BACKGROUND INFORMATION

- Summary of Åbo Akademi’s media publicity in global digital media during the Q1 of business in 2014.


- Search words in this analysis are in every inflexions Åbo Akademi.

- Time range for reporting is 1.1.-31.3.2014.
GLOBAL MEDIA PUBLICITY

Geographical distribution by continent and country
Weekly media visibility & press spikes
Top medias
Themes cloud and news highlights
Finnish university comparison

SUMMARY
• 639 mentions in Finnish media.

• 60 global mentions.

• Vast majority of the media publicity came from Europe (98 %).

• Additionally some publicity come from North America (2 %).

• Most of any there were mentions in the Finland, but also some in Sweden and United States.
• 699 mentions altogether.

• The media publicity was steady during the Q1.

• Busiest month was February

• The quietest was March.
2. Helsinki University may start to educate bilingual teachers – possibility for cooperation with ÅA & ÅÅ study: half of the suspected child abuses cases proves to be correct.

4. Martti Ahtisaari named as honorary Doctor of ÅA

6. ÅA student Silja Borgarsdóttir Sandelin will ran for EU Parliament elections.

9. “Women are usually mayor of small cities” – interview of ÅA researcher Sari Pikkala & Arts Promotion Centre Finland gives 1000e to ÅA for events & ÅÅ will fund Brage’s press archive.

12. ÅÅ board asked ÅÅ director Jorma Mattinen to seek solution for shortage of teachers.
## ÅBO AKADEMI Q1 2014

### TOP MEDIAS

<table>
<thead>
<tr>
<th>Top</th>
<th>Name of the media</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>Total</th>
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<tr>
<td>1.</td>
<td>Yle - Svenska</td>
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<td>Vasabladet</td>
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<td>15.</td>
<td>Manialehti</td>
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</table>

- Top medias were Swedish Yle, Åbo Underrättelser and Huvudstadsbladet.
ÅBO AKADEMI Q1 2014
NEWS HIGHLIGHTS

Västra Nyland.fi

Ahtisaari blir hedersdoktor vid ÅA
President Martti Ahtisaari blir politices hedersdoktor vid Åbo Akademi. Promotionen sker den 23 maj.


HBL.fi

Fonder räddar Brages pressarkiv
Sju finlandssvenska fonder har beslutat ingripa för att rädda Brages pressarkiv, som hotas av nedläggning på grund av minskat statsstöd.

Harry Schaumans stiftelse, Föreningen Konstsamfundet, Stiftelsen för Åbo Akademi, Stiftelsen Tre Smeder, Svenska folkskolans vänner, Svenska kulturfonden och Svenska litteratursällskapet i Finland låter göra en expertutredning om pressarkivets verksamhetsförutsättningar och -former. Utredningen beräknas bli klar till sommaren, skriver Svenska kulturfonden i ett pressmeddelande.
• Globally the most visible Finnish Universities was the University of Helsinki with 4,258 media hits.

• Second was University of Turku with 2,434 hits.

• Third was Aalto University with 2,304 hits.

• Åbo Akademi was 7th with 699 hits.

• There were more than 15,100 hits in total.
SUMMARY

• Åbo Akademi was mentioned in global digital media 699 times altogether. 639 news were from Finnish media.

• Compared to the other Finnish universities ÅA was the 7th by the volume of global media publicity.

• Popular news were for example news about Helsinki University’s and Åbo Akademi’s possible cooperation on teaching bilingual teachers, naming Ahtisaari as an honorary Doctor of ÅA, interview of Sari Pikkala in Turun Sanomat and funding of Brage’s press archive.

• Top medias were Svenska Yle, Åbo Underrättelser, Hbl, Turun Sanomat & Vastranyland.
THANK YOU!