

Action Plan for 2018
22nd of February 2018

Today

1. Who are the ones doing Aino? Who is in charge of what?
2. Regulation rulings and actions derived from them.
3. Budget breakdown.

“Quotes from the regulations of Aino magazine”

The editorial staff in 2018



Emilia Mäenmaa
Chief editor



Kiira Koskela
Sub-editor



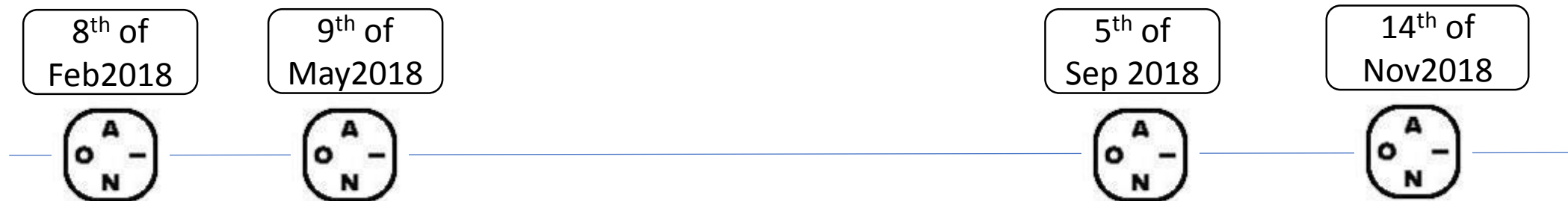
Viivi Prokofjev
Art Director

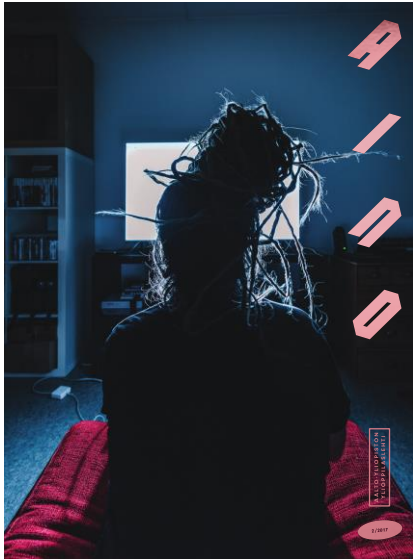
Responsibilities



Publication timetable in 2018

Aino is a student magazine published by the Student Union of Aalto University (AYY), which comes out at least four times a year in paper format.





Aino 1/2018



Sisäpiirivitsi
OPISKELIJA-AKTIVIN JUHLISSA KANNUR-
TETTEN KERTOMAAN RASISTISIA VIITTEI-
Ä JA AINOJÄRJESTÖN PUHERUUDITAIA PO-
SEERASSI INSTAGRAMISSA SEITOMAAHER-
RANA...



Hard and Soft
INSTEAD OF SCANDINAVIAN DESIGN, MAN-
YAU SCULPTS DOLPHINS AND PORCELAIN
BONDS.



Todellisuuteni: Linjalla
SONJA SALONEN MUUTTI RAKKAIDEN PE-
RASSA ISRAELIIN. SITTEEN PÖNNIT ALKOI-
VAT PUODOTA TANVAALTA.

Aino's primary format of publication is a paper magazine.

The material is also encouraged to be published electronically, and Aino is present in various social media channels.

Language policy

- 2/3 out of the long articles in the magazine aimed to be translated into English
- Some specific articles only in English (for example the Person of Interest piece)
- English article pitches go through the same process as Finnish ones

The material in Aino is published both in Finnish and in English. English content can be, for example, texts originally written in English or high-quality translated content. However, multilingualism should not be carried out at the expense of journalistic quality.

Independence and self-sufficiency

- The editorial staff decides on what to write and what point-of-view to take, with the trust that is given to it by the Representative Council
- The magazine is primarily responsible to its reader base
- The *Guidelines for* journalists will be followed in all editorial decisions

The magazine is journalistically independent. The magazine follows good journalistic practices in its actions.

Task and purpose

Aino on ensisijaisesti lehti Aalto-yliopiston opiskelijoille. Ainin tärkein ja ensisijainen tehtävä on seurata, kommentoida ja nostaa esiin opiskelijoita koskettavia aiheita niin yliopistoyhteisön sisältä kuin sen ulkopuoleltakin.



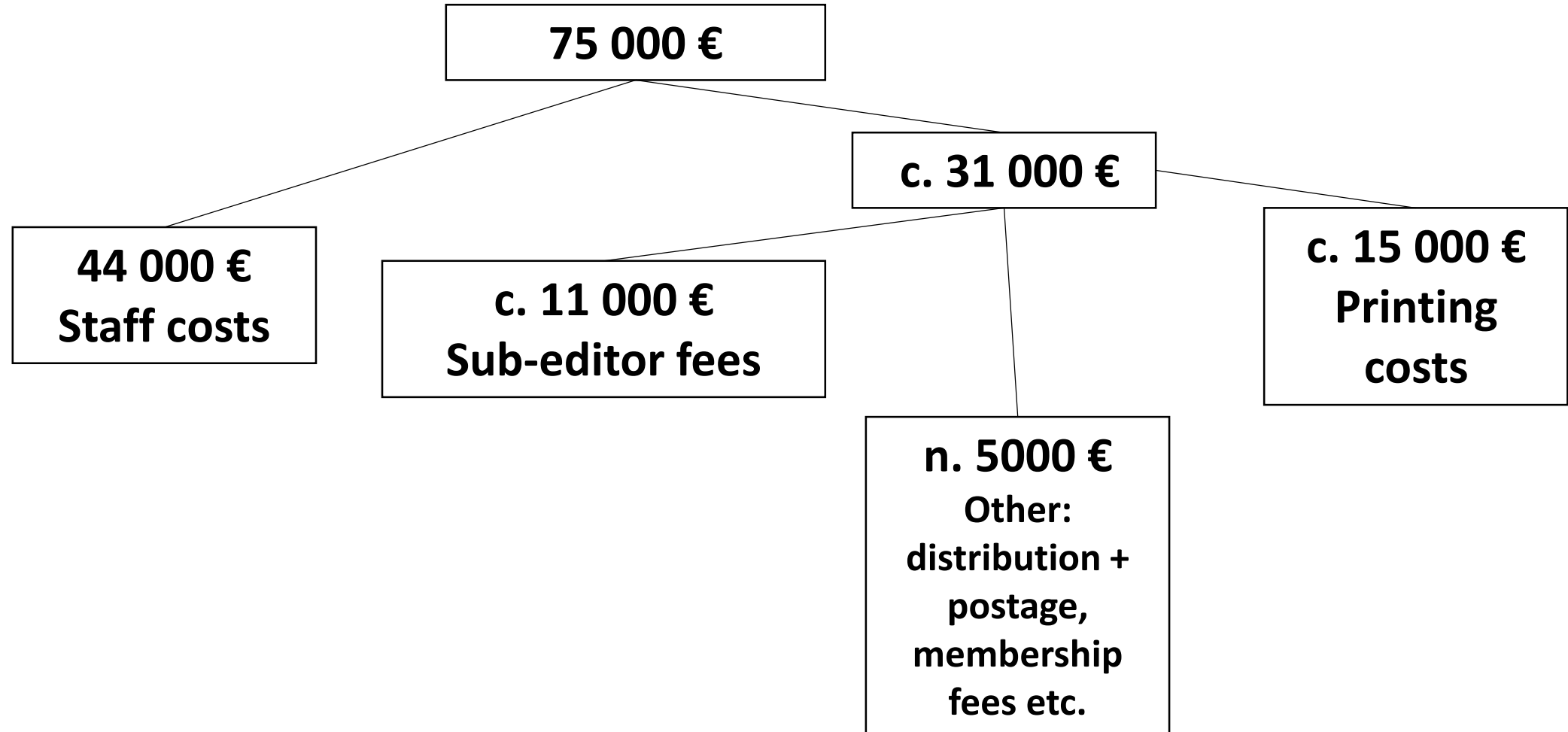
In addition, the magazine looks at national and international student policy and social issues from the perspective of the student. The magazine has the courage to also tackle matters that are still incomplete and in progress, and act as an active initiator of discussion.

Task and purpose

Aino takes into account and recognizes the diversity of the Aalto community and encourages its readers to engage in constructive discussion. The magazine understands and accepts that the members of the Student Union have different perspectives, opinions and backgrounds. Aino does not compartmentalize its readers, but instead its objective is to find and deal with issues that affect everybody, provide room for a plurality of voices and promote the communal spirit of the students of Aalto University.



Budget



Development goals for 2018

- **Developing the editorial process**
Long-term articles worked on for extended periods of time (for example long surveillance pieces and reports). Designing an editorial cycle → prevent staff exhaustion with better design
- **Thinking of where Aino can use its brand**
We have chosen to use our resources on journalism with backgrounds and facts in check rather than quick reactive online journalism. However, we are thinking on how the Aino brand could be utilized more broadly: for example AYY could ask us to host discussion events
- **We want to build the visibility of the magazine and make it more known both outside and inside the University**
Hands-on: reassessing the distributing locations?
Otherwise: slot in the Vappuradio, organizing events?

Editorial Council 2018-2020

Expert members

Anna-Mari Tenhunen, AD, *Image*

Tero Salonen, *Raymond* magazine, chief editor

Annaleena Kuronen, former chief editor of *Aino*, expert in marketing and communications

Verna Vuoripuro, sub-editor, *Helsingin Sanomat*

Nando Malmelin, Professor of Practise BIZ, media researcher

Student Members

Joona Orpana

Lasse Kaartinen

AYY Communications Officer

Julius Luukkanen

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