

# Curriculum Vitae

Mäkilä Kimmo, 15th December 2020

## 1. Personal information

- name: Mäkilä, Kimmo Juhani
- date of birth: 10th April 1978
- citizenship: Finnish
- website: <https://www.ptt.fi/henkilosto.html#29>

## 2. Education and degrees awarded

- 31st December 2007, Ph.D, University of Jyväskylä, Finland
- 2nd May 2006, L.Phil, University of Jyväskylä, Finland
- 30<sup>th</sup> September 2006, M.A., University of Jyväskylä, Finland

## 3. Current position

- current position: Communications Manager at Pellervo Economic Research PTT, start date 1<sup>st</sup> September 2016, full-time permanent position. Main responsibilities: external communications, media relations, scientific publishing, PR activities, public engagement of science, media analysis.
- no potential conflicts of interest relevant to the application

## 4. Previous work experience

- News editor / news editor in charge of journalistic planning, Finnish News Agency STT, Helsinki, Finland (11.2015 – 08.2016, permanent position). Main responsibilities: leading and managing the daily work of the news agency newsroom (ca. 30-50 reporters and photographers), planning the news agenda, communication with media customers.
- Visiting researcher, University of Jyväskylä, Finland, Department of Communication. Subject: Creation of added value in news production. (05.2015 – 11.2015)
- Foreign news reporter, crime beat reporter, news editor and subeditor, Finnish News Agency STT, Helsinki, Finland (06.2007 – 05.2015, permanent position).
- In addition, during 1999-2006 I worked for several Finnish newspapers and other media (e.g. STT, Keski-Suomalainen, Länsi-Suomi) as a summer temp and freelance writer.

## 5. Personal grants

- 2005, 1-year personal research grant for Ph.D thesis, Finnish Cultural Foundation SKR, 16100e
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*Merits related to the production and distribution of research results and research interaction:*

- During my first four+ years at PTT, we have crafted a whole new external communications strategy, including media and stakeholder relations, societal impact and public engagement of science, resulting in, for example, a 100% increase in Twitter followers and a 35% increase in annual media hits for PTT and its researchers during 2017-2019 (as measured by Meltwater

media monitoring). We have developed new ways of presenting and distributing scientific work, e.g. visualizations, interactive infographics, fact sheets and tailored content.

- The communications unit at PTT has been in charge of interaction and communication in several research projects, either conducted by PTT or in consortium with other institutions (including many VNTEAS-projects). The tasks include internal communication, interaction with stakeholders in workshops, media interaction and publishing results using a wide variety of channels and means.
- I have over 12 years of experience working in and with the news media with positions ranging from domestic reporter to news editor. As a news editor at the largest news agency in Finland, STT, I was responsible for the day-to-day news operations and decision-making of the entire newsroom, which at its largest had nearly 50 reporters. For a time, I was also in charge of journalistic planning, which included drafting the news agenda for the agency. I have extensive media networks, knowledge of media logic and understanding of the needs of reporters and different media outlets.

### **Selected publications:**

- Iiro Jussila, Raija Heimonen, Tapani Yrjölä ja Kimmo Mäkilä 2019. PTT policy brief 5/2019: Digitalisaatio tarjoaa ponnahtuslaudan maataloudelle - uskallammeko astua sille? (Digitalization could revive the Finnish countryside and agriculture – can we grasp the opportunity? PTT policy brief) In Finnish.
- Jani Hohti, Panu Halme, Mari Hjelt, Paula Horne, Janne Huovari, Anssi Lensu, Kimmo Mäkilä, Mikko Mönkkönen, Maurizio Sajevo, Janne Kotiaho 2019: Kymmenen vuotta METSOa – Väliarviointi Etelä-Suomen metsien monimuotoisuuden toimintaohjelman ensimmäisestä vuosikymmenestä. Ympäristöministeriön julkaisuja 2019:4. (Ten years of METSO – An interim review of the first decade of the Forest Biodiversity Programme for Southern Finland. Publications of the Ministry of Environment 2019:4.) In Finnish.
- Ikonen, J. & Mäkilä, K. 2011: Tästä nousi kohu. Miten jatkuvat kohut rapauttavat journalismia, artikkeli Journalismikritiikin vuosikirjassa 2011. (Why calling everything a ‘gate’ erodes journalism. An article in the Finnish Yearbook of Journalism Critique 2011). In Finnish.
- Doctoral thesis: Mäkilä, K. 2007: Tuhoa, tehoa ja tuhlausta: Helsingin Sanomien ja New York Timesin ydinaseuutisoinnin tarkastelua diskurssianalyttisestä näkökulmasta 1945-1998. (”Powerful, Useful and Wasteful”: Discourses of Nuclear Weapons in the New York Times and Helsingin Sanomat 1945-1998.) Jyväskylä Studies in Humanities 84. <https://jyx.jyu.fi/dspace/handle/123456789/41974>. In Finnish.
- Licentiate thesis: Mäkilä, K. 2006: Ydinaseiden diskurssit New York Timesissa ja Helsingin Sanomissa 1945-1998. (Discourses of Nuclear Weapons in the New York Times and Helsingin Sanomat 1945-1998.) In Finnish.