunnyrkki want to sell advertisements for newspapers appearing, for example, 2-3 times a year?
5. Will making the employment contract half-time lead to the abolishment of the student newspaper?
6. Which are the possible image effects for the Student Union, for example, as an employer?

If they wish, the Student Union Council can discuss these risks, but as shown in Luotsi review, the role of the student newspaper in creating student communality is not very large, even though measures related to the newspaper could be a temporary reputational damage to the Student Union.

If the appearance of the newspaper is essentially reduced so that there would be, for example, one issue in the autumn and spring and candidates for matriculation examination (3 issues) or spring paper and autumn matriculation issue (2 issues), the future of the advertisement sales agreement with Pirunnyrkki should be considered. The current part-time employees of the Student Union might have potential for advertisement sales, if it was less expensive than provision costs.

Risks related to image loss can be decreased at least with open political debate and by reflecting the situation, for example, to the debate caused by the abolishment of Lapland student newspaper. For example, the Student Union of the University of Lapland established a temporary committee to plan the

### Appendix 3: Review on making the employment contract of the Editor-in-Chief of Turku Student Newspaper half-time

future of journalistic media without student union funding. This sort of planning activities can play a role if significant changes are made to the newspaper.

Also in Lapland, the basic proposal discussed by the Student Union Council, planned making the newspaper appearing two times a year, but a change proposal was passed, according to which the Student Union would only cover one newspaper, the newspaper would continue its activities as a separate organisation and would receive EUR 5,000 of project funding. Before abolishment, the costs of the newspaper were EUR 31,000, whereas Tylkkäri costs are ca. EUR 70,000 per year. As we now, the decision to decrease issues in practice led to the abolishment of the newspaper. There is thus also a risk that the newspaper is abolished, although it is noteworthy that in Lapland, the newspaper was originally published with a budget half the size.

## Alternative ways forward

According to the Executive Committee, the following alternatives, for example, are available and completely up to the Student Union Council to decide:

1. **The newspaper continues with the current issues and staff.** The costs would be ca. EUR 70,000 a year, if the advertisement sales remain at their current level. The newspaper would appear 5 times a year.
2. **The frequency of the newspaper is reduced.** At the same time, **as the tasks of the Editor-in-Chief decrease, their working hours would be decreased**, for example, in half. If Pirunnyrkki would continue advertisement sales, the savings would be savings caused by the reduction of the working time of the Editor-in-Chief. The newspaper would appear 2-3 times a year.
3. The newspaper would be transferred under a separate organisation. A separate support point table for the newspaper would be made, similar to Turku Student Theatre. The newspaper would become volunteer-oriented activity. This would mean **the abolishment of the newspaper in its current format.**
4. The newspaper would be transferred under a separate organisation that can apply for TYY activity support like other organisations. This would mean the abolishment of the newspaper in its current format and a model based on volunteering.

In addition to these actions, it is also possible to consider transferring advertisement sales for the Student Union. It could mean hiring a new employee. Before that, the Student Union has an obligation to provide additional tasks for its part-time employees. Managing advertisement sales could also mean that other tasks are reduced from other employees. The Student Union Council can ask more about arrangements related to advertisement sales from the Office of the Student Union, if they wish.

Appendix 3: Review on making the employment contract of the Editor-in-Chief of  
Turku Student Newspaper half-time

TYY Office also brought up to the Executive Committee that when the Editor-in-Chief changes next time, it would be easy to make structural measures to the employment contract of the new Editor-in-Chief, in addition to Student Union Council using its budget power, for example, to cut the budget of the student newspaper.

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