



1 *Approved in a meeting of the Student Union Council on 26 Oct 2016.*
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3 **STRATEGY OF TURKU STUDENT NEWSPAPER 2016** 4

5 **PURPOSE** 6

7 Turku Student Newspaper is independent and journalistically high-quality voice of the
8 students of the University of Turku.
9

10 **POSITION IN THE COMMUNITY** 11

12 Turku Student Newspaper is an independent journalistic unit, whose activities primarily serve the
13 community created by the student of the University of Turku. The newspaper is a membership service
14 provided by TYY for its members, and the crucial offerings include high-quality and diversified
15 journalistic contents, appreciated and consumed by the student community in Turku.
16 Journalistic contents of Turku Student Newspaper are also appreciated outside the student community,
17 where the newspaper is considered an independent voice of students.
18

19 In order to fulfil these aims, Turku Student Newspaper...

- 20 • Monitors the activities of the university and the Student Union in a critical manner.
- 21 • Influences as part of Student Union communication.
- 22 • Increases the sense of communality between students by serving as a discussion forum for the
23 student community in Turku.
- 24 • Through its assistant base, provides the students with a possibility to gain experience
25 in journalistic work and influence.
- 26 • Functions as a window inside the student community, university world and the Student Union.
27

28 **CENTRAL VALUES** 29

30 Turku Student Newspaper is committed to the journalistic instructions confirmed by the Council for
31 Mass Media, complies with good journalistic practices in all activities and actively and comprehensively
32 takes into account the professional-ethical entity of journalists. The newspaper participates actively
33 in societal debate and encourages the readers to do the same. The newspaper holds an open and
34 critical approach towards the themes discussed. The newspaper shares the central values of the Student
35 Union of Turku: justice, democracy, communality, activity and
36 academic approach.
37

38 The central values are concretised in the activities of Turku Student Newspaper, inter alia, in that the
39 newspaper...

- 40 • Participates in the educational task in accordance with the University Act by encouraging
41 active and critical citizenship.
- 42 • Is party-politically and religiously independent.
- 43 • In its activities, takes into account different societal ideologies and aims
44 in a wide-ranging manner.
- 45 • Commits to non-discrimination in its activities.



- 46 • Promotes the remembering and maintenance of the value of education in the society.
47

48 **JOURNALISTIC CONTENTS**

49
50 The journalistic contents of Turku Student Newspaper are multi-channel, interesting and high-quality.
51 A central product of the newspaper is the newspaper published as a regular printed
52 journal. Turku Student Newspaper is a multi-channel journalistic unit, so a central piece of its activities
53 consist of different digital contents. In the production of digital contents,
54 reader-perspective and agile utilisation of new ecosystems is crucial: journalistic contents
55 are taken in a wide-ranging manner in the channels, where the community served by Turku
56 Student Newspaper actively operates.

57
58 Turku Student Newspaper will reach its aims concerning journalistic contents by...

- 59 • Investing in high-quality newspaper production.
60 • Reacting on news issues concerning the student community in Turku.
61 • Bravely utilising new social media channels.
62 • Producing diversified digital contents.
63 • Reassessing regularly its own activities and the channels where the newspaper
64 produces journalism.
65 • By regularly updating the format, publication period and structure of the newspaper.
66 • By directing a sufficient amount of resources in experimental journalism and review of
67 utilisation manners of new channels.
68

69 **RESOURCES AND REGULATION**

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71 The practical work conducted by the editor-in-chief and editorial staff led by her/him
72 are guided by the framework set by the Student Union as well as the Strategy of Turku
73 Student Newspaper. The Executive Committee of Turku Student Newspaper serves as the link between
74 the Student Union Council and Turku Student Newspaper. The Executive Committee prepares the
75 strategy for approval by the Student Union Council and is responsible for conducting the supporting
76 functions for journalistic production, such as recruitment and organisation of newspaper distribution.
77 The Executive Committee actively serves as support for the editor-in-chief, but does not
78 in her/his journalistic authority.

79
80 Turku Student Newspaper takes into account the principles of responsible financial management in its
81 activities. The activities of the newspaper are based on meaningful balance between available
82 financial resources and the benefit found by the student community in the activities of the newspaper.
83

84 Financial preconditions are taken into account in the activities of Turku Student Newspaper by...

- 85 • Adapting the activities of the newspaper to the needs of market-based finances such as
86 advertisement sales, when the received financial gain is larger than the damage caused for the
87 journalistic end product.
88 • Making wide-ranging and deepening cooperation with other newspapers sharing the same
89 value base and target group as Turku Student Newspaper, such as other
90 Student Newspapers.
91 • Offering diversified advertisement opportunities both in the printed newspaper and in
92 digital contents.



- 93 • Maintaining the style and journalistic line of the newspaper as such that the newspaper appears
94 as an interesting, high-quality and decorous cooperation partner.
 - 95 • Actively searching for new manners to increase the share of market-based financing
96 in the budget of the Student Newspaper.
 - 97 • Making acquisitions, recruitment decisions and other choices involving financial impacts
98 in a responsible manner.
 - 99 • Reviewing the publication period and format at regular intervals.
- 100
101