



## TOLONEN Jonna

### Finnish Newspapers Association

Manager, Young Readers and Newspaper in Education  
Finland



finnish newspapers association

Finnish Newspapers Association The Finnish Newspapers Association is a branch organisation for newspapers and newspaper publishers. It is a member of the Federation of the Finnish Media Industry that safeguards the common interests of the media branch. Tasks of the Finnish Newspapers Association The main task of the association is to improve the facilities and competitiveness for newspapers so that they will continue to be a leading medium in Finland. The online services along with the printed newspaper make a significant area of growth for newspapers. Communication, marketing and research are used to strengthen the attractiveness of newspapers. A central task is to promote newspaper reading among young people. The association safeguards the interests of newspapers in cooperation with the Federation of the Finnish Media Industry. It represents newspapers among others in the following areas: freedom of speech, distribution, media marketing and newspapers in education. The association also participates in safeguarding the interests of the branch on an international level. The Finnish Newspapers Association supports the development of newspaper personnel's expert knowledge by acquiring and distributing information. The association also keeps an eye on the training possibilities on the field and organizes courses and competitions selectively. In addition it acts as a forum for internal cooperation in the newspaper field. The values of the association are freedom of speech, independence, economic success of newspapers and cooperation.

Past: Planning Officer at University of Helsinki, Palmenia Centre for Continuing Education - Senior lecturer (in Digital Media) at Laurea University of Applied Sciences (nowdays called Metropolia) - Mentor of a thesis work at Lahti Insitute of Design - Teacher and Programme manager at Adult Education Centre in Rovaniemi. Specialties: communications, social media, media education, youth work, theory of communication, advertising, interpreting advertisements.



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### MARS - Media Against Racism in Sport

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