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Information magazine for municipal citizens

Case Oulu-posti

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Information magazine for municipal citizens

Case Oulu-posti

This study is about developing the Oulu-posti magazine. Oulu-posti is City of Oulu´ s information magazine in which it informs the municipal citizens about city services and other information related to the City of Oulu. The study aims to identify how the Oulu-posti magazine can be developed so that it would serve the needs of the City of Oulu and its residents better. The study aims to gather information about the media reading habits of Oulu residents and the effects the increasing digitalization has. The idea was to study what else a magazine could be than a printed product.

In this study a survey was used as one of the methods to determine what readers thought about Oulu-posti and how they would develop the magazine. The survey was conducted at the beginning of 2015. eMedia 2014 research, which studied how Finns use media, was also the base of this study. Benchmarking, interviews, service blueprinting, creating personas and brainwriting were used to gather information from people in the service area.

The conclusion of the survey was that Oulu-posti needs developing; some target groups need more attention, topics that need to be covered and the delivery of the content must be developed further. According to eMedia 2014 study different people use different media types, and different media channels should be considered in order to have readers attention. All media channels must be considered if the need is to serve and inform residents and be easily accessible.

Together with Otavamedia asiakasviestintä and City of Oulu tangible ideas were created to develop Oulu-posti. The main suggestions were examined: redesign of site map, active use of social media, supplement for the elderly and a plan of multichannel content delivery. Implementations will be conducted at the beginning of 2016. After the implementation new feedback will be required to see if the design is actually working. The magazine development process is never ready but is rather a continuous process that tries to respond to the needs of the readers´ and service providers´ .

KEYWORDS: information magazine, city magazine, multichannel content delivery, future magazine, municipal communication, media channel, magazine design

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1. Introduction

This study aims to identify how Oulu-posti magazine can be developed so that it would serve the needs of the City of Oulu and its residents better. The study aims further to gather information about the media reading habits of Oulu residents and the effect the increasing digitalization has. The customers are the residents of Oulu and the readers of the magazine. The study was commissioned by Otavamedia asiakasviestintä which produces Oulu-posti. The case in the study is Oulu-posti magazine, which is delivered to the municipal citizens of Oulu.

Printed magazines such as Oulu-posti are facing challenges in the digitalized world. People use media in many different ways from traditional print to tablets. To meet these challenges some changes in the design of magazines are required. People still read printed magazines but the role of print materials is changing. A printed magazine can be seen as part of wider media mix but development must continue.

In the context of this study a future magazine refers to one of the near future. The media is changing so fast that in five years the world might be very different in terms of magazine design. The age structure of the population is changing and with it media consumption habits as well.

Municipalities are facing enormous challenges. They have to reconsider how to continue providing public services and serve residents with smaller budgets. The population is ageing, and there is a growing need for services. Municipalities can either change, lower quality or stop providing services. They have a need to inform their residents about changes and news related to the cities and municipalities.

The first merger of large urban municipalities in Finland took place in the Oulu region. Five municipalities (Haukipudas, Kiiminki, Oulu, Oulunsalo and Yli-Ii) in the region merged into one at the beginning of 2013. The new city is called Oulu. This merger is one of the reasons why Oulu-posti magazine was created.

Magazine design is very much user-centered design. Service design methods such as workshops and personas are used to get to know the user (reader). In this study a survey was used as one of the methods to determine what readers thought about Oulu-posti and how they would develop the magazine. eMedia 2014 research, which studied how Finns use media, was also the base of this study. Benchmarking, interviews and email discussions were used to gather information from people in the service area.

My role in this study is that of the researcher and in the design process that of the art director. I have been working in magazine design for the past nine years and in graphic design for about thirteen years. I have been part of Oulu-posti team in Otavamedia asiakasviestintä since the beginning of this cooperation. I have a lot of experience in designing magazines and content for different types of clients from b-to-b to b-to-c. This is why I believe that I have collected a lot of tacit knowledge during my working life. Because of this background I am curious to know where we are heading now in this rapidly changing world of magazine design. The design process is something I am very familiar with. Working for Otavamedia asiakasviestintä has taught me the importance of getting to know the client first and starting with the design after that.

I want to thank Sirkka Keränen, Sari Valppu from the City of Oulu, Rita Ekelund from the City of Helsinki, Måns Renntun from Skåne, Catharina Rissel from Österåker, and Anna Availa from Riihimäki City for their valuable time and effort. I would also like to thank Otavamedia asiakasviestintä employees for their participation.

2. Definition of magazine

Traditionally a magazine can be seen as a concrete object (Rantanen 2007, 17) but these days a magazine can be an intangible ensemble of single pages that appear irregularly and what a reader can experience through sound and moving images (Lievonon-Thapa 2015, 28).

In this study a magazine is seen as a publication with content that can be text, images, sound and moving images. It can also be seen as a publication that can be read on the Internet as a digital paper (e.g. issuu.com or as a pdf). A magazine can be in the form of a web site. It is not only seen as a printed item; the idea is to study what else it could be in the future.

In this study a magazine is also seen as a service. It is delivered to residents' homes, free of charge for residents and it shares important edited information about the City of Oulu. A magazine in this study refers to a city information magazine, which is also seen as customer magazine.

Christopher Phin, who came up with 19 definitions for a magazine in his post on The Flipping Pages Blog, says that one has to make it up. (flippingpagesblog.com)

2.1 City of Oulu ´ s information magazine Oulu-posti

Oulu-posti is a magazine that the City of Oulu delivers to all its residents. Oulu-posti is a 24-page tabloid magazine in which Oulu informs the municipal citizens about city services and other information related to the City of Oulu. Oulu-posti is seen as a service that is delivered four to five times a year. The magazine is delivered to 107 311 Oulu households.

Oulu municipal administration has its own publications and brochures but because of the economical situation in 2013, municipalities needed to find ways to reduce their expenses. It was time to identify a different kind of solution. Oulu-posti is a combination of previous magazines: Rumputus- (magazine of culture), Kaupunki rakentaa- (urban and environmental magazine), Ouluseni- (magazine for the elderly people) and Lueppa- (community magazine). Subjects from those magazines can now be found in one magazine instead of several different ones.

The themes of the magazine relate to the different services the City of Oulu provides. Oulu services include Central Administration, Business Services (also called BusinessOulu), Health and Wellbeing Services, Educational and Cultural Services and Urban and Environmental Services.

There are 196 291 residents living in Oulu, which makes the target group very broad. The average age of an Oulu resident is 36.7. Of the residents 49.8 percent are men and 50.2 percent are women. 101 393 of the residents are aged between 25 and 64. (ouka.fi) This large range of readers makes designing the magazine challenging.

Oulu-posti should be a magazine that strengthens the wellbeing of residents by encouraging them to use so-called light services (less expensive services) instead of heavy ones. Basic services are light services, while heavy services are more expensive from a municipal point of view. The oulunomahoito.fi web service is a good example of light services. The City of Oulu provides the oulunomahoito.fi service where residents have access to several social and health services such as renewing prescriptions, or booking a laboratory or dentist time. There are about 75 000 Oulu residents that use the service (Oulu-posti 4/2015 s. 12).

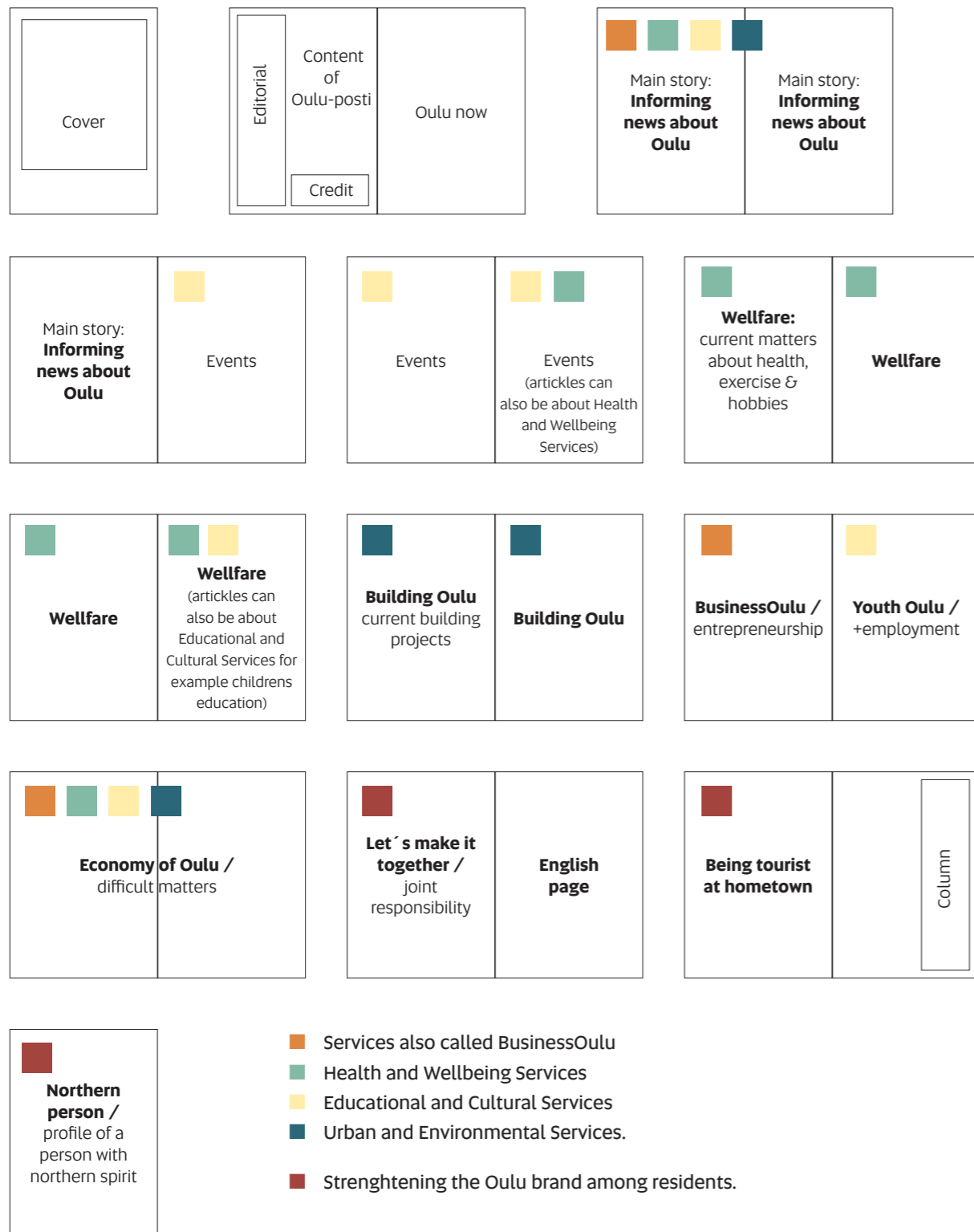
The focus of Oulu's communication in 2016 is to inform residents about the service renewal. A special focus will be on explaining the economical situation comprehensively to the residents. The city aims to popularize and support the use of web page services so that the residents would become familiar with them and increasingly use the services, and thereby benefit from all the communication channels, in particular social media channels (Oulun kaupungin talousarvio 2016 ja suunnitelma 2017-2018).

2.1.1 The creation of Oulu-posti

Before the first magazine was published Otavamedia asiakasviestintä had a workshop with the City of Oulu communication staff. At least one representative from each administrative branch of Oulu took part in the workshop. Otavamedia learnt that the typical reader (customer) is commonly an Oulu resident. To be more precise, a typical resident is a woman aged 25–64.

In the workshop Otavamedia asiakasviestintä came to the conclusion that the aim of Oulu-posti was to deliver information to the residents more efficiently. The mission of Oulu-posti was to strengthen Oulu identity among the residents.

The message of the magazine needed to be that Oulu is a city to be proud of and that Oulu is the Capital of Northern Scandinavia and has the courage to renew itself. The city culture is created by the city of Oulu, the third sector and volunteers. The magazine sets out to inform readers about the services the city provides from the users' point of view. The nature of Oulu-posti should be intellectually challenging, surprising and even a bit humorous. The alignment of the content should be local, communal, we-spirited, multiform, positive and provide a pulsating image of Oulu. The magazine should take all service sectors and age groups into account. The layout of the magazine should deliver an Oulu-based look but should still have its own recognisable personality. The photos should emphasize the locality in an innovative way. The participants agreed that Oulu-posti should be delivered to every household in Oulu.



PICTURE 1. The site map of original Oulu-posti magazine concept that was presented for Oulu after the first workshop. Different service sectors and age groups are considered in the site map of the magazine. The mission of the magazine was to strengthen Oulu identity among the residents and last pages focus on bringing out the positive image, expertise and we-spirit of Oulu.

2.1.2 The concept of Oulu-posti

After the workshop Otavamedia asiakasviestintä created the concept for Oulu-posti (PICTURE 1). The concept included the design and themes of each magazine. The mission of the magazine and age structure of the readers were considered in this concept. To ensure that all age groups receive the same attention in different article types it was decided that interviewees need to be of different ages and from different areas of Oulu. The articles would be written from the residents' points of view. The aim was to make Oulu-posti appear like a local magazine, and for example, make it easier to tell stories about services through the users' experiences.

Oulu-posti was published for the first time in January 2014. Oulu-posti is not only a printed magazine; a digital version is available at issuu.com. Some of the content is in the form of short video clips or animations or moving images that are shared in Oulu YouTube channel. The content is also published on Oulu web site ouka.fi and Oulu Facebook page. The idea was to inform residents about the content of the magazine before and after publishing. The aim was to make the readers (residents) to become more familiar with the services Oulu delivers directly from Oulu media channels. Oulu-posti has its own web site within ouka.fi (www.ouka.fi/oulu-posti), which is also the archive of the magazine.

2.2 The commissioner Otavamedia asiakasviestintä

Otavamedia asiakasviestintä is part of the Finnish media house Otavamedia Oy and is located in Helsinki and Turku. Otavamedia asiakasviestintä includes DecoMedia, Alma 360 and MCI press. This study refers to Otavamedia asiakasviestintä because the new organizational changes have not been finalised. Otavamedia asiakasviestintä focuses on delivering content in digital and print media for the clients. Otavamedia produces Oulu-posti. The City of Oulu and Otavamedia have been cooperating for more than ten years.

Otavamedia asiakasviestintä wants to be the clients' chosen partner in the future and it needs to develop ways of meeting their customers' needs better so that in the end all participants in the process are satisfied. Identifying new ways or ideas of developing the magazine helps Otavamedia to help the clients while the technological environment has changed and created new possibilities and threats.

At the moment, the profits from the print business are still many times those of digital business. For printed magazines to remain competitive, however, it is important that the entire value network is involved in the design process to provide a better service for the various players in the magazine value network, as well as a better service for the readers (Seisto, Mensonen, Viljakainen, Aikala, Moilanen and Lindqvist 2013, 28).

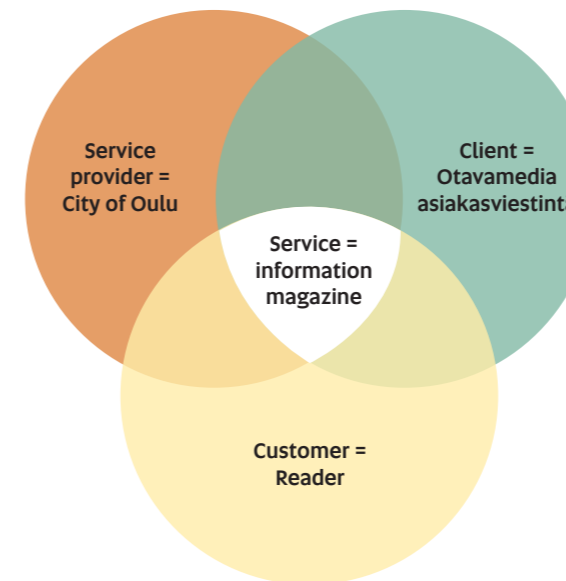
3. The aim of the research and design process

The aim of the research was to develop Oulu-posti magazine so that it would provide more benefit to the reader (customer), the client Otavamedia asiakasviestintä and the service provider Oulu. The magazine business has not disappeared but new ways of designing magazines are needed. A magazine is often seen as a print product but this study focuses on what else a magazine as a service could be.

Research questions in this study are as follows.

- What kind of information magazine will serve the residents in the future?
- What will the role of information magazines of municipalities be in the future?

The readers consist of people of various ages and social groups and there are challenges associated with making a magazine for such a large group of people. The service provider is concerned that the magazine will disappear or that people will not read it, or that readers will not see it as their magazine. This study searches for ways in which most of the readers can be served in order for them to receive the needed information.



PICTURE 2. A visualized framework of the study.

3.1 The framework of the research

The framework (PICTURE 2) shows where the focus of this study is. The study concerns a service provider, a customer and a client. The service is related to all these parties and is the focus of the research. The service provider is the City of Oulu and the customer is the reader and a resident of Oulu. The reader is also the target group. The client is Otavamedia asiakasviestintä that creates the magazine in cooperation with the City of Oulu. The client commissioned this research. Oulu-posti is seen as a service that Oulu delivers to its customers. The service Oulu-posti is the target of the developing process.

3.2 Design process

According to Tuulaniemi (2011, 57) developing a service always entails creating something new and unique. That is why all service developing processes are a bit different from each other. Tuulaniemi's service design process (PICTURE 3) has been partly applied in this study. The implementation will take place after the study has been conducted because of the timetable.



PICTURE 3. Chart of Oulu-posti service design process.

The definition of the study was created to define the needs, aims and the research problem and to create an understanding about the service Oulu-posti. The aim was to develop Oulu-posti magazine so that it would serve the reader (customer), the client Otavamedia asiakasviestintä and the service provider Oulu. The study does not concern about new layout because the appearance of the magazine should deliver an Oulu-based look.

The research was conducted by benchmarking, surveying, interviewing, creating personas and a service blueprint, and with What if questions. The survey was conducted among Oulu residents to ascertain their attitudes and needs in regards to Oulu-posti. Benchmarking was conducted by comparing similar magazines that have some innovative approaches. Five people from the municipal communications department were interviewed about their thoughts regarding the future of their magazines. Three types of personas were created from the residents to personalize the readers. A service blueprint was created for Oulu-posti and tested by Otavamedia asiakasviestintä.

Studies such as eMedia 2014 research were used in order to gain deeper insight into how Finnish people use media. Otavamedia asiakasviestintä employees were asked to brainstorm their thoughts about what information magazines and future magazines will be like. Information was also gathered from books, the Internet and previous studies.

The design phase can be divided into idea creation, conceptualising and prototyping. Ideas were developed and gathered after discussion and brainstorming with Otavamedia asiakasviestintä. The ideas were then conceptualised into tangible ideas and presented to the client Oulu. After receiving feedback from Oulu, Otavamedia asiakasviestintä conceptualised

the newly conceived magazine. In addition to the magazine design new ideas about delivering the magazine content were also developed.

New ideas about the magazine site map and content delivery were presented in Oulu in November. The presentation was discussed and input gathered from different service sectors. The residents gave feedback to the service sector representatives about the magazines. An supplement for elderly was also discussed.

After the meeting all matters were collected and the magazine development process was continued. It was decided to publish the first newly conceived magazine at the beginning of 2016.

Evaluation

The Oulu-posti development process will continue throughout 2016. The magazine will be published four times a year and each magazine will be developed further by the received feedback and the needs of residents and the City of Oulu.

Implementation

Some ideas concerning social media sharing were implemented immediately. Supplement for the elderly and a new site map of the magazine will be implemented in early 2016. Content delivery will be developed and tested during 2016. Most of the implementations will not be part of the study because of the timetable of the thesis.

4. Theory

eMedia 2014 research, which studied how Finns use media, gave wider perspective about the subject. Previous studies were also investigated to get a basic understanding what has already been studied.

4.1 eMedia 2014: Study of Finnish media habits

Taloustutkimus Digital Research & Innovation has studied how Finns currently use media, as well as upcoming phenomena and their impact on marketing. Habits related to media use are changing constantly among the Finnish people. Taloustutkimus' eMedia 2014 study built on previous research that was conducted in 2007, interviews and Internet-panel. The eMedia 2014 research data was collected via 500 telephone interviews. The interviews were conducted between 8.10. – 9.10.2014. The target group included Finns between the ages of 15 and 79 in order to represent the entire Finnish population.

An Internet panel was conducted between 28.10. – 5.11.2014 in which 1521 people took part. The target group for the Internet-panel included persons aged between 15 and 79 who use the Internet. Even though Taloustutkimus did not study exactly how Oulu-posti type of magazines are seen the results can be used in this study as well.

The core findings of the eMedia 2014 research were that the increased amount of content and the growth in the use of terminal devices are changing the way people use media. For example, people use different media and media channels at the same time. Especially the use of the Internet combined with other media is increasing.

The use of the Internet and new terminal devices has radically increased the number of Finns that use media and equipment. Six out of ten Finns indicated that their use of media has

grown in the last few years. 58 percent of people think their use of media has increased. This growth has occurred especially in the use of the Internet after people acquired smartphones and tablets. All digital media channels are used more while the use of traditional media such as printed magazines and real time television is steadily decreasing.

Especially women and people under the age of 40 feel that they increasingly use media. There is less change among people over the age of 50 and especially for those over the age of 64. Most of the people who consider that their use of media has decreased can be found among 20 to 34 year-olds. On the other hand, there are 15 to 24 year-olds who think that their use of media has grown. Even though this change in media consumption has affected all Finnish people, it can be seen mostly among young people.

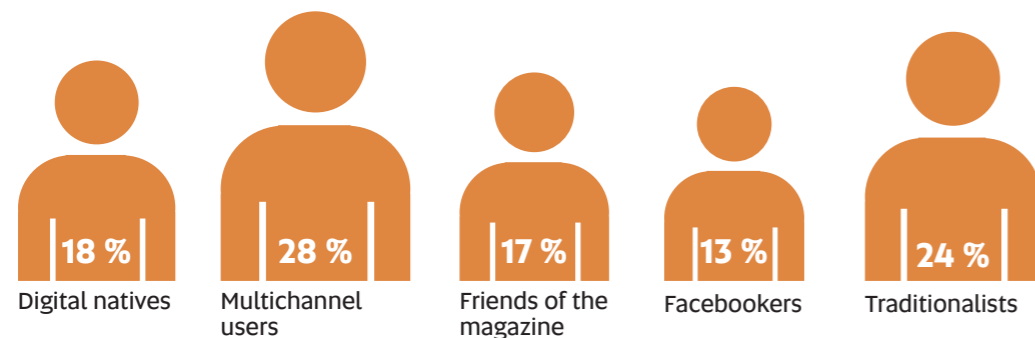
The most important media for Finns is the Internet. 42 percent of people can no longer imagine giving up the use of the Internet. The second most important media is television, even though a great amount of media content has moved to the Internet. Radio and different magazines share the third place and are part of the palette. The role of radio has not changed much since 2007. An interesting finding is that there are no large differences between men and women. Age seems to be the decisive factor.

According to the research 27 percent of the Finnish people will most likely increase their use of tablet or mobile phone applications of newspapers. The three media types that are most likely to see decreased use are printed magazines, newspapers and traditional television.

At this turning point for media four out of ten have a settled way of using media, for example, people watch news at a certain time or read certain blogs.

The eMedia research also found that the phenomena of information and entertainment colic have been experienced. Most respondents felt that there is more entertainment on television than people have the time for to watch. People take breaks on holidays at least from some media. People control their use of media in their daily lives. Surfing on the Internet has disadvantages in the daily life and people feel guilty about it.

Media users among Internet users can be segmented into five different types according to the eMedia 2014 research (PICTURE 4). 18 percent of people are digital natives mostly aged between 15 and 29 who use a lot of social media and use only the Internet pages of newspapers'. Digital natives are not prepared to pay for subscriptions.



PICTURE 4. Media users among Internet users can be segmented into five different types.

Multichannel users are mostly aged between 15 and 39 and form 28 percent of the users who use different media formats widely. As to social media they use mostly Facebook but every now and then other social media channels as well.

People who like magazines constitute 17 percent of the sampled population and are mostly aged between 50 and 64. This group is strongly focused on using print media and its digital versions, but does not consume moving pictures very much, except for traditional television. This group uses Facebook occasionally.

13 percent of people are Facebookers who use Facebook every day. They also use printed magazines and traditional television and magazine web pages. This group is the most heterogeneous in terms of age.

24 percent of the people belong to a group of traditionalists. The largest user groups are aged between 50 and 64 and between 65 and 79. They use all traditional media on a daily basis including magazines. This group does not use social media very much.

The most important media content is considered to come from television, secondly from newspaper and thirdly from radio. The wide range of mobile devices has placed new demands on delivering media content which has to be consumable in different media platforms in different situations. Free video services such as YouTube are used by 70 percent of people. Every fourth person longs for distinctive edited content that is packaged for them as in printed papers.

Traditional television, Spotify-type services, traditional radio and printed newspapers are considered necessary media types.

The eMedia 2014 research shows that digital media is available to all Finns. 94 percent of people use the Internet. This is more than four million 15 to 79 year-olds. If we consider people under the age of 50, everybody uses the Internet. Every fifth person over 64 does not use the Internet. The population is aging but the elderly people will also use the Internet in the future.

Tablets and smartphones have not reduced the number of computers people have. Over 90 percent of people have computers. Smartphones are used by 69 percent of Finns. Half of the people who have smartphones look at their phones once every hour. The most active users are women, under the age of 40, digital natives and multi-channel users. These groups should be considered when planning the specific content delivery.

Printed newspapers have maintained their strong position in the Finnish media. 61 percent of people read printed newspapers daily and 87 percent occasionally. Newspaper web pages are read by half of the population and 66 percent read newspapers at least occasionally. Newspaper applications are used by every fourth person and half of them use it at least occasionally. Digital versions of newspaper are more popular among younger generations.

Printed magazines still have a very strong position. People who read magazines rather read them in paper form instead of the digital form. 36 percent of Finns use magazine web sites at least occasionally. Magazine applications are used by every fifth person. Younger generations and more digitalized segments consume more magazine web pages and blogs.

The eMedia 2014 research shows that people are changing their media using habits and the changes are happening for most Finns. Media use is constantly evolving and is affected by the users and media supply.

CONCLUSION

Finns use media differently than they used to. An increasing number of people use media every day and the Internet has become one of the media channels used. Even though we are at a turning point in media using habits, we should not forget traditional media. Different people use different media types and different media channels should be considered in order to have the people's attention. There is no longer one channel that can serve everybody's needs.

4.2 Previous studies

In their study titled Future magazine, Seisto, Mensonen, Viljakainen, Aikala, Moilanen and Lindqvist traced the development of a magazine into a service. They concluded that the magazine business is set to change dramatically and that publishers will be forced to develop their products continuously (2013, 28). Snellman (2011, 56) writes in his study that communication services are strongly moving to the Internet.

These two studies provided the base for the research and the goal to develop a tangible product into a service that serves the readers better. That is also why Otavamedia asiakasviestintä wants to know where the magazine business is heading.

“When considering the future of print media the media use habits of the consumers need to be taken into account. Even though consumers spend their leisure time increasingly with digital media, printed magazines still have their place as a relaxing and “slow” media (Seisto et. al (2013, 7).

Design process should change into target group based design if not changed yet. Readers, consumers, residents are in an important role because they choose what content in wich channel they will choose.

According to Seisto et. al (2013, 7) future magazines must be available through several channels and therefore, printed magazines cannot be studied without paying attention to all other possible magazine forms. These may include online or mobile forms as well as different hybrids that utilise printed intelligent elements that enable seamless shifting between printed and digital contents.

lina Lievonen-Thapa's Master´s thesis (2015, 49) dealt with multichannel delivery of a small magazine. She raised good points about magazine development and why a magazine should be published digitally: one obtains better coverage for the magazine, it is a quick and easy way to publish and one can save print and delivery expenses. One can deliver interactive content, video and sound. Readers use media in different ways and digitalizing is one way to respond to that.

When magazines are seen as a service, the readers of the magazine take a central role as the customers of the magazine service, whereas the service providers form a network of networks (Seisto et. al 2013, 30).

According to Lievonen-Thapa (2015, 89) what matters in design process is that one has to have a clear vision how things are done in practice and how different forms complete each other. This way one can have one interesting entity where different parts discuss together.

CONCLUSION

Previous studies gave an good understanding and base what is been discussed in magazine business. One has to remember thought that most of the discussion is still about predicting the future. There are so many things that effect on development and changes, such as economy and technology. Important knowledge is that reader is in the centre of design and development process.

5. Research

Survey, benchmarking, interviews, blueprinting, creating personas and brainwriting were used to investigate and understand the development of magazine. In this study a survey was used as one of the methods to determine what readers thought about Oulu-posti and how they would develop the magazine. A survey focused mainly on content development of the magazine. Benchmarking was used to get new ideas and to find new executions in magazine content delivery. Blueprinting was done to see how the service has been produced and how the service works from the readers' point of view. Personas were created to help to understand customers better. Brainwriting gave visions of the future magazine.

5.1 A survey among the citizens of Oulu

The aim was to determine how the residents of Oulu read Oulu-posti magazine, their thoughts about it, and how they would develop the magazine. A survey was chosen as one of the research methods to study Oulu-posti magazine from the users' point of view. There are 107 311 households that have Oulu-posti delivered to their homes and, therefore, a survey was an easy way to collect data from such a large number of people. According to Curedale (2013, 252) a survey is a less expensive way to collect a large sample of answers, easy to analyze and simple to manage.

The purpose of the survey was to identify the reading habits of Oulu-posti readers. Oulu-posti 2/2015 was studied because it was the newest magazine at the time the survey was conducted. The magazine's theme was the elderly people. Otavamedia wanted to determine what the most interesting articles were and which of Oulu's other information channels they use.

The Implementation of the survey was conducted in the form of a web questionnaire (Webropol). It was arranged by Otavamedia's subcontractor. The questions were discussed and tested by the client Otavamedia and the service provider Oulu to obtain the needed answers.

Simple questions were placed at the beginning and open answers at the end. The questionnaire was built so that respondents were forced to answer certain questions and answering some questions led to more precise questions that needed to be answered (APPENDIX 1).

An advertisement was placed in Oulu-posti 2/2015 that invited readers to take part in the web questionnaire. The questionnaire could be answered anonymously. It was also possible to win towels for taking part in the survey which made the survey more tempting. The survey was conducted from 24.3.–12.4.2015. There were not as many answers as expected so a reminder was sent through the City of Oulu Facebook page. Altogether 162 people took part in the survey.

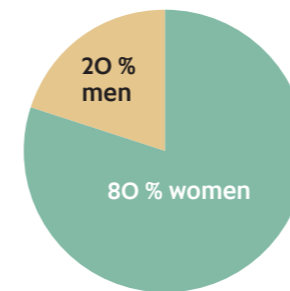


CHART 1. There were 131 women and 31 men who took part in the survey.

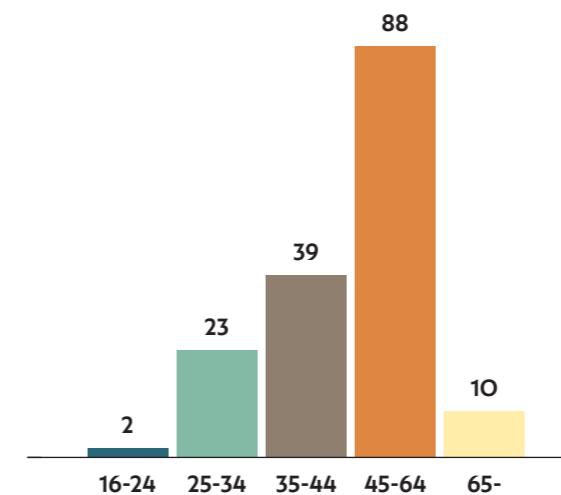


CHART 2. The age distribution of the survey's respondents.

5.1.1 The findings of the survey

There were 131 women and 31 men who took part in the survey (CHART 1). The magazine is delivered to 107 311 households. 162 readers answered the survey, which is 0.15 percent of the entire group.

The age distribution of the survey respondents ranged from 16 to 65 plus (CHART 2). 88 answers came from people between the ages of 45 and 64, which constituted the largest age group. The second largest age group was between the ages of 35 and 44 and third largest was between 25 and 34.

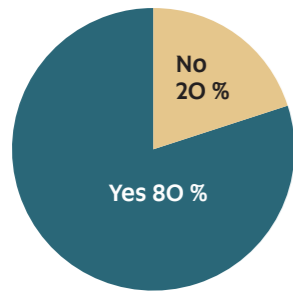


CHART 3.

80 % of the respondents indicated that they were familiar with Oulu-posti and 20 % answered that they were not (CHART 3). People who answered yes received a supplementary question about the way they read the magazine.

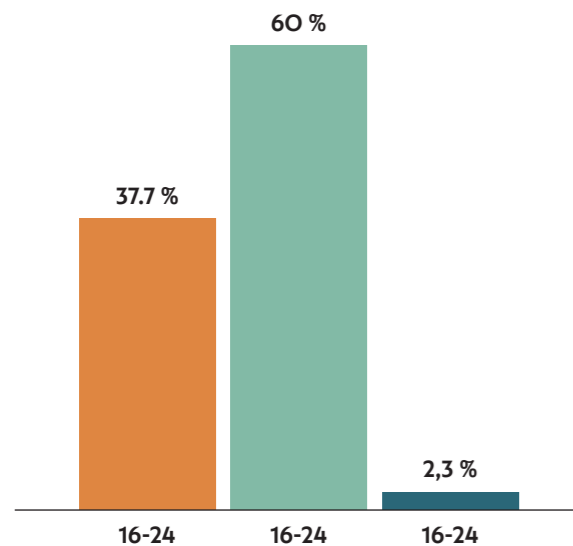


CHART 4.

60 percent (78 people) of the readers read it by browsing, 37.7 percent (49 people) of readers read it thoroughly and 2.3 percent (three people) of readers did not read it all, even though they were familiar with the magazine (CHART 4).

The readers explanations were categorised after the survey under separate headings to explain the readers' choices more accurately and to have a larger picture. These results are not marked in percentages but according to the number of readers be

The readers were asked to choose the three most interesting stories in Oulu-posti 2/2015 and explain the reason for it (APPENDIX 2). A link to the digital paper was provided in order for them to read the articles. The theme of the magazine was elderly residents. The most interesting articles according to the readers concerned homecare for the elderly, active living and city transport.

The most common reason to read a story was that it somehow concerned the readers themselves or the subject was something that they are interested in. 45 readers, which is nearly half of the participants, thought Oulu-posti had something to offer them.

20 readers answered that the articles were interesting, 15 indicated that the articles were current and that they obtained new information from Oulu-posti. 15 readers gave positive feedback. 12 readers were very emotional with their answers and were either quite positive or extremely negative. Eight readers explained that they read certain articles purely because they were interested in Oulu services. These eight people understood that Oulu-posti is about Oulu services, and not a commercial magazine.

A question about what one would rather read in Oulu-posti produced 78 tangible ideas regarding the kind of articles readers would like to read (APPENDIX 3). The readers are most interested in current information about Oulu and its services, what is happening in the city planning, for example, or matters that concern ordinary Oulu residents' lives. The need to have information about changes was mentioned a few times. The readers need more information to ease their daily lives.

"I would like to read about services that Oulu delivers in different areas, current matters. Not just about marketing, but tangible matters about what is working and what is not. The municipal Feedback could be part of Oulu-posti..."

"I would like to have articles about recent changes or plans that will happen and which concern residents. The articles could be about changes in services, or for example about buildings that the city is constructing."

"Interviews about ordinary active Oulu residents, so that you might get ideas about things you could be interested in doing yourself."

26 answered that they read the whole magazine or most of it and they are interested in all sorts of articles.

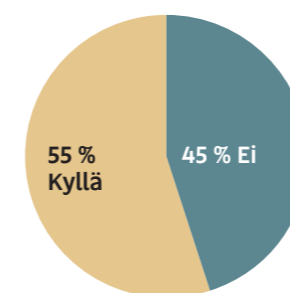


CHART 5.

There are many links and QR-codes to web sites in the magazine to guide people to read more in Oulu's other digital channels. Also Facebook, Twitter and Instagram logos are displayed to market new channels the city offers. Otavamedia wanted to know if these web links and information were working or not. 55 percent of the people thought Oulu-posti guided them to find more information from other channels and 45 percent not (CHART 5).

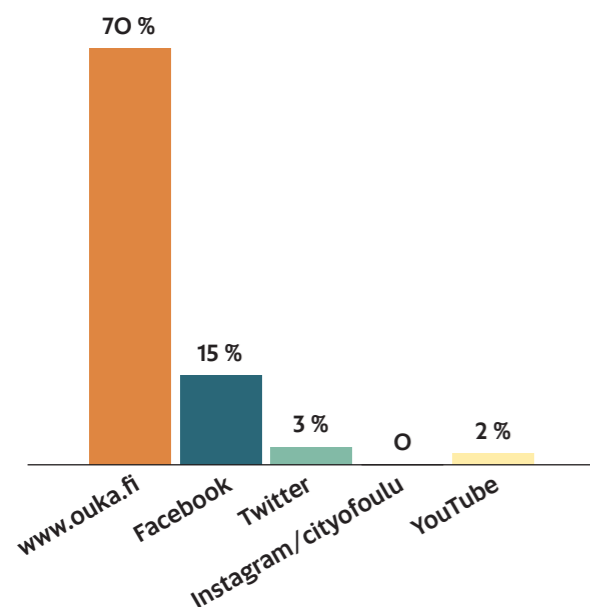


CHART 6.

Of the 55 percent who found other channels, 70 went to ouka.fi, 15 to Facebook, three to Twitter and two to YouTube (CHART 6). None of them went to see the City of Oulu Instagram account. This answer is in line with the fact that most answers came from the age group between 45 and 64. Social media is mostly used by younger generations under 45, but the amount of use in older generations is rising as the population ages.

Regarding what kind of information readers got from Oulu-posti the most common answer was that readers obtain different kind of current and new information about the services that Oulu delivers (APPENDIX 4). Informing readers about the different services Oulu delivers is one of the main aims of Oulu-posti.

"I get to know what services Oulu supplies, how the services are available (opening hours, web pages), ideas about current matters and events."

"Changes concerning the city services for example."

"City services that I did not know about before."

"I get acquainted with city services."

The readers were asked "About which city services would you like to read in Oulu-posti?" (APPENDIX 5). Open answers were difficult to gather, so instead of trying to separate all the answers a word cloud was created with the Wordle program. Sentences were changed into basic words so that the programme could build a picture out of the most used words (PICTURE 5). This made it easier to understand and read the data.

Readers were most interested in reading about all of the city services. They seem to want to know what is going on in Oulu in general. The second largest group of words was health and wellbeing services. Culture and exercise services were considered to be the third most interesting.



PICTURE 5. A word cloud of the most interesting city services looked like this.

The readers were asked to list where else they could find information concerning Oulu's services. Six digital media channels were mentioned: the Internet, ouka.fi, Akkuna (intranet of the City of Oulu), Twitter, Facebook and forum24. Six different types of printed papers were mentioned such as Kaleva and newspapers in general. Others found information at work, Oulu10 (customer service centre), the library, city offices, information desks, Aino-information (information and guidance for the elderly people), Asukastuvat ("common living rooms" for Oulu residents provided by Oulu), the swimming hall and from acquaintances (APPENDIX 6).

The readers were asked to indicate what other Oulu information channels they use (CHART 7). The respondents could select multiple alternatives. The most popular choice was ouka.fi, which is considered the main communication channel for the City of Oulu, second came Facebook, then Twitter and nine people answered that they follow none of Oulu's other channels. The use of YouTube and Instagram was very low.

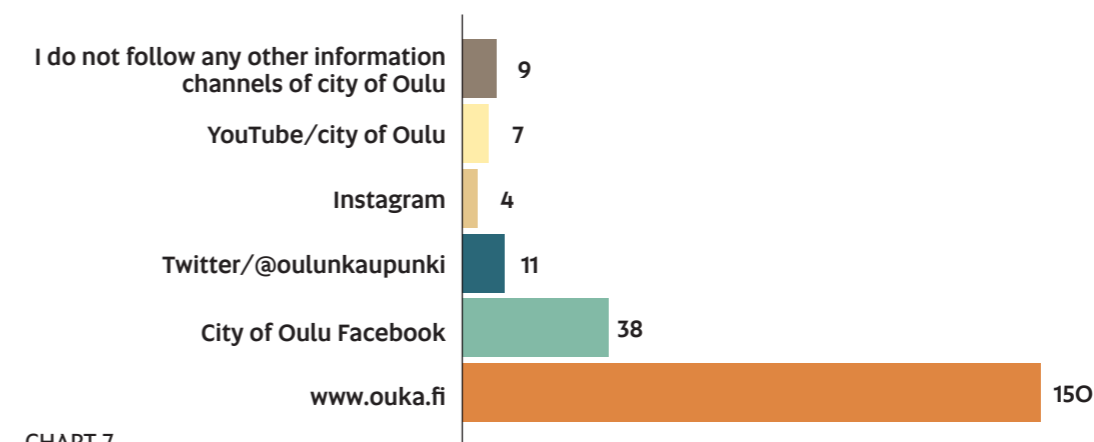
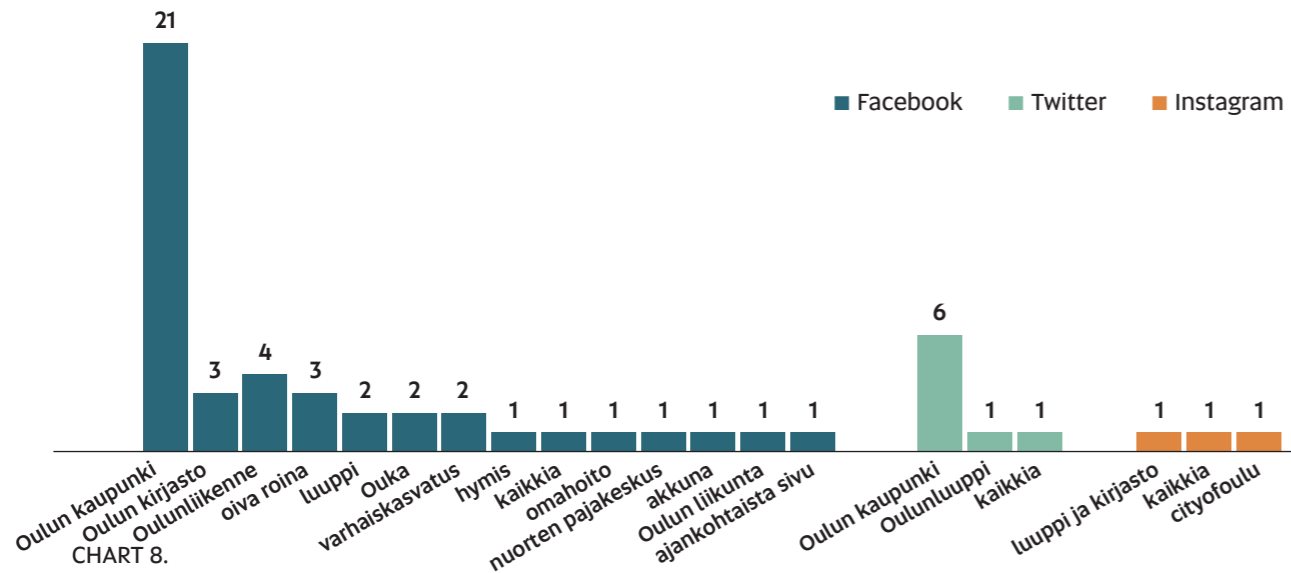
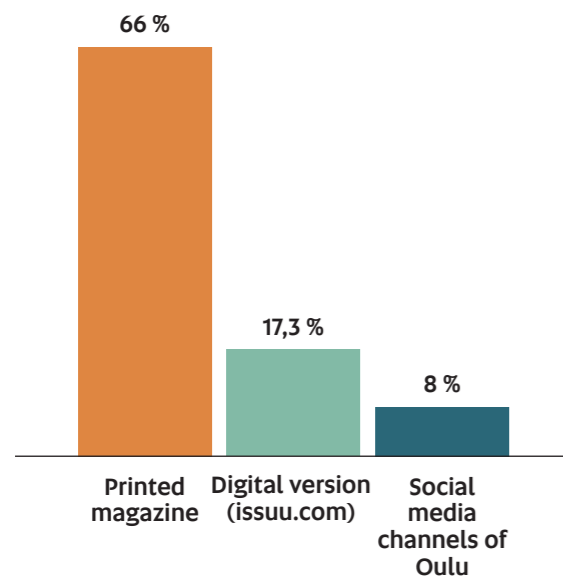


CHART 7.

People were asked which Oulu Facebook and Twitter pages they followed and most of them answered the City of Oulu. Instagram was not that popular (CHART 8).



The readers were also asked whether they rather read the print magazine, the digital version or social media channels and explain the reason for it (CHART 9). 66 percent of the readers (107 people) answered that they rather read the printed Oulu-posti because it is delivered to their homes. A magazine feels more real as it provides the most pleasant reading experience. It has been edited and it is more reliable (APPENDIX 7). Some people revealed that they do not want to use computers after work and they felt that the Internet is messy and its content is not edited.



"It is nice to sit with a cup of coffee and read a printed magazine."

"Nice to browse, too much computer already."

"Physical print is still the most comfortable reading experience."

"The printed magazine feels like real news and articles."

CHART 9.

"The printed magazine can be stored and is within reach and one can perceive things differently compared to the digital version. You do not start a computer as easily as a printed magazine."

17.3 percent (28 people) of the readers pointed out that they rather read the digital issuu.com version of Oulu-posti because they think print is old-fashioned and the digital version saves paper. They also thought that the printed magazines are expensive and disappear among other mail.

"Handy and no paper waste."

"It is easy to read on the web wherever."

"Time and place independent."

Eight percent (13 people) of the readers answered that they would rather read the social media channels of Oulu because they think print is old news, digital is easy, social media feels current and one can use it when it is most convenient.

"Easy and current. Magazines both printed and digital are past."

"Easy to handle."

"Easy to read wherever and whenever."

People were also asked to provide open feedback as to how they would develop Oulu-posti (APPENDIX 8). There were no limitations given as to how they could improve it. Most of the feedback was positive and constructive and provided concrete ideas as to how to improve the content of the magazine. Four readers suggested that they would stop making Oulu-posti and four readers indicated that the magazine could be created and delivered more often.

"The whole city and its services. Critical discussion, not just praising because it can dilute credibility."

"More interviews of residents, they are interesting."

"More articles about people and future visions."

"Wider perspective for interviews equally from different service sectors."

Reliability and conclusions of the survey

The drawback of this survey is that the respondents were asked to analyze one issue of the magazine, which had a theme about the elderly people. The respondents were not necessarily able to compare the issue used in the survey with previously published magazines. If a more diverse group of people had been chosen to answer the survey they could, for example, have been asked to analyze four magazines. This may have produced more new ideas. Some of the ideas and feedback provided by the respondents in the survey are actually already used in Oulu-posti.

This is somewhat problematic, as it shows that some of the residents do not necessarily recognize Oulu-posti. It is published four times a year and it does not have a sustainable image yet. The readers are not able to compare Oulu-posti issue by issue.

The Oulu-posti issue theme was the elderly people, which might have affected certain answers. The readers did not necessarily feel that it is their magazine because of the theme. People are interested in matters that concern them and might even not open a magazine when they see an elderly person on the cover and feel that the articles would not interest them.

The most important finding in this survey was that the magazine is read and viewed positively. It produced ideas and thoughts that can be considered when designing for 2016. For example, should the public services that Oulu delivers be covered more precisely because the survey showed that not everybody knows what the public services are? There could also be more tools and tips for daily life. The residents of Oulu are mostly interested in reading about matters that concern themselves. People want to read more edited genuine information.

Oulu-posti was considered to be current, which is interesting, because magazines are often seen as relics of the past in these digital days. This could also be explained by the fact that most of the articles are about services the city provides as well as solutions and plans that Oulu is making currently. Some of the projects may still be in the planning stage but they have been presented in Oulu-posti beforehand. One explanation could be that even though all the information is available in the Internet that readers do not necessarily find it. In the form of a magazine the information has been packaged and edited for them.

There are web links and QR-codes in Oulu-posti that are used to direct and teach readers to use the different social media channels of Oulu. The problem with a paper magazine is that one has to type these links into browsers and in digital versions one can just click the link in

the text to go to the right place. QR-codes are also included but people may not be familiar with their use. It is worth considering whether the printed magazine works when directing to digital channels. The link layout should be designed so that the reader sees them more clearly.

Whether choosing the printed or digital version of Oulu-posti it seems to be a question of habit as to how the magazines are read. Some people think that the digital version is easier and others that the printed version is easier. Changing habits over time can open new opportunities for both the readers and the service provider.

Because of the number of answers the survey results provide a good indication of the reading habits. The information gathered in this survey is still in line with the eMedia 2014 results.

CONCLUSION

Oulu-posti is mostly seen in a positive way. The content of the magazine is considered to be good but there are still some target groups, such as elderly people, that need more attention and topics, such as health and wellbeing services, culture and exercise services, that need to be covered. The delivery of the content must be developed further. If the magazine responds better to the residents' needs, the municipality might even reduce its expenses. The design focus should be on ensuring that all parties receive the needed information.

5.2 Benchmarking

In this study benchmarking was used as one of the research methods to compare municipal magazines to each other. Helsinki-info, Magasin Österåker and Leva i Skåne were chosen for comparison. Two Swedish magazines were chosen because they both have executed something new compared to the Finnish ones and it is good to see the development outside Finland. Both Swedish magazines were also nominated in 2015 in Svenska Publishing Priset so the magazines are of high quality. Helsinki-info was chosen because it has the largest distribution in Finland. The idea of the comparison was to have new ideas and to find the stories behind these magazines.

Riihimäki mobile application was also chosen to benchmarking to other ways of sharing city information.

5.2.1 City magazines

A magazine benchmarking matrix (PICTURE 6) was created to ease the comparison. Magazines were compared in delivery and in form. Digital versions, pdfs, audio and Facebook pages were studied to see how municipalities deliver their magazine and content.

In this comparison the magazines differentiate mostly in how they are published. Compared to Oulu-posti, Leva i Skåne has its own web site, both Swedish magazines have an audio version of their magazines and Helsinki-info has an English magazine in digital format.

Magazine	Oulu-posti	Helsinki-info	Magasin Österåker	Leva i Skåne
Delivery	Every household	Every household	Every household	Every household
Issues per year	4/2015	6/2015	4/2015	2/2015
Number of pages	24	28	20	32
Paper	newspaper type	newspaper type	uncoated	uncoated
Paper size	tabloid	240 x 315	A4	215 x 280
Digital version /e-paper	x	x	-	-
Magazine´s own web site	-	-	-	x
PDF	-	x	x	-
Audio magazine	-	-	CD is sent when needed	x
English version	Important news translated in English, one page inside Oulu-posti	English version has its own web site	-	-
Magazine has its own Facebook page	-	x	-	-

PICTURE 6. A magazine matrix was created to ease the comparison of the magazines. Information was collected in October 2015. X means yes in the matrix.

The contact persons of the magazines were also asked what the role of their magazine is now and in the future in municipal communication, what the mission and aim of the magazine are and how else they communicate with their residents. The Swedish magazines were asked about the audio version of the magazine.

Three What if questions were posed to each contact person. According to Stickdorn and Schneider (2014, 182) With What if... questions can be used to prepare for future potential problems services might face. Challenging questions can help to focus on what is being done correctly and what could be done better.

The purpose of the questions was to explore in what way municipalities have planned the possible future of their magazines. The following questions were asked. What if your magazine did not exist anymore, how would you inform residents about the news and services the city delivers? What if the magazine content was moved only to the Internet, would residents find the content? What if the magazine had its own magazine website where the same content could be found in one place, would the residents find it?

Oulu-posti

Sirkka Keränen and Sari Valppu from Oulu Central Administration told that Oulu-posti (PICTURE 7) supports Oulu main media channel ouka.fi. The magazine has a solid background role in Oulu communications. Oulu-posti also supports a we-spirit and strengthens Oulu's identity by bringing to the fore interesting phenomena and people. The city's communication department believes that the printed Oulu-posti has its place.

The Oulu communications staff consider that in the future a good municipal magazine will be seen as a multi-channel magazine, which considers and reaches target groups. Media publicity and ouka.fi would be used if Oulu-posti did not exist. The necessary information could be found on the Internet, but without a pleasant reading experience.

The digital version was considered to serve people who are interested in Oulu but not necessarily useful for Oulu residents because the subjects can also be found at ouka.fi. Oulu-posti can be read digitally on the issuu.com service www.ouka.fi/oulu-posti.



PICTURE 7. The cover of Oulu-posti 2/2015 magazine which was studied in the survey.



PICTURE 9. Drop page of Helsinki-info.



PICTURE 8. Cover of Helsinki-info.

Helsinki-info

Helsinki-info is a magazine of Helsinki (PICTURE 8). The magazine is delivered to every household of Helsinki six times a year. It can be read in Finnish, Swedish and English. Helsinki-info can be read as a pdf or a digital paper at www.hel.fi/hel2/helsinki-info/.

Helsinki's Communications Head of Publications, Rita Ekelund, indicated that Helsinki-info is part of Helsinki's multichannel communication. The web is the main channel of communication. Social media channels are becoming more important interactive channels. The production of printed publications has been strongly reduced in the recent years and Helsinki's communications consider that this trend will continue. Printed publications will not disappear but their use will change. Digital communications will be mainstream.

Helsinki-info produces journalistically designed, analyzed and background information about Helsinki's activities, services and plans. The magazine contains information about opportunities for residents to participate and influence Helsinki as a habitat and their hometown.

The main portal of Helsinki is considered to be website hel.fi. Along with Central Administration every office and department of concern has its own websites and social media channels such as Facebook, Twitter and YouTube. For feedback and current matters they have their own digital channels. Other communication tools and channels are considered to be media announcements, digital newsletters for different stakeholders, printed and web publications, personal guidance and customer service, exhibitions and events, city appearance and campaigns, marketing and advertising. If Helsinki-info did not exist, the above-mentioned would be used along with a kind of blog to deepen articles.

Ekelund revealed that a good city information magazine in the future will technically be a combination of web and print and easily readable on mobile phones. The content should deepen, provide background, broaden, be relaxed, actively interacting and close to people's daily lives.

All the necessary information can be found on the Internet. The whole organization of Helsinki communicates, interacts and maintains information in an open web and Helsinki actively opens its database for use. This information is transformed in various ways for different publics and appears in communication channels as news, articles, videos, Facebook news, publications, brochures and information magazines. Helsinki-info in this palette is a type of entity about important matters delivered to Helsinki residents. Helsinki-info has a page under hel.fi (PICTURE 9).

Ekelund indicated that if Helsinki-info had its own website, it might not be found and that it would need to be marketed well so that people would find it. An appealing layout and genuinely important content might help. The Helsinki-info web pages are currently under development. They do not, however, plan on having an actual website for the magazine, but to ease smartphone reading and content delivery, for example in social media.

Helsinki-info was the only benchmarked magazine that had its own Facebook page at the time of the study. Helsinki has decided to quit the Helsinki-info Facebook page because they are sharing the magazine content through the Facebook page of Helsinki. Helsinki has decided to diminish similar channels. Helsinki aims to liven up the few existing channels.



PICTURE 10. Cover of Magasin Österåker 3/2015.

Magasin Österåker

Magasin Österåker (PICTURE 10) is a magazine of Österåker that was delivered four times in 2015 to every household. The mission and aim of Magasin Österåker is to strengthen the brand of Österåker as an attractive municipality to live, visit and work in. With Magazine Österåker they want to inspire and inform the citizens of Österåker about everything that their municipality has to offer.

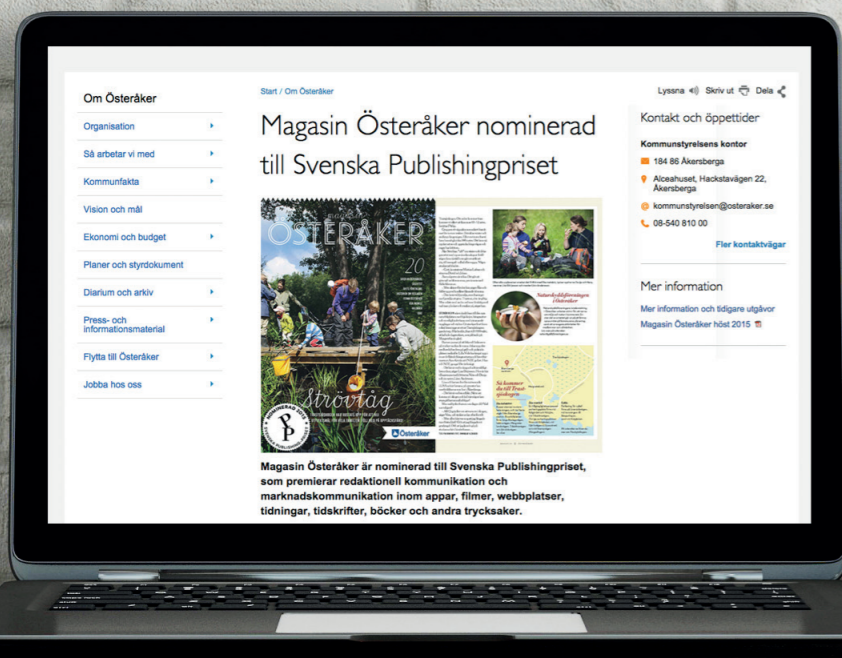
“We have had lots of positive responses since we started the magazine in 2013 and feel that our citizens enjoy having their news in this format, both through emails and through professional surveys. The magazine has now been nominated for the Swedish publishing award 2015 in its category”, says Catharina Rissel from Österåker communication.

Österåker communicates through the web, social media (Facebook, Twitter, YouTube and LinkedIn) and has ads in the local newspaper and editorial material in other magazines.

Their concern is that if the magazine existed only in a digital version, people who do not use computers would be excluded. They also think that magazine Österåker is a great way to reach out to those who do not naturally visit their web page or other channels.

The municipality of Österåker offers their magazine and other printed news as an audio newspaper on a CD, which they distribute for free to those who need and want it. They think it is important to have their information accessible to as many people as possible.

Magazine Österåker has a web page where one can find a pdf of the magazine www.osteraker.se/omosteraker/pressochinformationsmaterial/kommunikationskanaler/magasinosteraker.4.1f86cOe614421c414cea61f.html#.Vi4PPWQrJGF (PICTURE 11).



PICTURE 11. Page of Österåker web site.

Leva i Skåne

In the region of Skåne Leva i Skåne magazine (PICTURE 12) was delivered twice in 2015 to every household in Skåne.

Måns Renntun from Skåne communication indicated: "Among the citizens in Skåne, most think that Region Skåne only is in charge over the healthcare. In fact we are also responsible for the public transports in Skåne and the regional development (infrastructure, trade and industry, environment, public health). When starting Leva i Skåne, the politicians wanted to broaden the knowledge of Region Skåne among the citizens. We also wanted to show how Region Skåne affects the everyday life of the 1.3 million people living in Skåne by telling interesting stories from different parts of our region."

Skåne communicates with its residents through digital and social media channels and in dialogue meetings with their residents. Skåne used to have a publication that focused only on healthcare and they wanted to broaden the scope. The magazine has its own digital version (www.levaisane.se PICTURE 13) where articles can be read, commented on, and shared. Videos are also included. Renntun thinks that if they did not have this channel they would have to rely on their digital channels as well as media coverage.

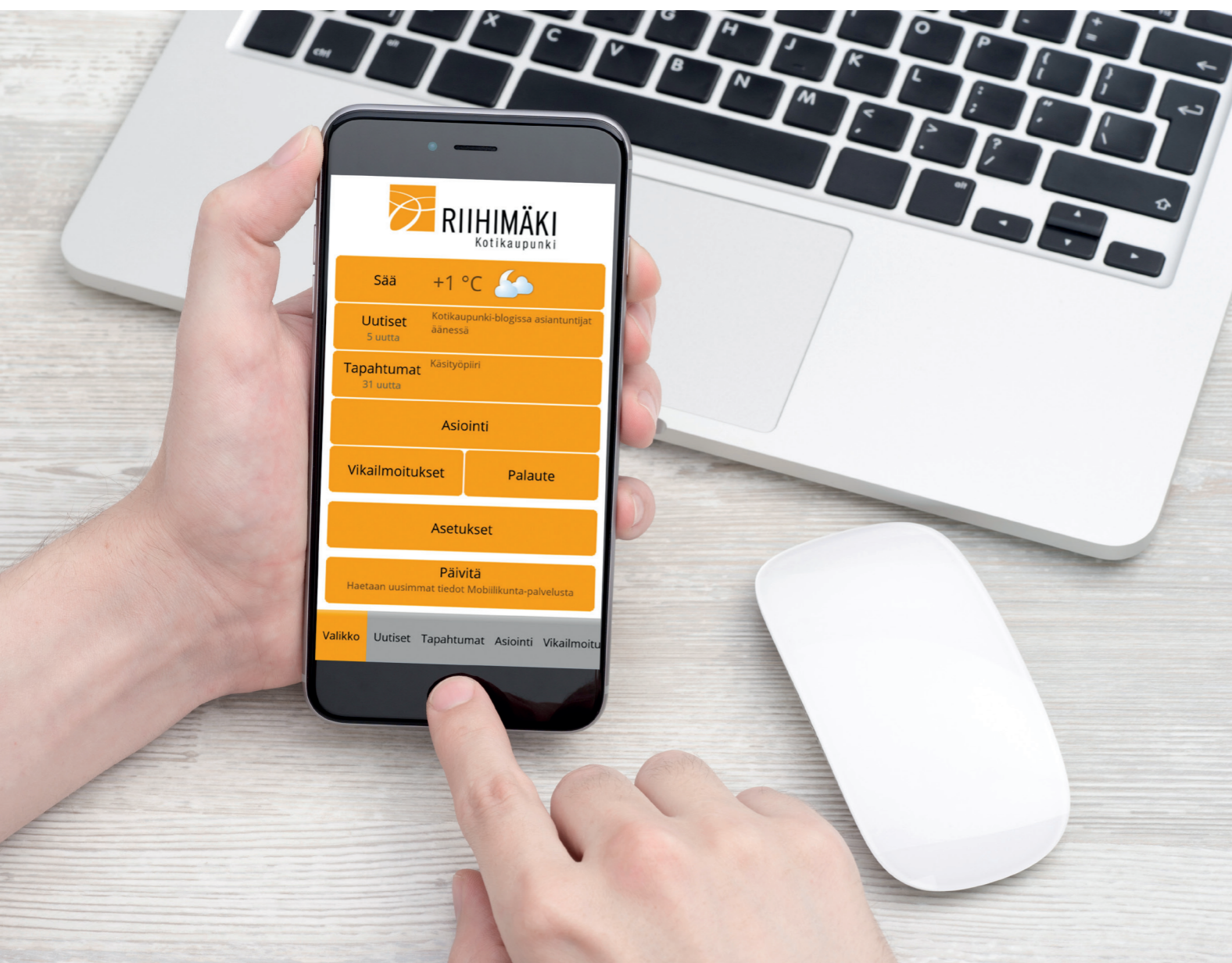
Leva i Skåne can be listened to as an audio magazine. Renntun indicated that they see the provision of an audio service as a democratic responsibility to make sure every citizen has access to Leva i Skåne.



PICTURE 13. The web page of www.levaiskane.com.



PICTURE 12. The cover of Leva i Skåne 1/2015.



PICTURE 14. A printscreen of mobile application Riihimäki.



PICTURE 15. The front page of Riihimäki web site www.riihimaki.fi.

5.2.2 Riihimäki mobile application

The City of Riihimäki has had a free mobile application (PICTURE 14) since March 2013. It can be used on smartphones and certain tablets. The features of the service are news, weather, events, current matters, service advice and feedback. (www.riihimaki.fi)

According to the head of communication, Anna Availa Riihimäki, the city does not believe that a responsive website is the only way to serve active residents. They need to communicate with residents with Push messages.

“Push messages catch the users’ attention when they are received on a mobile. The user can either forget, read more or get more information depending on the interest in the headlines.” (mobiilikehitys.fi)

The aim of the Riihimäki application was to serve citizens with smartphones, especially the younger generation. The application does not replace any other service; it is seen as extra service. Riihimäki mobile application merges essential services from Riihimäki’s web sites for example news, events, current matters and service advice (PICTURE 15).

CONCLUSION

Printed magazines have a very strong role in municipal communication. They are seen as part of the communication palette and feedback from readers has been positive. Web sites are considered the main communication channels but it is more difficult for people to find the required information. An audio version of a magazine is seen as a current service. All the benchmarked magazines deliver content digitally. The Riihimäki application was chosen as an example to show a different approach of delivering information and they have been using it since the beginning of March 2013. The municipalities are all at somewhat different stages in developing their content delivery.

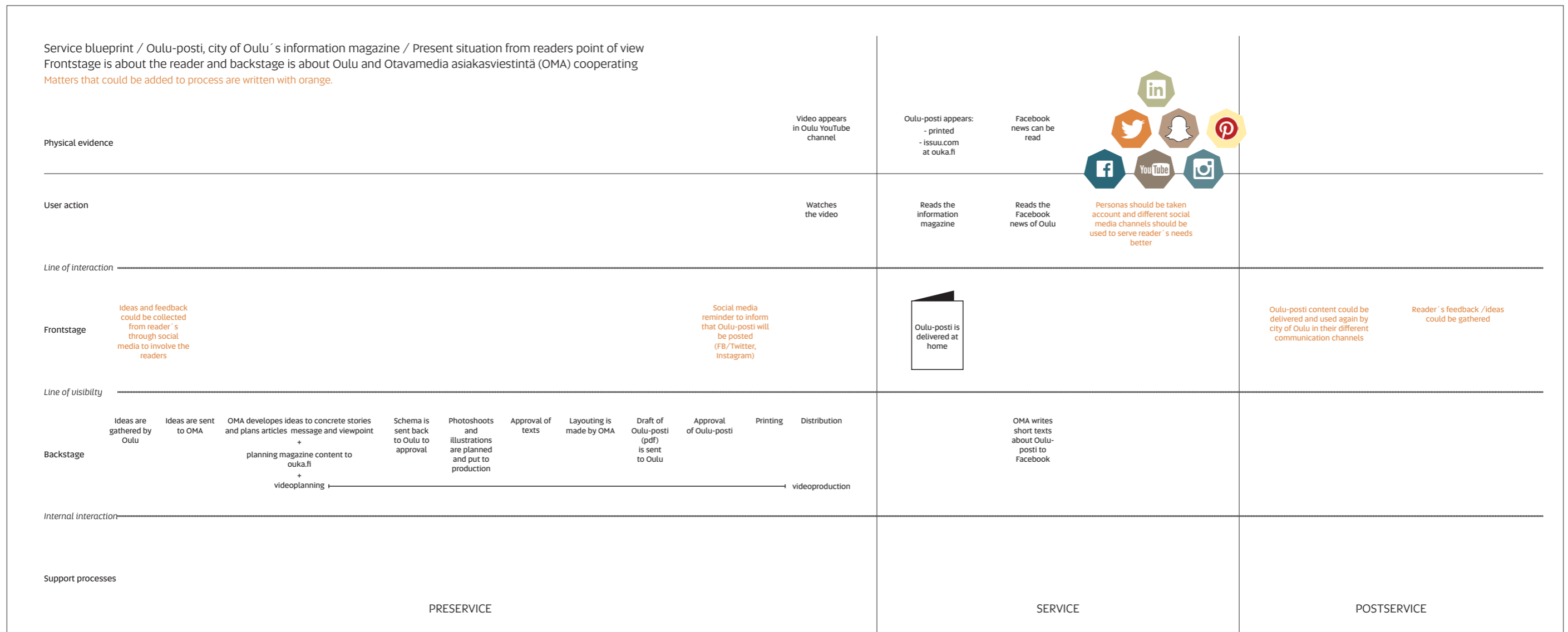
5.3 Blueprinting the service Oulu-posti

A blueprint (PICTURE 16) of the service Oulu-posti was conducted in cooperation with Otavamedia asiakasviestintä. The blueprint was created from the magazine design point of view and it provided information as to how the service has been produced. The main goal was to see how the service works from the readers' point of view. The blueprint was an informative way of visualizing where problems may exist.

In magazine design the target group is considered at the early stage of design but might sometimes be forgotten during the process. The blueprint shows that there is a lot of work to be done in the pre-service phase but it seems that content is not utilized after the magazine

has been created. The reader does not necessarily always receive the pre-information about the magazine being published.

On the other hand, the blueprint showed that content production is completed as well as possible. Basic content production process starts by asking ideas from the City of Oulu. Ideas are gathered and developed to a content plan which contains the message and viewpoint and form of article (ouka.fi and video are also planned). The content plan is sent to the City of Oulu to approval. The briefing of writers, photographers and illustrators begins after the approval. Layouting of the magazine is done by Otavamedia asiakasviestintä. After Oulu-posti is read and approved by customer Oulu the magazine is sent to printing and distribution. Announcement to Facebook and Twitter are made.



PICTURE 16. Oulu-posti service blueprint from readers point of view.

The blueprint highlighted some development suggestions that could be implemented.

To develop the magazine from the readers' point of view and to involve the readers more ideas and feedback could be collected via social media channels at an early stage of the magazine production process. Social media could also be used to involve the readers so that the magazine would be more interactive, for example, by asking who is the most interesting person to interview in Oulu or what is the best biking route in Oulu. Content that interests both the readers and the City of Oulu serve both parties.

A social media reminder should be placed on Facebook and Twitter to inform residents about the upcoming Oulu-posti and information about the content of the magazine. Oulu-posti, both print and digital, could have more readers when people know the magazine will appear.

Customer segments should be considered at an early stage of the magazine design to serve the readers' content and reading needs. Oulu-posti should have interesting articles and the magazine should be readable on all platforms and in different media channels. In order to develop the design process to respond to the readers' needs other media channels must be included in the design process at an early stage.

At postservice phase Oulu-posti content such as images, videos and text should be benefitted and used in different Oulu communications channels. Previous articles could also be used because the content does not age that quickly. This would serve both parties. Residents would get the needed information and the City of Oulu could use the ready made content.

CONCLUSION

The reader should be considered more during the design process. They are not only readers but users of the city services. It is hoped that residents will change their behaviour towards lighter services so that the magazine would succeed. In order to achieve this the magazine has to be available and interesting enough so that the citizens of Oulu would read it.

5.4 Personas representing the readers

Survey and discussion with Oulu communication helped to build archetypical models, also called personas, of Oulu residents. Creating personas helped to define who the magazine is being created for. The aim was to understand the target group and have new viewpoints for content design and to recognise readers' way of using media.

According to Curedale (2013, 219) personas are a good method when trying to become familiar with the context, the user, have frame insights and explore a concept.

It is also good to talk about readers as personas and not only as target groups because the character of the magazine might change and become anonymous (Rantanen 2007, 80).

According to Maija Töyry (2009, 133) reader model -tool can be used to help creating a business model for a new magazine or updating an old one. Editors can also use the tool to have a common understanding on what they are doing, to whom and why.

Oulu-posti has more than one type of reader and it was decided that three different types of personas helped to prioritize users which are more important than others. Personas helped to gain a perspective similar to the user's while developing the Oulu-posti. Three different types of Oulu personas were created; the family Heikkinen, young adult Mikko and an elderly lady Marketta. What they all have in common is that they live in Oulu and all use the city services.

Family Heikkinen lives in the area of Ritaharju (PICTURE 17). The family includes a mother, father and two children. The mother works as a teacher in Ritaharju. The father is an unemployed engineer at the moment. He is looking for work, and even thinking about studying for a new profession. The older son is in second class at comprehensive school and the younger daughter is in daycare. The common hobbies of the family are hiking and camping.

The Heikkinen family uses Oulu city services such as public transport, the library, the swimming hall, health and wellbeing services, courses at Oulu-opisto, cultural services for children and young people, daycare and school.

The family uses media in many different ways. They read both the paper and digital version of Kaleva. They use the Internet and social media on a daily basis. They use online TV and listen to the radio. All of them have smartphones, except for the daughter. They also use laptops and tablets.

PICTURE 17. Mother uses social media such as Facebook, YouTube, Pinterest and Instagram. She uses Facebook to connect with friends, for secondhand shopping and to be posted about hobbies. She uses YouTube to find instructions from cooking to knitting. Pinterest is used to collect and store things she can use in her profession. Instagram is used purely for fun.

Son and daughter are allowed to watch YouTube. They are also allowed to use tablet apps for children.

Father uses social media such as LinkedIn, YouTube and Twitter. He uses LinkedIn to find new work and new connections. He uses YouTube mainly for fun and Twitter for news.

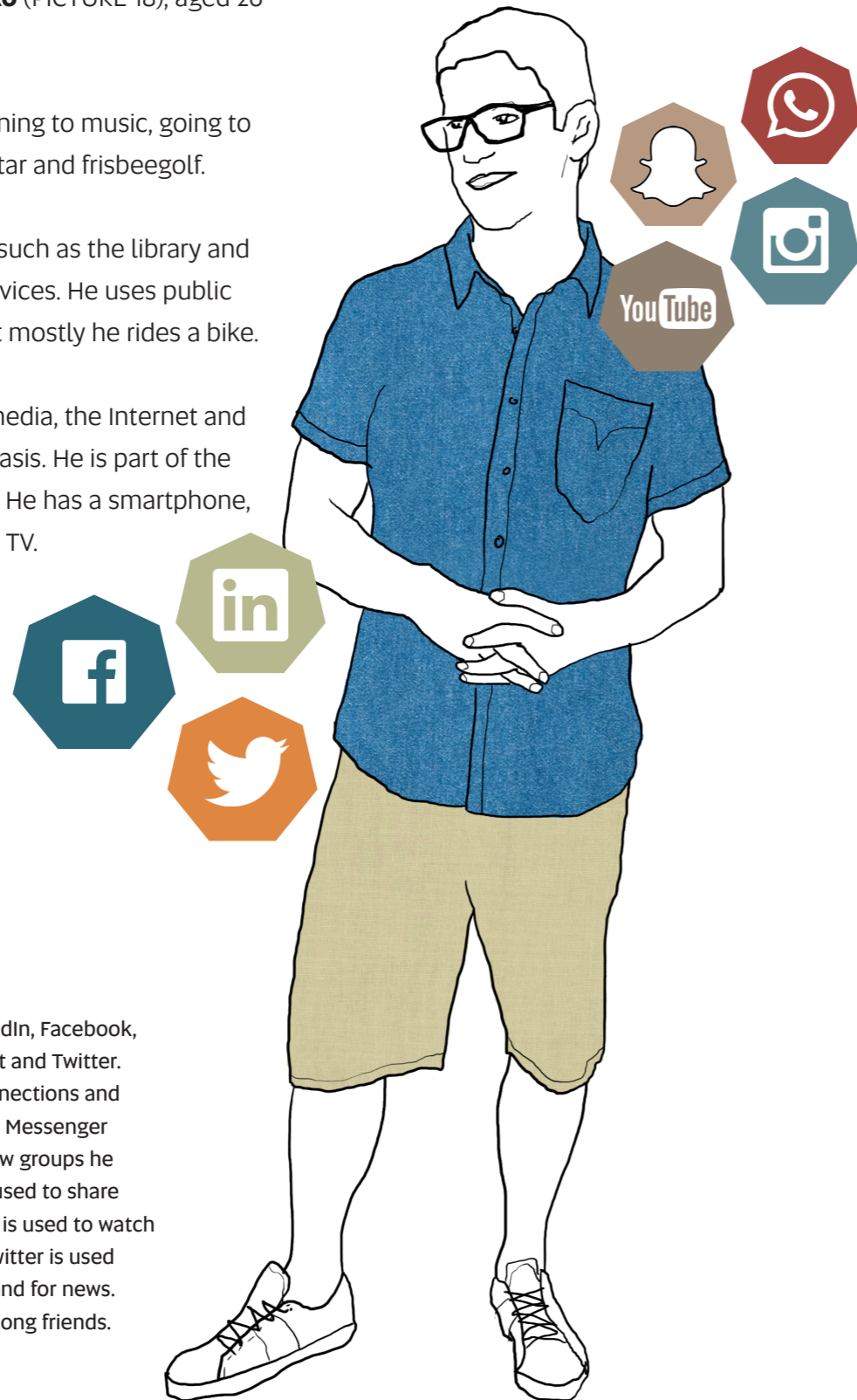


Young adult man, Mikko (PICTURE 18), aged 26 who lives in Tuira.

His hobbies include listening to music, going to concerts, playing the guitar and frisbeegolf.

Mikko uses city services such as the library and health and wellbeing services. He uses public transport sometimes but mostly he rides a bike.

Mikko uses only digital media, the Internet and social media on a daily basis. He is part of the digital native generation. He has a smartphone, laptop, tablet and online TV.



PICTURE 18. **Mikko** uses LinkedIn, Facebook, Instagram, YouTube, Snapchat and Twitter. He uses LinkedIn for new connections and opportunities. Facebook and Messenger to get connected and to follow groups he is interested in. Instagram is used to share pictures and for fun. YouTube is used to watch videos and listen to music. Twitter is used to follow interesting people and for news. Snapchat is for having fun among friends.

Media:



The elderly lady Marketta (PICTURE 19), aged 64, lives at home in Oulunsalo. She is a very active person. She walks and does handicraft. Marketta is a member of Pohjois-Pohjanmaan Martat.

Marketta uses city services such as the library and health and wellbeing services. She goes to the theatre and travels quite often with the transport service Onni to Oulu-opisto to weave rugs.

Marketta reads printed newspapers and magazines. She just bought her first smartphone. She has a traditional television and she listens to the radio. She has a tablet that her children gave her and she is learning to use it. She just opened her first Facebook account with the help of a grandchild.



PICTURE 19. Marketta is learning to use Facebook and Instagram. She is connecting old and new friends of her in Facebook. She uses Instagram just to follow her children and friends.

Media:



CONCLUSION

Creating Personas provided the understanding that different kind of people are interested in and use different city services and they all use terminal devices regardless what age group they belong to. As a result of the different technologies people can be served by designing the right content for the right platforms. This knowledge should be considered when developing the city's communication and implementing it. If the need is to serve and inform residents and be easily accessible, all channels must be considered.

5.5 Brainwriting of future magazine

The employees of Otavamedia asiakasviestintä were asked to provide their opinions about the role of customer magazines and especially municipal information magazines. The questions were put to the employees in Otavamedia's newsletter, which is sent every week to 100 Otavamedia asiakasviestintä employees. They were also asked what they thought a future magazine would be like. Otavamedia asiakasviestintä employees were chosen because there are experienced professionals that work with customer magazines with different viewpoints and they are all also residents.

The ideas were gathered through email because it was a simple way to gather as many ideas as possible and analyzing them was easier. Ten people answered the email and wrote ideas down. Otavamedia asiakasviestintä employees thought that it is hard to believe that printed magazines will disappear, especially because digital innovations are at an early stage. Printed magazines are seen as the best user interface for informing residents and it is a more efficient way of reaching residents than digital channels. The information magazine's role is seen as very important because of the target group.

Customer magazines are considered to have their place in the field of magazines. The way the magazines are implemented has a great impact because customer magazines have to compete for the readers' attention with an enormous flood of other media. In order for customer magazines to compete and remain vital different publication forms must be considered. A printed magazine is not enough anymore.

Information magazines will be needed in the future when small magazines are merged and content is produced in a concentrated way. In this case municipalities and information magazines must find more efficient ways of functioning and utilizing different media channels such as mobile and web communication applications.

The information magazine's role was seen as important because it is the duty of the municipality to inform residents about current matters such as town planning, population development or decisions made by municipal boards. It can be difficult to find the required information on municipal web sites. Local newspapers inform residents about current matters, but important information is not necessarily found. An information magazine functions much better because it is delivered to residents' homes and it is locally communicated. Information magazines will serve the elderly people well even in the future. Young people will not read printed magazines as they have different media consumption habits.

Otavamedia employees thought that the role of an information magazine is to be a simple and important communication channel that can be trusted. It contains edited information about important municipal news. In addition to the magazine there are Facebook groups where residents can meet and discuss. These groups can have an especially important role in larger municipalities. Information magazines are seen as multichannel platforms that give residents the opportunity to choose the most suitable media for them.

What will the magazine of the future be like?

Otavamedia employees envisioned that the magazine of the future will be a multimedia magazine that is not necessarily led by print but has content in different publications forms that are produced separately and more specifically for each channel. The magazine of the future will live in the moment and is ready to seize different matters immediately. Moving images, interactivity and applications are part of future magazines. Many will want to read their magazines in printed form and some will rather choose web content.

Tangible ideas about mobile applications were presented, for example, Helsingin Sanomat Nyt application or Riihimäki mobile application. There should be applications for content delivery and readers should receive important information directly to their mobile phones. Applications could also be used for surveys and feedback. Other ideas included an email newsletter that informs residents about the magazine and a link to the magazine website. The content must be well edited and not just a link to a topical index.

Otavamedia employees wrote that future information magazines will be part of municipal communication channels but delivery will go through the main media channels. Web recognition of readers and mobile localizing will be utilized. Future magazines will react to communicational needs immediately. In content production information magazines will benefit more from dialog between readers and publishers, and content produced by readers will be used more. In addition to traditional text-based content there will be videos, surveys, blogs and interactive games. Future magazines will smartly combine social media for discussing with calm printed magazines that provide background. Both will have their place. The social media flood can be overwhelming and cause municipal matters to be missed.

For the elderly residents digital channels will give more opportunities such as audio and moving images as long as user interfaces are designed so that they can be easily used and adopted.

The content-based production process will be used, which means that content will be designed first and channels considered afterwards. Content will be made first for digital platforms and then modified for different channels. The role of printed magazines will be slow and quality based. Digital platforms and channels such as Facebook, Twitter and Instagram will be for faster and more diverse publishing such as videos, animations and infographics. High quality journalism will be an important factor.

CONCLUSION

Information magazines are seen as the best, most effective user interface for informing residents. Magazines are seen as a service that is edited information, delivered to homes and a locally communicated service. Magazines must utilize different media channels so that residents can choose the most suitable media for them. Future magazines are seen as multichannel platforms with content that includes moving images, interactivity and applications. The magazine production process will most likely change to be content-based, which means that content will be first conceived and the channels identified after that.

6. The Design and development of Oulu-posti

The development process was done together with Otavamedia asiakasviestintä. Before the actual development process took place results of the survey and conclusions of the studies was discussed and processed. New requests from Oulu were considered. Meeting with Otavamedia asiakasviestintä was meant to create tangible ideas as to how to proceed with the development project. Three main suggestions were examined; content, channels and new implementations. Development of content included concrete ideas such as redesign of site map and supplement for the elderly. Development of channels included content delivery and active use of social media. New implementations concerned about audio version of Oulu-posti and Oulu application.

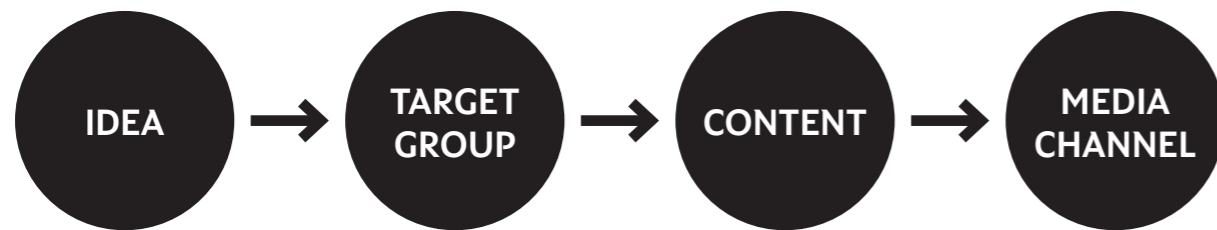
Preliminary ideas about the site map and the supplement were sent to Oulu communication. After Oulu commented the new site map was updated and presented on a larger scale to Oulu municipal administrations. The presentation took place on 19.11.2015 in Oulu.

In the meeting the design of the new site map and the idea of an elderly supplement was accepted. In addition to the new concept thoughts about the delivery of Oulu-posti content were also presented at the same meeting.

A suggestion was presented as to how the content could be delivered more actively and how Oulu communications could benefit better from the articles. It was understood that Oulu-posti is part of the City of Oulu communication palette. Changing the year plan to a more precise monthly plan was also discussed.

Otavamedia asiakasviestintä has a tool called content path (PICTURE 20) which they use with their clients. The content path is designed to help the content based design and the content delivery. This tool can be used to meet the target groups and their needs. Content based design means that content, the idea is designed first. Content delivery means that the content is delivered in different media channels.

Responsibility of Otavamedia is to make quality content, together with the City of Oulu, which interests residents.



PICTURE 20. Content path tool is one of Otavamedia asiakasviestintä design tools. Ideas are taken through this path to help to find the content to right target group through right media.

6.1 Content

During the project the service provider Oulu requested Otavamedia to develop Oulu-posti so that culture services and events would have more attention and to make a suggestion as to how the elderly people could be considered better. Content path tool and personas were used to help the design process (PICTURE 21). Personas helped on focusing what the target group were instead designing something to nobody.



PICTURE 21. Content path tool of Otavamedia asiakasviestintä and personas were used to find the content to right target group through right media. Survey helped to comprehend that printed supplement was a right media channel for elderly.

Oulu-posti site map decided to be redesigned. (PICTURE 22). The decision was taken in order to respond better to the readers' and municipality's needs. The results of the survey were used to guide the content. Personas were used to give understanding what different type and age of people might want to read.

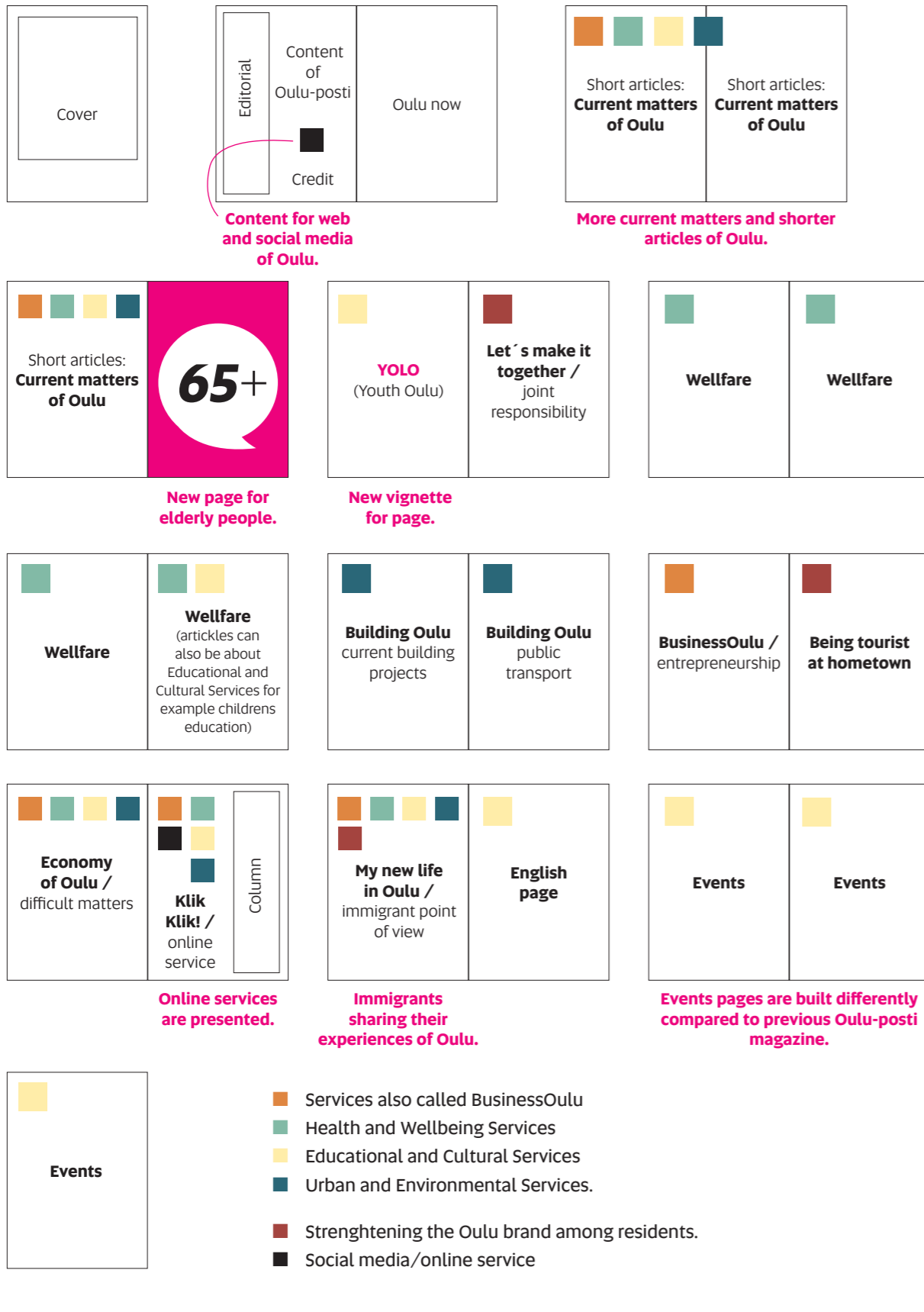
Just as personas help to prioritize who to design for, they also help to determine what to design for them (www.smashingmagazine.com).

Theme of each magazine was decided to be loosened to pick up on the most current matters in Oulu. Some permanent columns were left out and new columns were created such as page for the elderly, one page for immigrants, three pages for culture services and events (PICTURE 23) and page for informing about Oulu social media pages.

It was decided to pay attention to the elderly residents by creating a separate supplement (PICTURE 24) inside the Oulu-posti twice a year. Feedback that Oulu service sectors have received since Ouluseni-magazine was stopped has supported this plan. The elderly people have asked for the magazine. Decision to make a print product for elderly is in line with the eMedia 2014 study because elderly people read printed magazine.

Aim is to ease elderly people lives and inform matters that concern them. Because the supplement is delivered to every household in Oulu also the other family members will be informed. Supplement will use the same site map which was previously designed and used in Ouluseni-magazine. Layout of the magazine will be updated to present Oulu-look.

The new concept of Oulu-posti and supplement for elderly will be in use in the first issue of Oulu-posti in 2016.



PICTURE 22. A newly developed site map of Oulu-posti magazine. The new concept will be in use in the first issue of Oulu-posti in 2016. Changes concerned current matters (theme), the elderly people, online services, immigrants and cultural services. Changes are marked with pink color into the site map.

PICTURE 23. A draft for new pages of culture services and events.

PICTURE 24. The layout of the supplement cover for elderly people. The supplement will be published two times in 2016 between Oulu-posti magazine.

6.2 Channels

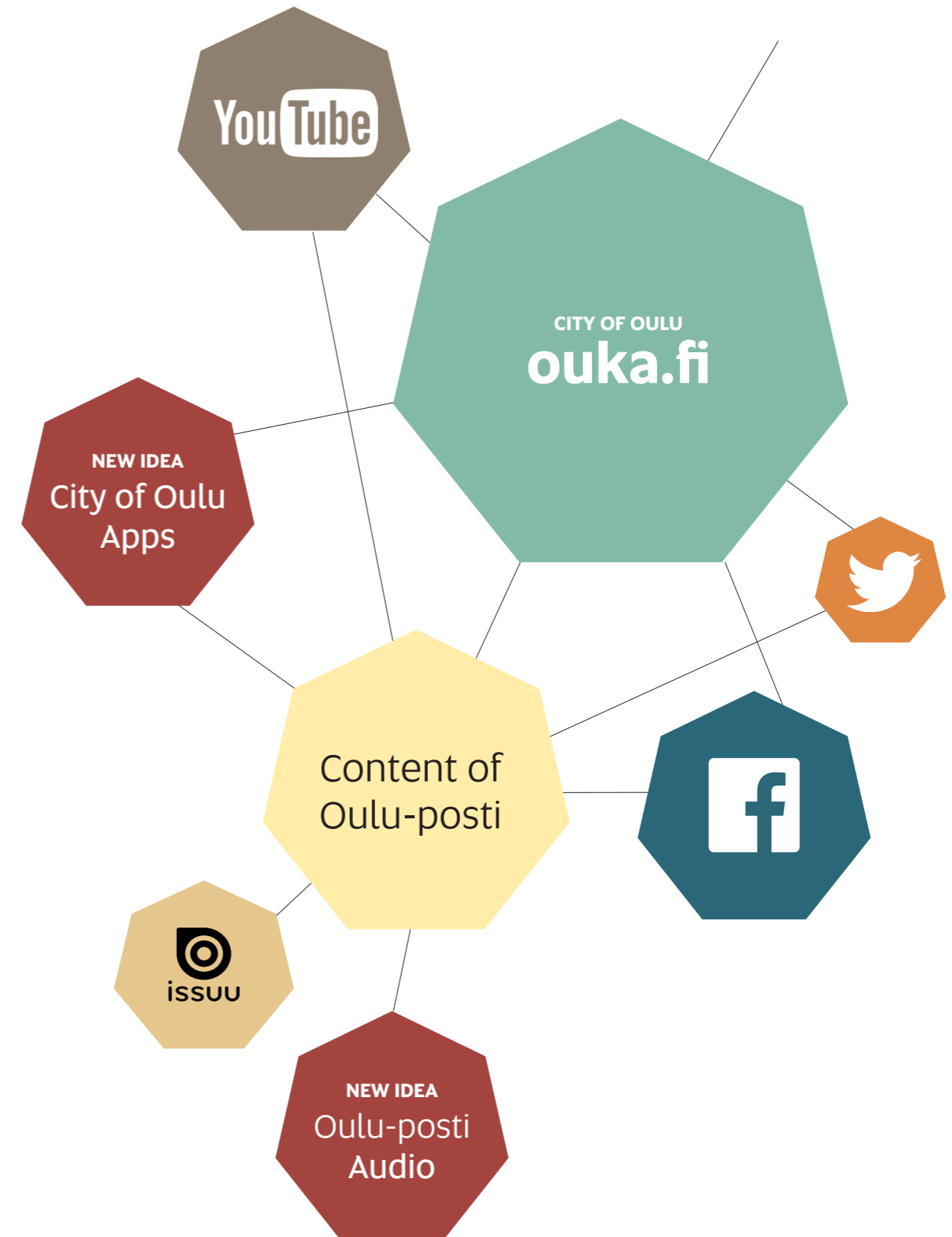
Content in this study means edited text, images and videos. Content is designed and produced by Otavamedia asiakasviestintä. Content based delivery means that first the content will be designed and delivery channels thought after that.

When developing content delivery one has to take note of the fact that in the long term the Internet might replace all traditional delivery channels (Snellman 2011, 4). Based on all the research material Oulu-posti needs to be developed from a traditional printed magazine into a content-based service so that it would respond to the residents' needs. This would mean taking note of technological developments and changes in media using habits.

A multichannel content delivery plan (PICTURE 25) was created. At the moment the printed magazine is seen as the best solution when designing the service for the residents. At the same time one has to prepare for the future to serve those who will use media differently to present generations.

The content of Oulu-posti does not become old and can work as a reminder to readers about the services that Oulu delivers. The City of Oulu service sectors also have their own social media channels, which could be used in content delivery. Oulu-posti articles, images and videos could be delivered to other Oulu media channels to serve the readers better by being easily accessible. Channels can be parted into content delivery and delivery/marketing channels.

Use of channels and content delivery will be discussed further in 2016.

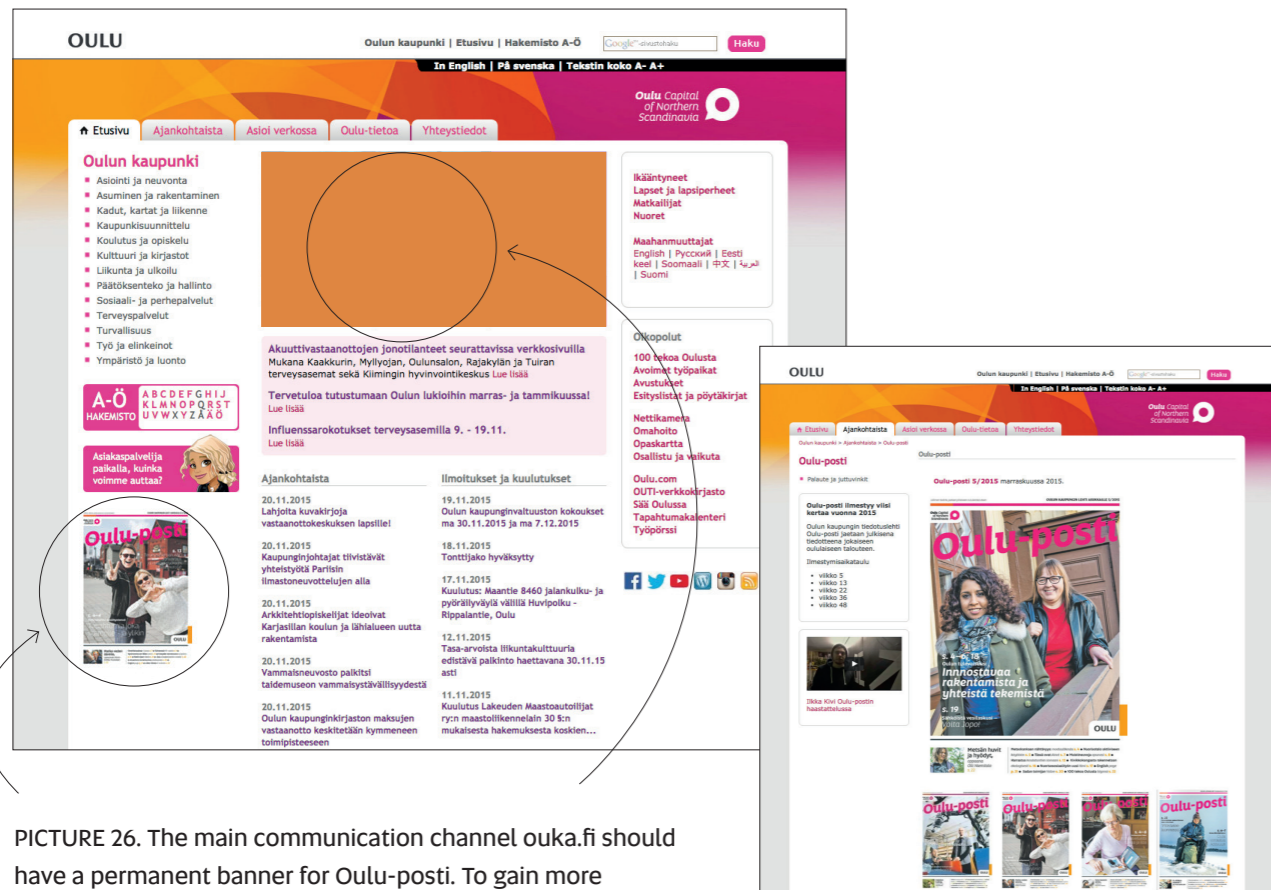


PICTURE 25. A draft of content delivery. Oulu-posti is part of the city of Oulu communication channels. This study focuses on Oulu-posti so other social media channels of Oulu are left out of the draft.

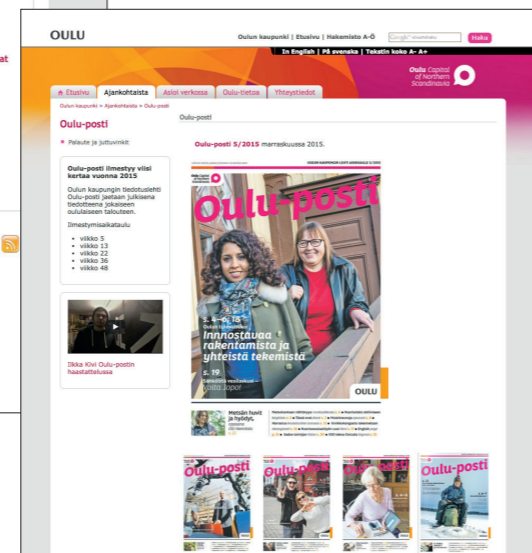
6.2.1 Content delivery

ouka.fi is the main media channel of Oulu and the most popular channel among readers. Every new magazine is presented on the ouka.fi home page but just for a short period of time. Currently one has to look for the magazine. In order for the City of Oulu to serve the residents better several articles of every new magazine could be placed on ouka.fi to tempt the readers. The home page should have a permanent place for Oulu-posti, for example a banner, so that it could be found more easily (PICTURE 26). This solution would serve the residents better.

Oulu-posti has its own drop page under ouka.fi (PICTURE 27). It contains Oulu-posti magazines and functions as an archive. Every cover picture is a link to the digital magazine, which can be read on issuu.com.



PICTURE 26. The main communication channel ouka.fi should have a permanent banner for Oulu-posti. To gain more readers and to serve the residents there could be articles and images from Oulu-posti even from previous magazines.



PICTURE 27. The current situation of Oulu-posti page www.ouka.fi/oulu-posti (screenshot 26.11.2015).



PICTURE 28. A draft on how Oulu-posti drop page under ouka.fi could be developed.

The Oulu-posti page www.ouka.fi/oulu-posti under the domain could be benefitted from and developed further to help both the residents and the City of Oulu employees. This page could be developed into being the home of the Oulu-posti content. The residents would utilize the magazine more and the employees would be able to share articles more easily articles (PICTURE 28).

One way to attempt to readers to find more from ouka.fi is that the main story could be in the magazine and the extensions of the story could be placed on ouka.fi. This way the articles could be easily shared in social media and it would make ouka.fi livelier. There is also often more material for the magazine that can actually fit in the printed paper, therefore ouka.fi could be the place where these stories are made into news, for example.

Oulu-posti information magazine can be read digitally on issuu.com/otavamedia_asiakasviestinta/docs. It is a service provided by Otavamedia asiakasviestintä. issuu.com works well with laptops or tablets and quite well with smartphones. The pages from the digital version can be shared in Pinterest, Facebook, Twitter, Tumblr, google+, LinkedIn and by email. One can share the entire magazine or a chosen page. Sharing a specific article is not possible.

Instagram could be used for sharing images from Oulu-posti articles. For example, an artist's pictures could be shared to advertise an exhibition or details of a newly designed street corner to highlight Oulu city planning. The best images of Oulu-posti should be used for sharing because the City of Oulu has the copyright to use the pictures in their own communication.

YouTube is utilized to share videos about Oulu and is used actively. It could, for example, be used to show more instructions regarding how to make daily life easier, such as tips for winter swimming.

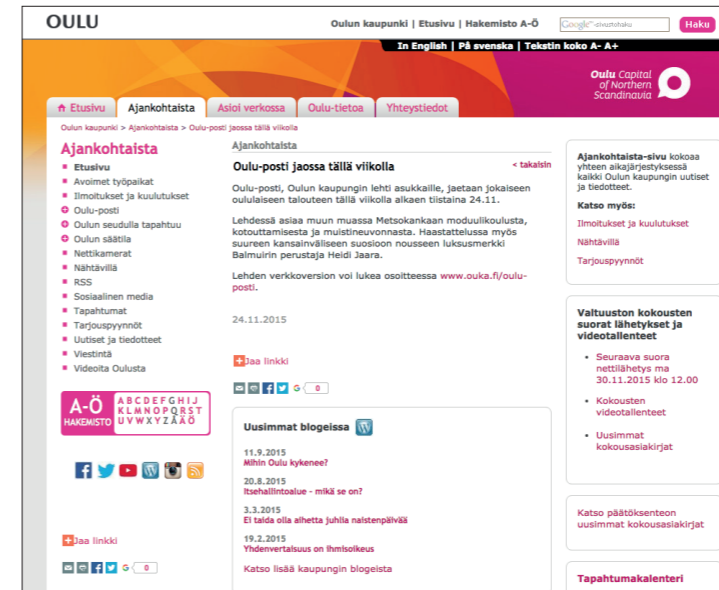
6.2.2 Delivery or marketing channel

Benefits of use of social media are that it is easy to use and it is cost-effect. Residents take part of sharing the information.

The City of Oulu has one main Facebook page www.facebook.com/Oulu.Finland. Different service sectors have their own pages. Facebook can be used to announce that a new magazine is coming out, share important information or to receive feedback and ideas for articles.

Twitter could be used as a marketing channel of Oulu-posti content or to announce that Oulu-posti is delivered or some good quotes could be used to build up the Oulu brand.

Active use of social media (PICTURE 29, 30 and 31) was suggested to be used more systematically based on the results of service blueprint. Pre-information and content sharing were emphasized so that readers would receive the information that the magazine will be delivered. Use of social media (Facebook, Twitter and ouka.fi) was implemented in November 2015. Oulu shared some of Oulu-posti articles on their Facebook page (PICTURE 32 and 33).



PICTURE 29. Under current section ouka.fi tells when the newest issue appears, shortly about the content and a link to a digital version (screenshot from ouka.fi 26.11.2015).



PICTURE 30. Oulu-posti launch on city of Oulu Facebook page. The magazine cover is a link to the digital magazine. (screenshot 23.11.2015)



PICTURE 31. Pre-announcement at Oulu's Twitter feed about Oulu-posti and navigation to ouka.fi to read more (screenshot from the city of Oulu Twitter feed 24.11.2015).



PICTURE 32. The city of Oulu shared Facebook news concerning skiing information. Navigation both to ouka.fi and navigation to read more from Oulu-posti digital magazine (screenshot 3.12.2015).



PICTURE 33. Citation from an article of the newest issue of Oulu-posti 5/2015 and navigation to read more from digital magazine (screenshot 26.11.2015).

6.3 New implementations

Some new implementations were discussed during the process. One way of serving the residents better would be to make an audio version of Oulu-posti. It could be listened at ouka.fi. Audio version of Oulu-posti could be a service that all residents use.

One new idea was that the City of Oulu should have a city application (PICTURE 34) of its own. An Oulu application could be used to share content from Oulu-posti, about the latest city events, news and Oulu services. This could be updated daily. An Oulu application would strengthen the technological image of the city and it would support the City of Oulu communication palette. It could be used similarly to the YLE WattsApp, Nyt WattsApp or Riihimäki mobile applications. Oulu application can be uploaded by every resident who has smartphone.

New implementations must be developed and discussed. They are not necessary implemented but they arise discussion what could be done.



PICTURE 34. A draft of Oulu application. The content is based on Riihimäki's application.

7. Discussion

The aim of the research and design process was to study what kind of information magazines will serve the residents and what will the role of information magazines of municipalities be in the future.

The conclusion of this study was that the future information magazine should contain interesting and versatile content that is delivered through different media channels. Content must be well edited information, quality made and it has to interest the reader. Content should be easily accessible. Both, magazine content and delivery has to face the needs of the reader. Versatile content design and delivery has to be part of the information magazine process in the future. This must be considered the early stage of the design so that the information magazine stays current and serves the readers.

Readers will have more important roles in development process. According to Töyry (2009, 149) magazines and media houses are forced to change to reader based magazine development. This means that development of media concepts will be based on readers' lives, needs and to know and predict the development of media technology.

Media houses, like Otavamedia asiakasviestintä has to consider to design different type of solutions to different kind of target groups and clients. Client expectations and needs need to be studied before the development or design process begins.

The information magazine has its place in the city communication palette in the future and it can be seen as part of communication as a supporting information channel. An information magazine is a service that benefits all parties. Residents are interested in different matters concerning city services. With printed information magazines cities can still achieve better accessibility than with digital versions or web sites. Printed magazines serve residents well

as information is gathered into a single edited package and it is delivered to your home. Municipalities' duty is to inform residents about important current matters. At this moment printed magazine still seems to be the best user interface when considering the large target group. The role of the printed information magazine seems to be strong.

The results of developing the magazine concept from the readers' and the City of Oulu viewpoint will be seen in 2016 when the first newly designed magazine is published. After implementation new feedback will be required to see if the design is actually working; the magazine design is never ready but is rather a continuous process that tries to respond to needs of the readers and service providers.

This study succeeded so that three tangible suggestions were examined; content, channels and new implementations. Redesign of the site map and supplement for elderly were part of the new content design and they are put to implementation in the beginning of 2016. Content delivery and channels are under discussion and some implementations have already been conducted, such as activating the use of social media. New implementations such as audio version Oulu-posti and Oulu application are still in development phase.

Achievements are something to be proud of. Research and study gave tangible ideas which can be used in when developing the upcoming magazines.

One has to remember that city organizations are large entities and the development process and implementation take time. Human resources and the economy must be considered. One has to be patient while working with municipalities and understand that changes do happen but maybe slower pace than expected. For example even though mobile applications are very much used at the moment, one should bear in mind that because of the size of the City of Oulu decision making takes time.

Digi overload was not studied even though it was one the eMedia 2014 findings. Maybe one of the reason why printed information magazine was chosen mostly readable in the survey speaks for itself. People do need some time off from digital world.

The eMedia 2014 study was a good base to gain knowledge about how Finns use media. Previous studies gave a wider perspective how to continue to study the matter. Survey, benchmarking and interviews, representing the personas, blueprinting and brainwriting were chosen as research methods.

The survey among the citizens of Oulu produced ideas on how to develop the service further from the readers' point of view. Survey gave a good knowledge what Oulu residents thought about Oulu-posti and how they would develop it. Survey gave a good base for developing the content. When studying this amount of residents' wider scale of people answering the survey might have given even deeper understanding what residents thought about Oulu-posti. It is difficult to get this amount of people answering the survey. Interviews by phone might have given more answers but is more expensive to execute.

Benchmarking was used to gain tangible ideas and new thoughts about how communication is executed in different cities. Choosing even more cities along might have given more new ideas, but on the other hand executions were quite similar in the end. Benchmarking gave probably the most interesting knowledge and explanations why things are done the way they are. Gathering people working for city communications department and having a workshop with them could have been a good solution. But getting busy people around is not that easy.

Blueprinting the service and creating the personas supported the design process in the early stage. These methods gave quite tangible ideas to implement such as using the social media actively and creating the right content to right personas and target groups. Blueprinting gave good visual view about the productions process. Using fictional personas can be difficult to use if not all participants are engaged to use them. As an art director the use of personas are quite ordinary tool. Personas are the base of the design process.

Otavamedia's brainwriting resulted in similar types of ideas that had already been gathered from the readers and the city communications department. It seems that all the needed information was gathered from readers and professionals and could be used in developing process. Brainwriting was an interesting way of collecting views from creative professionals. They all had a bit different ways of telling their opinion but still very similar thoughts which might be due to the fact that same information concerning magazine or content design is available to all.

The design process never goes by the book. It is often a unique process that depends on stakeholders. Theory of the design process is ideal way of working but in real life, time, economical resources and human factors make things different. Lack of time seems to always be the problem. Despite the length of the design process the study is now final.

The use of different media is part of everyday life. We can no longer use just one media to have our message across. One has to actively use different media to achieve the set goals. Changes in media using habits occur, but not necessarily as quickly as expected. Oulu-posti

needs development in content delivery even though it appears that the printed magazine is read by different age groups, because the city has to prepare its communication channels for the future. Previous studies have predicted possibly quicker changes in technology and media using habits but reality seems slower.

The development process of the information magazine is continuous. One has to try to follow how residents' use of media changes. There is no clear answer yet but time will tell. The forms of magazines are changing and evolving but not necessarily as fast as we think. Future magazines are seen as multichannel platforms with content that includes moving images, interactivity and applications. This is good knowledge for Otavamedia asiakasviestintä to have and to focus on producing quality content. The need for city communication will remain and maybe even increase as the age structure changes. One has to identify the right content for the right people.

One has to be aware about the changes and possibilities the new technologies bring. One has to remember that costs of printed magazines are quite big, printing and distributions cost can be half of the production costs. With this in mind digital solutions might take place in certain period of time.

Information magazine Oulu-posti should work together with digital solutions so that changing into digital world, if decided, one day would be well planned. There are many examples where making of, for example customer magazine has been ended and moved into Internet. The readers do not act that quickly, they need to be taught to find the content from different channel instead of the previous one.

This research has given an understanding that media change is not that fast. We are actually in the middle of it and been there since the beginning of 2000. Media using habits are changing but pace has been slower than expected. While working in the magazine design business one has thought that everybody else thinks there is a need of rapid change. The survey implied that there is the world of media and then there is the real world. Indicating that there are people working for media and people using media and they are not necessary at the same level.

The media change will be continuous. There will always come something new that changes the situation. When television came there was a thought that radio would disappear, but it still has strong role in the field of media. To study further magazines is an interesting field because it seems to be mostly about predicting like the previous studies have shown. One can never

know exactly what occurs in the future. There are so many factors that change the situation such as the development of technology or the changes in economy.

As the magazine development is ongoing process so has the learning experience been. While one thinks some part is ready some change or development has already occurred.

Expectations as a researcher, was that something unique and new would be designed during the development process. But the results of this study are actually tangible improvements, not necessary anything new but new for Oulu-posti. It was difficult to accept that changes are not always so large or special. In the end one has to be happy that results of the study have been usable. Studies of service design have helped to see matters from readers 'point of view, not always just City of Oulu or Otavamedia asiakasviestintä point of view.

Aim was a need to learn and get new knowledge and get to use new methods. Aim was to change the way of thinking and to improve the skills as an art director and researcher. One of the goals was to strengthen and widen professional expertise. There was also the idea to find something to improve the print further, to find a common understanding between digital and printed Oulu-posti and to use service design in developing process. And in these aims one has succeeded.

A lot of new understanding has been achieved. The fact that not all suggested ideas have to be large or special. Sometimes with small improvements result can be much better. One just has to know the needs of the target group and stakeholders. In this study one has to believe that readers are better served and there are still some new implementations that will take place to help both the reader and the City of Oulu.

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Kerro mielipiteesi Oulu-postista!

Vastaa Oulu-postin lukijatutkimukseen ja auta meitä kehittämään palveluamme.

Oulu-postia on julkaistu reilun vuoden ajan ja se on jaettu oululaisiin koteihin neljä kertaa vuodessa. Lehti kertoo kaupungin palveluista. Miten olemme mielestäsi onnistuneet ja missä voisimme parantaa?

Voit vastata nimettömästi tai jättää yhteystietosi kyselyn lopussa, jolloin osallistut 10 Oulun kaupungin rantapyyhkeen arvontaan. Vastaukset käsitellään ehdottoman luottamuksellisina, joten voit avoimesti ilmaista oman kantasi.

Vastaathan viimeistään 12.4.2015, jotta mielipiteesi tulee otetuksi huomioon. Tutkimus antaa tärkeää tietoa Oulu-postista ja nyt sinulla on mahdollisuus vaikuttaa ja kehittää sen tekemistä. Kiitos ajastasi!

Sukupuoli *

- nainen
 mies

Ikä *

- 16 - 24
 25 - 34
 35 - 44
 45 - 64
 65 -

Onko Oulun kaupungin tiedotuslehti Oulu-posti sinulle tuttu? *

- Kyllä
 Ei

Arvioi, miten luet Oulu-postia: *

- Luen lehden kokonaan
 Selailen
 En lue lehteä
 En saa lehteä

Mitkä ovat mielestäsi Oulu-postin 2/2015 kolme mielenkiintoisinta juttua? *

[Katso Oulu-postin viimeisin numero täältä.](#)

- Pääkirjoitus s. 2
 OuluNyt s. 3
 Koti kuntoon s. 4
 Kotiapu tuo turvaa s. 5
 Taide inspiroi palvelutalossa s. 5
 Kirjat matkaavat lukijan luo s. 6
 Taidenäyttely tarkastelee mennyttä s. 7
 Olohuoneessa ei ole yläikärajaa s. 8
 Vuorosanat pitävät dementiaa loitolla s. 9
 Iloinen ikäilijä s. 10
 Liikuntakolumni s. 11
 Autoleikkijä saamen kielellä s. 12
 Vaarallinen jäte noudetaan tarvittaessa s. 13
 Sielunhoitoa ja helppiä vanhojen talojen asukkaille s. 14
 Kiiltävää lasi ja rosoista terästä katukuvaan s. 15
 Nuorille töitä! s. 16
 Asioiden internetiä rakennetaan Oulussa s. 17
 Kohti yhtenäistä kaupunkiliikennettä s. 18
 Amerikan Oulu on peltomaata ja muistoja s. 20
 English Page s. 21
 Basistin paikat kaupungissa s. 22
 100 tekoa Oulusta s. 22
 Kolumni s. 23
 Valmentajan oma tatsi s. 24

Miksi *

Mitä luet Oulu-postista mieluiten? *

Miksi? *

Ohjaako Oulu-posti sinua muihin kanaviin lukemaan ja hakemaan lisää tietoa kaupungin palveluista? *

- Kyllä
 Ei

Mihin kanaviin lehti ohjaa?

- www.ouka.fi
 Facebook/Oulun kaupunki
 Twitter/@oulunkaupunki
 Instagram/Cityofoulu
 YouTube/Oulun kaupunki

Mitä tietoa saat Oulu-postista? *

Mistä kaupungin palvelusta haluaisit lukea Oulu-postista? *

Mistä muualta saat tietoa kaupungin palveluista? *

Seuraa muita kaupungin viestintäkanavia. *

Facebook-, Twitter- ja Instagram- vaihtoehdot avaavat tarkentavat kentät.

- www.ouka.fi
 Oulun kaupungin Facebook
 Twitter/@oulunkaupunki
 Instagram
 YouTube/Oulun kaupunki
 En seuraa Oulun kaupungin viestintäkanavia

Luen mieluiten: *

- Paperilehteä (Jaetaan julkisena tiedotteena jokaiseen talouteen)
 Verkkolehteä ([Tästä pääset verkkolehteen](#))
 Oulun kaupungin sosiaalisen median kanavia

Miksi? *

Anna palautetta, miten kehittäisit Oulu-postia: *

Yhteystiedot arvontaa varten:

Palkintona arvomme 10 kappaletta Oulun kaupungin rantapyyhkeitä. Arvonnassa voittaneille ilmoitetaan henkilökohtaisesti, ja palkinnot ovat noudettavissa Oulu10:n palvelupisteestä (Torikatu 10). Emme lähetä palkintoja.

Nimi puhelin sähköposti

- En osallistu tällä kertaa arvontaan.

LÄHETÄ

Kiitos ajastasi!

Which are the three most interesting stories in Oulu-posti 2/2015 and explain why

OMIA KIINNOSTUKSEN KOHTEITA

Käytän joukkoliikennettä.

Jutut kertovat tarinoita ihmisistä ja ne ovat aina mielenkiintoisia. Lukeminen, liikkuminen ja matkustaminen kiinnostavat aina.

Historia havina kiinnostaa ja pääkirjoituksen ajankohtainen asia.

Ikäihmisten asiat kiinnostaa työn puolesta.

Tietotekniikka, musiikki ja muusikoiden edesottamukset kiinnostavat noin yleisesti työn sekä harrastusten vuoksi.

Muut eivät kiinnosta. Ylipäänsä olen kiinnostunut kaupungin palveluista oman ikäisilleni, valtaosin jutut eivät kohdanneet kiinnostuksen aiheitani.

Nämä asiat kuuluivat tämänhetkiseen elämääni.

Kuntalaisia lähelle tulevaa asiaa.

Itselle ajankohtaisia, sopivia aiheita.

Ajankohtainen artikkeli oman ”rovin” kannalta!

Varhaiskasvatuksen asiat kiinnostavat jo ammatinkin puolesta. Oulun ilme ja katukuva kiinnostaa.

Itseä kiinnostavimmat jutut

Ikäihmisten asiat kiinnostavat.

Nuo asiat ovat kiinnostavia.

Olohuoneesta olen kuullut ja nähnyt myös muissa viestintävälaineissä. Nuorille töitä kiinnostaa työn puolesta ja Basisti harrastuksen puolesta.

Lapset kiinnostaa, olen itse päiväkodissa töissä.

Nuorisotyöttömyys kiinnostaa itseä, kun työskentelen nuorien kanssa.

Nuorten asiat kiinnostavat ja työllisyyden edistäminen. Rajja Päckilä on minulle tuttu, joka toi aiheen lähelle. Myös kirjaston toiminta oli mielenkiintoista luettavaa.

Esim. dementia kiinnostaa jo ammatin puolesta. Kulttuuri kiinnostaa aina.

Ne kiinnostivat minua.

Aiheet ovat kovasti pinnalla ja koskettavat läheisesti itseäni.

Lähinnä oman työn puolesta kiinnostavia aiheita.

Lähellä omia mielenkiinnon kohteita.

AJANKOHTAISUUS/ UUTTA TIETOA

Ajankohtaisia.

Ajankohtaisia asioita.

Ehkä tietoa ei ole vielä tullut muuta kautta tietoon.

Ajankohtaisia asioita kaupunkilaisille.

Vanhuspalveluasiat nyt ajankohtaisia.

Ajankohtaista asiaa käsitellyt aiheet olivat minua kiinnostavia.

Piti tutkia onko niissä mitään uutta.

Uutta tietoa.

Asia on ajankohtainen ikääntyvälle ihmiselle.

Vaikka seuraan monia kaupungin tiedotuskanavia, Oulu-Postista löytyy aina sellaista sisältöä, joka ei ollut entuudestaan tuttua.

Eivät ole tavisjuttuja kuten liikunta, terveys, työ, ruoka, koulutus tai lapsiperheet.

Ajankohtaisia asioita kaikki.

Ajankohtaisia

Oulusta puuttuu nyt kiinnostava lehti, josta löytyy kerralla mitä kaupungissa oikeasti tapahtuu. Ketään ei kiinnosta virkamieslähtöinen höpinä.

Edes siihen kiinnitetään huomiota.

No pakkohan oli kolme tosta paskasta valita, vaikka yhdenkin kanssa teki tiukkaa.

Näistä asioista, etenkin vanhusten asioista ja kuinka vaikeaa on asioida virastojen kanssa, on paljon valitettu yleisöpalstoilla. Vanhusten hoito tuntuu olevan kovin retuperällä ja heidät jätetään koteihin yksin makaamaan... paljon ollut eri lehdissä. Monien mielestä pelottavaa, kun hoitolaitokset lopetetaan ja hoitajia , koteihin hoitoa antaviakaan ei ole tarpeeksi. Avuttomat jätetään yksin...niin paljon ollut artikkeleita. Ja kuinka omaishoitajat/ omaiset eivät saa ohjeita miten vanhuksien asiat pitäisi järjestää.

OULUN PALVELUT

OuluNyt-osiosta on ajankohtaisimmat asiat, muissa jutuissa oli itselle uutta asiaa Oulusta ja kaupungin palveluista. Myös henkilöstä (Kari Jalonen) tehty juttu oli mielenkiintoinen.

Käytännön infoa käytännön asioihin mitä tarvitaan arkielämässä kuten jätehuolto, sotepalvelut ja korjaukset jne.

Vanhenemme itse koko ajan ja meillä monella on omat vanhempamme, joten on hyvä, että vanhusten avustuksista ja asioista tiedotetaan. Monia isoja - niin fyysisiä kuin rahallisia - apuja jää saamatta, ellei niistä tiedä. Myös korjausavustusta koskeva teksti oli hyvä, samoin pääkirjoitus. Kivisydän kiinnostaa, onhan se iso muutos kaupungissamme ja kohta valmistumassa. On mielenkiintoista lukea menestyneen, entisen oululaisen tarinoita. :)

Jutut olivat mukavia kuvauksia oululaisista ja silti informatiivisia palveluista. Joukkoliikenne kiinnostaa ja pidän bussilla kulkemisesta vaikka itse kuljen enimmäkseen pyörällä.

Kaupunkisuunnittelusta, joukkoliikenteestä ja kaupunkikulttuurista sekä ihmisten lempipaikoista on mukavaa lukea.

Mielenkiintoista luettavaa joukkoliikenteen nykytilasta. Toivoa sopii että mahdollisimman pian saataisiin toimivat joukkoliikenteen reitit. Ja saataisiin toimivat informaatiotaulut helpottamaan matkustamista. Itse käyttäisin mielummin joukkoliikennettä kuin omaa autoa, mutta tällä hetkellä aikaa tuhrautuu aivan liian paljon matkustettaessa linja-autolla.

Hienoa että on tarjolla tällainen palvelu niille jotka eivät pääse itse kirjastoon.Lainaus- ja palautusautomaatit toimivat hyvin,joten kirjaston henkilökunta voi tehdä tuollaista työtä. Nyt ei enää tarvitse "ihmetellä" mitä he tekevät kun toimenkuva on muuttunut automaattien myötä.

Tarpeellisia vinkkejä jokaiselle, esim.seniorikortista.

LIIKUNTA

Koskee kaikkia ihmisiä ja muistuttaa kuinka tärkeää kunnon ylläpitäminen on

Liikunta on tärkeää kaiken ikäisille, hyvä että artikkelissa on kerrottu aidosta tapauksesta ja artikkelissa on muutakin hyvää tietoa.

Liikunnan tärkeys.

Liikunta kiinnostaa.

ETC

Liikunta on omassa jaksamisessa avainasemassa!

Liikunta tärkeää.

Liikunta on tosi tärkeää.

ETC

Luin sen.

Sattuivat silmään :)

ETC

Luin sen.

Sattuivat silmään :)

What would you rather read from Oulu-posti?

Luin sen.

Sattuivat silmään :)

KONKREETTISET IDEAT

Myös joukkoliikenteestä, joka on melko huonosti toimivaa Oulussa ja liian kallista (jos hinta olisi kohdallaan, ihmisiä riittäisi)...sillä bussit kulkevat tyhjinä. Hidas kierto... Saksassa, Berliinissä on niin mahtava joukkoliikenne (tietysti miljoonakaupunki, ei voi verrata). - toivoisin, että tulevat raitiovaunu kulkisi vähintäänkin Ritaharjun monitoimitalon luo tulevaisuudessa. Nyt lehti näytti tosi mielenkiintoiselta, kun pika vilkaisin äsken.

Aluelähtöisistä palveluista ja kuntalaisista kertovaa, ajankohtaista asiaa. Ei markkinointihenkistä pelkästään, vaan konkretiaa, mikä toimii ja mikä ei, kuntalaispalaute - osio voisi sisältyä lehteen. Miten palveluihin on vaikutettu, kuka käyttää ym. avointa dataa.

Kaupungin tarjonnasta

Lapsiperheille suunnatuista palveluista ja ajankohtaisista asioista

Liikunta - ja terveysjuttuja. Myös luontojutut tärkeitä

Oulun eri alueiden juttuja

Ajankohtaisia asioita Oulun kaupungista.

Henkilöjutut hyviä.

Liikuntaan liittyviä artikkeleita

Oikeastaan kaikkea. Joukkoliikenne, ikääntyvien ihmisten asiat ja terveydenhuoltopalvelut kiinnostavat juuri tällä hetkellä.

Ajankohtaisi asioita

Ajankohtaista

Ajankohtaisia asioita ja terveyteen liittyviä asioita.

Ajankohtaisia asioita jotka koskettavat laajasti kaupunkilaisia

Ajankohtaisia kaupungin palveluihin liittyviä asioita.

Oulun ajankohtaisista asioista.

Esittelyjä eri toiminnoista

Neuvoja arkielämän hoitamiseen.

Meitä kaikkia koskevia muutoksia Oulun toiminnassa.

Ajankohtaisia asioita ja tavallisten ihmisten kertomuksia

Juttuja, joissa kerrotaan kaupunkilaisia koskevista uusista muutoksista tai myöhemmin toteutettavista suunnitelmista. Ne voi koskettaa esim. kaupungin tarjoamissa palveluissa

What would you rather read from Oulu-posti?

Luin sen.

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

Sattuivat silmään :)

tapahtuvia muutoksia tai vaikkapa uusia rakennuksia, joita kaupunkiin rakennetaan.

Tavallisten oululaisten asioista ja sellaisista palveluista joissa on hoksattu ottaa käyttöön uusia toimintatapoja.

Uudet asiat

Tarinoita ihmisten kokemuksista ja uutisia.

Terveyspalveluasiat ja niiden kehittäminen.

Lapsiin, nuoriin ja liikuntaan liittyviä juttuja.

Ajankohtaisia asioita olen kaikki ruokainen :)

Minua ja perhettäni koskevia asioita, tiedotteita eri palveluista.

Henkilökuvia, hyvinvointiaiheita

Ajankohtaista tietoa kaupungilta.

Ihmisläheisiä juttuja

Henkilötarinoita.

Ajankohtaisia tarinoita elävästä elämästä

Oulun kaupungin kehittämissuunnitelmiin ja tapahtumiin liittyviä asioita.

Oulun nykytilaa ja suunnitelmia käsittelevät artikkelit

Omakohtaisia ihmisten tarinoita

Ajankohtaisia asioita ja tapahtumia

Kaikkea esim. henkilöitä koskevia juttuja tai esim. kotiin liittyvää

Ihmisistä kertovia juttuja

Tavallisista oululaisista.

Oulun kaupungin tiedotteita ja juttuja palveluista

Tiedotteita ja palveluihin liittyviä juttuja

Omaa elämänpiiriä lähelle tulevat jutut kiinnostavat. Ammatillisesti merkittävät jutut, harrastuksiin liittyvät ja omaan asuinalueeseen liittyvät asiat kiinnostavat.

Erilaisista tapahtumista.

Tapahtumatietoa, kulttuuriuutisia

Uusista kehityshankkeista tms.

Hyviä juttuja

Yleensä infoa Oulusta ja tapahtumista.

Erilaisia ajankohtaisia asioita

Pääkirjoitus
Palveluihin annettuja vinkkejä. Yhteystietoja, muutoksista tiedottaminen
Henkilöjuttuja eri aiheista sekä infoa
Itseä koskevat ja ajankohtaiset asiat
Terveysaiheista tietoa ja hoidon saatavuutta!
Paikallisuutisia, kaupunginosakohtaisia asioita. Uutiset, jotka tulevat lähelle ihmisiä ja heidän arkeaan. Haastateltavien ei tarvitse olla julkkiksiä tai muuten maineessa, riittää että keskitytään tavallisen oululaisen elämänpiiiriin ja ilmiöihin. Myös kaikkia kaupunkilaisia koskevia asioita on mukava lukea: miten toimii venepaikkojen haku, päivähoito, omaishoidontukiasiat, harrastusmahdollisuudet, uimahallien aukiolot, kulttuuripaikat, palstaviljely jne.
Henkilötarinoita ja kolumneja.

Asia juttuja
Liikuntaan liittyviä sekä palvelumuutoksista

Haluaisin rehellistä ja ajantasaista tietoa valtuuston ja kauphallituksen käsittelemistä asioista.

Tapahtumista, mutta lehdessä niistä on vähän.

Haastatteluja ihan tavallisista oululaisista, jotka harrastaa jotain mitä Oulusta löytyy, saattaa saada vinkkejä omaan elämään.

Kulttuuriaiheiset jutut.

Oman asuinalueeni / lähialueen uutiset

Luen mieluiten sellaisia juttuja, jotka liittyvät oululaisen arkeen ja arjessa selviytymiseen.

Kaikkea mikä liittyy rakentamiseen ja tuleviin kohteisiin.

Taide ja musiikki- sekä teatteriasiat.

Ajankohtaisia tietoja kunnan palveluista, mitä muutoksia on tulossa.

Lukisin, jos siellä olisi kulttuurijuttuja tai kriittisiä juttuja Oulun joukkoliikenteestä ja kaupunkirakenteesta.

Lapsiperheitä koskevia juttuja.

Ihmisläheisiä, hieman syvällisempiä tarinoita ihan perus meikäläisistä. Ja lisäksi syvällisempää Oulu-infoa.

Kaupunkisuunnitteluun ja kaupunkikulttuuriin liittyviä juttuja.

Ajankohtaista

Arkea helpottavista asioista

Palveluiden saatavuudesta.

Tapahtumista (tulevat ja olleet), ihmisistä, palveluista, mahdollisuuksista. Kolumnit. Luin ensimmäistä kertaa ja pidin lehdestä kovasti.

Asioita joita en etuudestaan tiedä.

Asiapitoisia tietoisukuja

Kiinnostavia, ajankohtaisia juttuja

LUEN KAIKKEA

Selailen sen heti kun se tulee, luen otsikot ja katson kuvat (+ kuvatekstit). Mielenkiintoisen jutun luen kokonaan.

Lehteen en palaa uudestaan, vaikka usein lehteä selatessa ajattelen toisin.

Kaikkea mitä siellä on, kaikki on mielenkiintoista

Kaikki uutiset kiinnostavat tavallaan.

Tämän kertaisen lehden sisältö on täynnä hyviä juttuja.

Koko lehteä

Kaikki sivut.

Vähän kaikkea

Laidasta laitaan.

Kaikki

Kaikki tulee selattua

Aivan kaiken

Monipuolisesti kaikkea

Koko lehti on mukava

Melkein kaikki aiheet kiinnostaa.

Jos juttu on kirjoitettu asiallisesti ja siinä on kuvia, mielenkiinto herää. Aiheella ei niinkään ole väliä.

Kaikki tieto on tervetullutta

Ensin selailen, sen jälkeen alusta loppuun

Kaikenlainen tieto kelpaa.

Luen koko lehden.

Koko lehden

Kaikkea

Oikeastaan luen koko lehden joten vaikea alkaa erottelemaan.

Oikeastaan kaikkea, hyvin valitut aiheet.

Kiitos kaikki aiheet kiinnostavat

Kaiken

EN TIEDÄ

Ei ole mitään erikoista

En lue yleensä kyseistä lehteä.

En osaa sanoa

Yllämainitunlaisia juttuja.

ETC

Paperisena

Paperisena ja kotiin kannettuna

Haastatteluja tai asiatietoa, jota voi hyödyntää omassa työssä liikuntatapahtumiaääkettä”

Moni asia miellyttää

Lyhyitä, iskeviä juttuja

Omaan työhön liittyviä juttuja

Selailen enimmäkseen.

Heti kun lehti saapuu

Siis jo valmisteluvaiheessa, ei vasta sitten kun asiaan ei voi enää vaikuttaa!

Amerikan Oulu-jutussa oli minulle tuttuja ja olen käynyt paikan päällä

Silmäilen

Ei ole vakiintunut mitään erityistä.

Minua koskevia asioita.

Aiheita, jotka kiinnostavat itseä

What kind of information you get from Oulu-posti?

PALVELUT

Tietoa erilaisista palvelumuodoista jne.

Ajankohtaista itselle tärkeää tietoa esim. terveystarkastus netissä -palsta.

Kaupungin palveluita koskevia muutoksia ym.

Erilaisista kaupungin tarjoamista kansalaispalveluista.

Jätehuollon asioita

Mitä palveluita kaupunki tarjoaa, miten ne ovat käytössä (aukioloajat, nettisivuosoite), hoksautuksia ajankohtaisista asioista ja tapahtumista.

Tuoretta tietoa Oulun kaupungin asioista.

Yleistä tietoa kaupungin asioista En vamaan mitää, mikä ei olisi jollain tavalla tullut jo tietooni

Palveluista tietoa.

Ajankohtaista tietoa eri alueilta.

Nettilinkkejä, palvelumaksujen muutoksia ainakin tässä lehdessä

Mitä eri yksiköt tekevät.

Tarjolla olevia palveluja.

Oulun palveluista

Mitä erilaisia palveluja kaupungilla on.

Esimerkiksi nyt olivat esillä hoitomaksut 2015

Kaupungin palveluja joista ei aikaisemmin tietoa

Mitä kaupungissa tapahtuu.

Oulun kaupungissa tapahtuvia asioita

Tietoa uusista palveluista ja mahdollisuuksista

Palveluista ja tapahtumista

Tietoa Oulun kaupungin palveluista.

Kaupungin palveluista.

Tietoa kaupungin palveluista mm. Sen että Höyhtyän terveysasema muuttaa.

Esim. näyttelyistä ja käyntipaikoista sekä palveluista

Hyödyllistä tietoa esim. terveydenhuollosta

Pienen raapaisun, mitä täällä tapahtuu ja mitä palveluja on tarjolla

Eri toimialojen palvelujen sisällöistä ja toiminnoista

Palvelutietoa

Tietoa kaupungin erilaisista palveluista ja eri työtekijöistä

Joukkoliikenteestä

Kaupungin palvelut ja suunnitelmat

Aina jotain uutta Oiva-pisteestä, joukkoliikenteestä, monenlaista ajankohtaista asiaa

Hoksautuksia kaupungin asioista

Hyödyllistä tietoa palveluista

Aukioloaikatietoja sekä vinkkejä näyttelyistä yms.

Paikallisuutiset ja tapahtuma infoa

Tiedotteita

Menovinkkejä. Tietoa muutoksista kaupungin palveluissa.

Mm. tietoa eri palveluista

Paljon hyödyllistä tietoa ja ilmoitusluontoisia asioita

Jotain sosiaalisälähän siihen on poimittu.

Tavalliselle kansalaiselle yleensä perusinfoa kaupungin asioista.

Esim. kaupungin perimien maksujen suuruudet, kaupungin tarjoamat erilaiset palvelut, "hyvä tietää -juttuja".

Kuntapalvelut tulevat tutuiksi

KAIKENLAISTA

Monenlaista - en katso noita muita kanavia, vaikka käytänkin facebookia.

Kaikkea mahdollista,en osaa rajata mitään

Kaikenlaista.

Sitä sun tätä summamutikalla

Kaiken tarvittavan

Hyvin yleistä.

Monipuolista

Yleismalkaista

Moninaisuudesta

AJANKOHTAISTA

Ajankohtaista

Ajankohtaisista

Ajankohtaiset asiat

AJANKOHTAISTA

Kaikenlaista ajankohtaista.

Ajankohtaista tietoa Oulun kaupungin palveluista ja tapahtumista

Ajankohtaisia asioita

Ajankohtaista

Ajankohtaisia kaupungin tiedotteita

Ajankohtaisista asioista esim. liikenteestä.

Ajankohtaisia asioita

Ajankohtaista asiaa ja uutisia palveluista ja tapahtumista Oulun kaupungissa.

Yleistä ajankohtaista tietoa esim. jätehuollon tietoa, yms.

Ajankohtaisista muutoksista, uusista toiminnoista

Kaikenlaista ajankohtaista.

Ajankohtaista asiaa

Ajankohtaista asiaa

Ajankohtaisista aiheista

Ajankohtaista

Ajankohtaista

Ajankohtaisista asioista.

Ajankohtaista tietoa Oulun kaupungin palveluista ja laajemminkin valtakunnallisista linjauksista mm. hyvinvointipalvelut.

Ajankohtaista tietoa laidasta laitaan

Ajankohtaista tietoa.

Ajankohtaisia asioita

Toivottavasti ajankohtaista.

Ajankohtaisista muutoksista asukkaille

Ajankohtaisista asioista tietoa.

Tietoa yleensä ajankohtaisista

Tietoa ajankohtaisista asioista kaupungin palveluissa.

Ajankohtaiset asiat muuttuvat asiakasmaksut, kuten terveyskeskus ym. Jäteasiat, kulttuuri

Ajankohtaisia aiheita

Kaikenlaista ajankohtaista yleistietoa

ETC

www.ouka.fi

En juuri mitään. Tosin tämä lehti oli poikkeus, siinä kerrottiin asiointipäivästä josta taas

kaupungin www-sivuilla ei samaan aikaan (ainakaan etusivulla) kerrottu mitään.

Esim. tapahtumat

Asiatietoa

Tapahtumakalenterin

En tiedä

Yleensä en mitään, koska en lue lehteä.

Kotiin tulleesta lehdestä sekä kaupungin intranetista.

Ihan arkipäivän asioihin liittyvää tietoa.

Oulussa asuvalta äidiltä Yleistä tietoa asioista.

Akkunasta

Yleiskatsaus

Jokapäiväisiä tarpeellisia tietoja

En mitään kiinnostavaa, facebookin muut sivut ja nettilehdet, sekä Forum24 ovat parempi tietolähde. Päätöksistä saa parhaiten tietoa oulussa.fi osoitteesta suoraan sähköpostiin.

En muista saaneeni mitään erikoisempaa, kunhan ajankulukseni ole selaillut.

Kaupungin virkamiesten kritiikitöntä omakehua.

En mitään

Riippuu kulloisestakin lehdestä ja sen sisällöstä.

En kovin paljon mitään.

Yleistietoa.

Kaupungin virallisilta verkkosivuilta.

Että kaikki on menetetty tässä kaupungissa.

Käytännönläheistä.

Tarinoita.

Edellä mainitut

En mitään, mitä en olisi jo muista lehdistä saanut tietooni. Muu onkin sitten huttua, jota ei voi tiedoksi sanoa ja jota ilman on varsin helppo elää.

Oman ikäisilleni suunnattua tietoa.

About which city services would you like to read in Oulu-posti?

<p>Nuorisopalvelut</p> <p>toivoisin, että vanhusten omaiset saisivat perusteelliset ohjeet, miten toimia -kun vanhus ei pysty itse hoitamaan asioita (tästä valitettu lehdissä, pompottelua ja ""ei tiedä, ehkä..)- Ritaharjun, Linnanmaan pusikot - milloin hoidetaan kuntoon. Milloin sinne saa penkkejä kävelyteiden varrelle ns puistoalueelle muutakin kuin yhteen kohtaan koulun lähelle? Koulun läheisen meisikön siivous papereista. - Pohjantie: Milloin siihen saadaan korjaus? Ihan tukossa työhön tulo- ja menoaikoina. Onko haettu EU-rahaa siihen (Kataiselta?)</p> <p>onnistumisia</p> <p>Terveyteen ja liikuntaryhmiin liittyvää asiaa.</p> <p>Vapaaehtoistyö ,tulee ajankohtaiseksi kun jää pois töistä.</p> <p>Tapahtumat, edut</p> <p>Koosteet sähköisistä palveluista ja palveluista eri kohderyhmille (lapsiperheet, työikäiset, liikunta, joukkoliikenne) Lyhyesti ja ytimekkäästi. Tosin samat asiat voisi esittää selkeästi ja helposti löydettävästi kaupungin verkkosivuilla niin ei tarvitsisi kaikille jakaa kallista paperipostia.</p> <p>En keksi</p> <p>sote</p> <p>Ennakoivia muutoksia koskevia, tulossa olevaa esimerkiksi pohjoisen alueen hyvinvointipalvelujen järjestäminen. Useita vaihtoehtoja, miten palvelut tullaan järjestämään, mukana luottamushenkilöiden mielipideosuus. Voisi olla kuntalaisia osallistava artikkeli.</p> <p>Tässä on ihan riittävästi.</p> <p>Voisi ottaa yhden palvelualueen kerrallaan käsittelyyn, jotta tulee selville, mitä palveluita onkaan olemassa !</p> <p>kevyestä toiminnasta, lasten ja nuorten jutuista / toiminnoista</p> <p>Hyvinvointipalveluista</p> <p>Kulttuurin saralta voisi olla enemmänkin juttuja.</p> <p>kirjasto, taidelainaus</p> <p>Itseä kiinnostavat liikunta, nuoriso- ja kulttuuripalvelut, mutta myös sellaisista, joissa yhdistyvät eri palvelut (hallintorajat ylittävät). Sellaiset palvelut, jotka eivät ole niin ilmeisiä.</p> <p>Kaikista palveluista</p> <p>lapsiperheiden palveluista</p> <p>Kävely- ja pyöräilyreiteistä</p>	<p>paperi + verkko</p> <p>Ajankohtaista kaikilta osa-alueilta</p> <p>Ikäihmisistä ja muistakin ajankohtaisista asioista.</p> <p>liikunta</p> <p>Ikäihmisten liikunta asioista</p> <p>Asukastuvista, liikuntatarjonnasta eri ikäisille kaupunkilaisille, tapahtumista.</p> <p>Teatterista, kaupunginorkesterista.</p> <p>Varhaiskasvatuksesta</p> <p>Sähköisen asioimisen palveluista ja miten niitä ylipäätään aiotaan kehittää tulevaisuudessa.</p> <p>Laidasta laitaan</p> <p>Jätehuolto ja kulttuuripalvelut maaseutualueilla. Enempi maaseutualueiden asioista koska liitoskunnissa on syvä pettymys liitokseen ja palvelujen karsimiseen.</p> <p>Nykyisin kuntosali ym. jumpat oli jäsenasioista. Olisi kiva tietää myös niistä kuntoilupaidoista, joissa jäsenyys ei ole välttämätön (niinkuin esim. uimahallit on).</p> <p>Tällä hetkellä kiinnostaa kaupungin arkistot</p> <p>Tapahtumat</p> <p>Kaikista kaupungin palveluista.</p> <p>ajankohtaiset asiat</p> <p>Kaikista kaupungin palveluista</p> <p>Hyvinvointipalvelut, kehittäminen, sähköiset palvelut</p> <p>Kaikenlaisista.</p> <p>Oulun Serviisi</p> <p>Terveysasemien toimivuudesta</p> <p>Päivähoidosta ja varhaiskasvatuksesta.</p> <p>Julkiset palvelut</p> <p>liikunnasta enempi</p> <p>Kaikista palveluista.</p> <p>Enemmän ns. Oulun perusasioihin liittyviä juttua.</p> <p>hyvinvointipalveluista lasten ja nuorten osalta</p> <p>Eri virastojen toiminnasta.</p> <p>Edelleen lisää toimijoiden tarjoamista palveluista, kuten kirjasto oli hyvä esimerkki.</p>
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teatteri,liikunta.

Tapahtumat

Vanhusten palveluista ja nuorten palveluista.

liikuntapalveluista

Miten kaupunki on huomioinut yksin asuvat ihmiset palveluidensa järjestämisessä? Yksin asuvien vanhusten lisäksi myös yksin asuvat työssä käyvät ihmiset, sekä nuoret että varttuneemmat henkilöt. Ihmiset, joilla ei ole esim. perhettä, ystäviä tai muita turvaverkkoja ulottuvillaan.

tapahtumista

kulttuuritarjonnasta

Joukkoliikenne asioista

Terveys, hyvinvointi

Lasten päivähoito

Kaupungintalon asioista

Liikunta yms. kulttuuri

ihän mitä vaan

kulttuuritarjonnasta

Sosiaali- ja terveyspalvelut esim.

Kaikista palveluista jotka suunnattu omakotiasujalle ja yleensä perheille.

sivistys ja kulttuuripalvelut kiinnostaa

terveyspalveluista

Ei tule mieleen, netistä löytyy yleensä kaikki tieto.

Mahdollisimman monipuolisesti. Mielenkiintoisia ovat myös yksilölliset näkökulmat ajankohtaisiin teemoihin esim. hiljaisilta arkisen työn ahertajilta!

(liikunta)palveluista työikäisillekin, lapset ja vanhukset sekä muut erityisryhmät ovat joka paikassa esillä. Tavallinen työssäkäyvä aikuinen jää kaikessa vähälle.

Mitä missäkin esim. toimistoissa tehdään.

Tulevista tapahtumista.

vanhan ihmisen palveluihin liittyviä

tapahtumista, mitä tapahtuu ja mihin kannattaa mennä.

kulttuuri, liikunta, yhdyskuntarakenteen kehittäminen

rehellisiä kommentteja "palveluiden" toimivuudesta

Terveydenhuollosta.

Eri kaupunkiosien esittelyä,jotka ovat jääneet erittäin vieraiksi

Vanhusten, lapsiperheiden, kuljetuspalveluista, hoivahoidosta-, palveluasumisesta, senioreiden asumisesta. Vammaispalveluista ja työpajojen toiminnasta.

Ikäihmisten palveluista

Hieman kaikista ja linkin kautta voisi päästä syventämään tietoa

Terveyspalveluista! Mistä sitä saa, kun on hätä, mihin ottaa yhteyttä, miten sinne pääsee? Nykyinen "hyvinvointipalvelu", joka on viety kauas kaupungin keskustasta, ei palvele meitä vanhuksia, eikä kyllä lapsiperheitäkään!

Kaikista monipuolisesti.

Voisiko sisältää myös muita kaupungissa tapahtuvia juttuja kuin kaupungin itse järjestämiä? Esim. oma lapseni

steinerkoulussa -> samoin kuin 250 muun kaupunkilaisen. Yksityiskoulujuttu ja -info voisi kiinnostaa!

Lääkäripalveluista

Ehkäpä terveyspalvelut, koska kohta olen työterveyspalvelujen ulkopuolella.

Tuiraan Valtatien-Koskitien liittymään tulevasta asumis-palvelu-rakennuskohteesta, jota suunniteltu vuosia

terveyspalveluista tai siis niiden rajusta vähentämisestä

Enemmän kulttuuritapahtumista. Rumputuksesta sai enemmän tietoa tapahtumista.

Vanhus/vammaispalvelusta enemmän tietoja.

Sosiaali-ja terveyspalveluista

Kulttuuripalvelut

Hyvinvointikeskuksista tai peruskouluista

Oulun kaupungille työllistymiseen liittyvistä palveluista

Kaikista. Asukastupien voimassa olevista palveluista, hinnoista jne.

Sivistys- ja kulttuuripalv.

en osaasanoa

terveyspalvelut

KULTTUURI, JOUKKOLIIKENNE, KAUPUNKIRAKENNE, ARINAKORRUPTIO.

Joku osa-alue voitaisiin nostaa enemmän esille kussakin lehdessä

Lapsille suunnatuista jutuista.

Liikuntapalveluista, esitetäisiin tarkemmin eri liikuntapaikat.

Joukkoliikenteen kehittämisestä lisää ja syvemmin.

Yhdyskuntasuunnittelusta ja kaupunkikehityksestä eli tulevista asukkaita koskevista suunnitelmista.

päivän kuulumiset

siivousapu

Koulutuksesta, yhteistyöryhmistä

kaikki jutut kaupunginpalveluista kiinnostaa

juuri nyt ei tule mieleen mitään

Kaikista.

Terveystarkastus netissä

Ennen uutisoimattomista.

Uusista, jokaista kaupunkilaista koskettavista palveluista.

Kaikista mahdollisista.

Kontinkankaan hyvinvointikeskuksesta

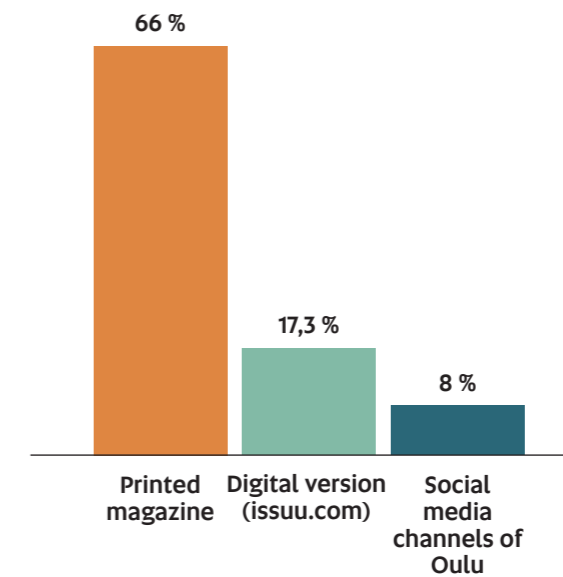
Tapahtumista, koulutuksesta

Luonnollisesti itseä koskettavista palveluista.

Where else can you find information concerning Oulu services?

- Netistä
- Oulun kaupungin nettisivuilta
- Kalevasta
- Ouka.fi -sivuilta
- Sanomalehdistä
- Akkunasta
- Töistä
- Oukan sivuilta
- Oulu10
- Kaupunkilehdistä
- Kirjastosta
- Lehdistä
- Twitteristä
- Facebookista
- Ilmaisjakelulehdistä
- Työn kautta
- Virastoista
- Oulun kaupungin sisäinen intranet
- Forum 24
- Yhteispalvelupisteistä
- Aino-neuvonnasta
- Rauhan tervehdyksestä
- Rummutus-lehdestä
- Asukastuvista
- Uimahallin ilmoitustaululta
- Tutuilta

Readers rather read...



Why?

PAPERILEHTI

En tunne noita muita juuri

Paperiversio mukava lukea.

On kiva istua kahvikupposen ääreen ja selata paperilehteä.

Se on vaan niin mukava.

Vanha tykkää paperista

kiva selailta, tietokonetta tulee tuijotettua jo ihan liikaa totuttu tapa

Fyysinen printti on edelleen miellyttävän lukukokemus.

mukava tunne kun lukee paperisena

Paperilehti tulee kotiin ja se on mukava selata heti tuoreeltaan kotona. Sosiaalisen median kautta saan tietoa ajankohtaisista asioista ja ne tulevat heti tietoon (esim. FB). Kuvat instagrammissa ovat kivoja ja tuovat hyvin Oulua esille.

Lehti kädessä tuntuu todellisesta uutiselta ja jutulta

se on tutuin ja kotoisin

Se on mielestäni helpoin tapa

paperilehti tärkeä sellaisille ihmisille joilla ei nettiä käytössä

verkkolehti hiukan vaikea lukea

Nettilehden lukeminen ei ole mukavaa ja rentouttavaa.

Tiedotteet yms ovat helppoja lukea netistä

Tulee paremmin perehdyttyä kotona rauhassa paperilehteen. Tietokoneeseen ei huvita iltaisin enää tarttua.

Värikäs, mukava, helppo lukea.

Paperilehti säilytettynä on heti kädenulottuvilla ja pystyy hahmottamaan asioita eri tavalla kuin verkkolehdestä. Tietokonetta ei vain tule avattua niin herkästi kuin paperilehteä.

Helpointa nojatuolissa.

Koen kuitenkin, että se on helpoin ja mukavin tapa selata lehteä. Näkee "kokonaisuuden".

Mukava selata rauhassa

Tietokonetta käytän muutenkin jatkuvasti.

Aamuteella

Joudun työssäni käyttämään paljon tietokonetta, en jaksaa enää kotona samaa.

Kotona mukava lukea paperisena pöydän ääressä teekupposen kanssa

lehti tulee kotiin ja käsillä olevana helppo lukaista samantien

Tykkään lukea mielummin paperi- kuin sähköisiä versioita.

Tulisi luettua tarkemmin- konkreettisempi väline:)

Ajattelen niin että kaikilla ei mahdollista lukea verkkolehteä

Tuntuu kaikista parhaimmalle.

Koska sitä voi selata konkreettisesti eikä tarvitse tuijottaa ruutua, jota tulee tuijotettua muutenkin liikaa sekä töissä että kotona.

Olen kokopäivätyössä käyvä ison perheen äiti, jolla ei ole mahdollisuutta eikä aikaa viettää aikaa koneella työpäivän jälkeen. Kotitöiden ohessa ehdin istahtaa pöydän ääreen ja lukaista Oulu-posti-lehden. Kaupungin työntekijänä seuraan tosin akkunasta kaupungin tiedottamista ja uutisointia työpäivän aikana.

Haluan että kädessäni on konkreettinen lehti jota luen

helpoin selailla

Rentouttavaa...

Silloin tulee paneuduttua juttuihin tarkemmin

Paperilehteä on vain kivempi lukea.

Olen vanhanaikainen. :)

paperilehti ok, mutta pitää säästää paperia paperittoman toimiston toivossa

Lehteen on tarvittaessa helppo palata uudelleen.

olen vanhan liiton nainen

mukava lukea kun on lehdet mitä kääntää :)

Totuttu tapa

Lehti mukavampi ottaa käteen kuin tuijottaa ruutua

Tietokoneella tulee oltua työpäivästä ja vapaa-ajasta muutenkin liikaa. Paperilehden kanssa on turvallisempaa juoda kupponen teetä kuin tietokoneen kanssa.

Helpoin, ei jaksa enää lukea varsinkaan vapaa-ajalla netistä, tarpeeksi saa katsoa päätettä töissäkin.

Tuntuu parhaalta..

saa rauhassa lukea kahvia juodessa tai syödessä

helpompi hahmottaa lukemaansa ja helppo palata myöhemmin asiaan

erikseen ei tule netistä haettua, paperilehti tulee selattua

Vanha tapa

Helpompi hartiakipujen takia.

En käytä sosiaalista mediaa.

ksoka se sattui muiden mainosten nipussa wc lukemiseksi.

Lehti on mukavampi lukea.

On paljon mieluisampi,olemme jo pakotettu tekniseen tiedonhakuun.Sanavarasto kapenee kun asiar selitetään selkokielellä,suomen rikas kielimuoto näivettyy.

Paperia voi selailla, sen voi säilyttää ja etsiä tiedot uudelleen käyttöön, voi vaikkapa leikata omiin leikekansioihin itselle tärkeät asiat

Paperinen on miellyttävin

Lehteä voi lukea milloin on aikaa, aina ei tarvitse olla tietokoneenruudulla.

Vapaahetkenä on mukava lukea kotisohvalla oikeaa lehteä :)

On mukavamoi käsitellä

Vanha tuttu tapa lukea paperilehteä

Jaetun postin huomaa helposti

Koen paperilehden luotettavimmaksi. Some ei ainakaan anna luotettavaa tietoa....

Netti tarjoaa sekavasti tietoa sieltä täältä, ei kootusti.

En jaksa kaikkea lukea netistä ja haluaisin vielä jotain paperilehtiä tulevan ja ne tulee luetuksi huolella. Ei kaikilla ole juuri mahdollisuutta kaikkiin nykyaikaisiin viestintäkanaviin.

On perinteinen eikä tarvitse laitteita

Se tulee "valmiina" kotiin, verkkolehteä pitäisi muistaa mennä lukemaan. Tuskin tulisi muistettua.

Paperilehteä on mukava lukea. Ei tulisi varmaankaan luettua Oulu-postia verkossa.

konkreettisesti tuntee lukevansa

paperilehti on helppo käyttöliittymä.

Paperiversiot, esim. Kaleva ovat menneisyyttä ja tuhoavat luontoa. 4 kertaa vuodessa ilmestyvä lehti sen sijaan ihan ok. Muuten jutut saa nopeammin/ajan tasaisemmin netistä, jos saa. Oulun kohdalla yleensä ei.

Paperilehti hyvä säilyttää ja tiedot löytää heti.

Se on helppo ottaa mukaan (netti ei aina toimi), siihen on helppo tehdä omia merkintöjä.

Vanhan tyylin lukija tykkää oikeasta paperista.

Kahvikupin äärellä on mukava hypistellä paperista lehteä.

tottumiskysymys, lehti on aamukahviseuraa

Vapaa-ajalla rauhassa ovat paperilehdet ja kirjat mielestäni ylivoimaisia!

sitä on helppo lukea juttu kerrallaan

hahmotan paremmin

Paperilehti on miellyttävämpi kuin netti.

En jaksa roikkua koneella työpäivän jälkeen. Paperinen helpompi lukea.

Perinteinen on paras

Se tulee luettua kun se tulee postiin.

ei ole kiinnostusta tekniikkaan

Paperissa on tunnelmaa.

Olen vanhanaikainen

Mukavampi lukea.

Se on kevyt ja mukava lukea

No tietoahan tarvitaan aina.

JOkseenkin helpompi

Helpon tapa.

Jotenkin helpoin.

helpointa

Helppo, vaivaton tapa

VERKKOLEHTI

Kotiin kannettu lehti tuppaa häviämään muun postin joukkoon. Toisekseen, onko egologista nykyään?

Paperilehti on vanhanaikainen, kallis eikä se tavoita lukijaa

Riittää minulle, toisaalta miten ikäihmiset, voisiko heille suunnata esim. kaupungin palveluissa jaettavaa, ajatonta julkaisua jaettavaksi.

KÄTEVVÄÄ EIKÄ TURHAA PAPERIJÄTETTÄ KERRY

Verkossa on helppo lukea missä vain

Helppo ja voi lukea missä vain

Ajasta ja paikasta riippumattomuus.

Helppo.

helpoin ja nopein

Ei tule paperijätettä

Luen netistä yleensäkin lehdet, joten tämä menee siinä samalla

voi lukea milloin vaan

Mukavampi lukea oikeaa lehteä kuin pdf-tiedostoa

Alkaapi olla turhaa painaa tälläisiä kertakäyttöluontoisia lahtia paperille, menevät kuitenkin roskiin kertaselaamisen jälkeen. Netissä luen melkein kaiken nykyään. Ymmärrän kyllä että esim. kaikilla vanhuksilla ei ole tietokonetta/taitoa lukea nettiversioita. On sille paperillekin vielä tilausta vanhemmissa sukupolvissa.

verkkolehti on toisaalta helppo,säästää paperia

Se on joka paikassa, missä on netti, saatavilla

Kestävä kehitys

sitä voi lukea missä tahansa

SOSIAALISEN MEDIAN KANAVAT

helppoja

Helppoja, ajantasaisia. Lehdet, niin painetut kuin verkkolehdet, ovat aina jo hieman ajastaan jäljessä.

ajankohtaisia asioita

Helppoja käsitellä

Helposti luettavia

olen tiedonhaluinen nuori :)

Mitä tietoa milloinkin hakee ja tarvitsee.

helppoja lukea missä ja milloin vain

Ajantasaisinta tietoa.

Oulu posti on aivan liian suppeaa tietoa antava pienen sisäpiirin kyhäämä lehti. Tuntuu kuin tietoa haluttaisiin pimittää, kun enää ei saa lukea mitä leffoja on Studiossa tarjolla tai tietoa paikallisista festareista ja tapahtumista. Nyt viestintä keskittynyt enemmän virkamiesten ajatukseen siitä mikä kiinnostaa kaupunkilaisia ei se mikä kaupunkilaisia oikeasti kiinnostaa.

Helpoin tapa

Kustannussäästöjen vuoksi.

Give open feedback how you would develop Oulu-posti

Give open feedback how you would develop Oulu-posti

PALAUTE KOSKIEN SISÄLTÖÄ JA

ARTIKKELEITA

Paljon monipuolisempia juttuja

Tietoa tulevista liikuntaryhmistä. Tietoa hampaiden hoidosta.

Enemmän henkilöhaastatteluja.

Vielä laajemmin henkilöhaastatteluja tasapuolisesti eri palvelualueilta

Kausikohtaisia asioita, tiedotteita ja artikkeleita edelleen

Koko kaupunki palveluineen mukaan. Myös kriittistä keskustelua - ei pelkkää kehumista koska se voi heikentää uskottavuutta.

Olen asunut useammassa taloyhtiössä joissa on jätelajittelu. Jotenkin tuntuu, että vanhemmilla ihmisillä on vaikea lajitella jätettä. Lähinnä muovia laitetaan bio-, lehti- ja pahvijätteeseen. Sen jälkeenhän ne menee kalleimpaan sekajätteeseen. Olisi hienoa, jos lajittelijoille saataisiin sellaiset arkiset ohjeet, että lajittelu olisi iloinen asia kaikkien asukkaiden kannalta. Eli niksi/ohjenurkkaa :)

Tapahtumia lisää

Lisää kaupunkilaisten haastatteluja, ovat mielenkiintoisia lukea.

Enemmän haastatteluja lapsista, kysytään heidän mielipiteitään erilaisista asioista, mitä haluaisivat Rotuaarille, entä torille ?

Ajankohtaisia uutisia ja uutisointia.

Enemmän nuoria koskettavia juttuja. Lehden kuvat ovat erityisen hyviä! Ehkä lyhentäisin juttujen mittaa.

Ihmisten haastatteluja ja infoa eri toimipisteistä ja paikoista lisää

Mielipide palsta

Mielenkiintoisia juttuja esim. kaupungin työntekijöistä ja heidän työstään

Ajankohtaisia asioita, mitä kaupungissa tapahtuu.

Ehkä toisin joka numerossa esiin nimenomaan yksilöllisen näkökulman johonkin ajankohtaiseen teemaan esim. eri palvelualueen tavallisilta työntekijöiltä.

Enemmän tulevista tapahtumista on jo nyt aivan monipuolinen, sitä monipuolisuutta edelleenkin

Enempi juttua terveydenhuollosta.

Give open feedback how you would develop Oulu-posti

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Henkilöhaastatteluja esim. harrastuksista ja liikuntatavoista

Tietoja ajankohtaisista tapahtumista. Tietoa mistä saa tietoa, apua, ym., puhelinnumeroita!

Haastatteluja enemmän eri alojen tekijöistä. Suunnitelmista mitä tulossa Ouluun tietoja.

Joitakin tärkeistä isoista tapahtumista etukäteistietoja.

Ristikko olisi hyvä

Paljon enemmän tulevaisuudesta ja rakentamisesta. Myös kuvia.

Kirjoittaisin muistakin kuin vanhusten jutuista.

Ohjaus sivuille missä on lisää asioita, syventävää tietoa ja mahdollisesti yhteystiedot johon voi ottaa yhteyttä jos haluaa kysyä lisää.

Lisää juttuja ihmisistä ja tulevaisuuden visioista.

Voisi käydä kokonaisvaltaisesti läpi joitakin teemoja, esim. Kaupunkiliikennettä koskevat palvelut. Työntekijöiden ja käyttäjien haastattelut ja parannusehdotukset

Lapset, nuoret, työikäiset ja vanhukset -jaottelu, niin asiat helpompi löytää

Myös muita kuin vanhuksia koskevat palvelut ja uutiset kiinnostavat.

POSITIIVINEN PALAUTE

Hyvältä näyttää. en osaa sanoa. luin Kalevasta, että nuorten huumeiden käyttö on lisääntynyt, ja omaiset eivät saa apua riittävästi. Nuoret eivät ilm. tajua kannabiksen vaaroja, vaan kokeilevat. Voisiko huumepoliisi kertoa, miten kannabiskin ohjaa yhä voimakkaampiin huumeisiin? Työpaikallamme kävi...kertomassa meille, miten havaitaan ja noista vaaroista. Ehkä se vähentäisi kokeilua? Yliopistollakin on kuulemma noita kokeilijoita - hirvittää, että nuoret eivät näe vaaraa tuossa.

En oikein keksi kehitettävää, hyvä tiedote.

No ihan hyvä

Oulu-postin ilme on nuorekas ja raikas. Kuvat ovat hyviä ja laadukkaita. Jutut sopivan lyhyitä ja sopivan mielenkiintoisesti kirjoitettu. Tiivistys on hyvä ja alussa OuluNyt-sivu toimii. Itse en lue kolumneja, koska kirjoittaja ei ole omalla nimellä/ kasvolla. Oulu-posti on minusta hyvä uudistus! Tsemppiä!

Hyvä näin lyhyitä ja nasevia juttuja, jotka ovat ajankohtaisia.

Give open feedback how you would develop Oulu-posti

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Hyvä lehti ja tarpeen jatkossakin. Ajankohtaisia juttuja ja tiedotusta tulevista tapahtumista eri-ikäisille

HYVÄ LEHTI

Lehti mielenkiintoinen ulkoasultaan, en keksi mitään parannettavaa...

Totesin näinkin hyväksi!

Nykyinen muoto on hyvä.

Olen tyytyväinen nykyiseen malliin

Jatkakaa samalla tavalla

Jatkakaa samaan malliin

Olen tyytyväinen tämän hetkiseen lehteen

Hyvä kokonaisuus

Lehti on mielestäni selkeytynyt ja asiakokonaisuudet hyvin koottuina. Selkä teksti.

Koska Oulu-posti on muita julkaisuja laadukkaampi, lukisin sitä mieluusti useamminkin, vaikka kerran kuussa.

Ei kehittämistä, hyvä näin

Jatkakaa samaan malliin

Hyvä lehti näinkin, tykkään lukea henkilöhaastatteluja

Linja on mielestäni tällä hetkellä hyvä

Monipuolista asiaa kaiken ikäisille.

Erittäin ihanasti käytetty värejä. Tykkään lehden taitosta, fonteista yms.

Samaan malliin

Lehti vaikuttaa aika hyvin tuotetulle jo nyt, en keksi juuri parannettavaa. Pidempitä ihmisistä kertovia artikkeleita joka numeroon mukaan.

Hyvä lehti nyt jo, vaikea sanoa.

Minun mielestä se on ihan tarpeeksi hyvä tälläkin hetkellä.

PARANNUSEHDOTUKSIA

Enemmän kuvia ja sivuja

Viime numerossa oli paljon vanhusten asioita, tuli tunne että sekö on kohdelukijakunta

Helppolukuisemmaksi ja -käyttöisemmäksi

Painoasultaan halvempi versio, jos sitä on pakko julkaista

Juttujen asettelu on mielestäni tällä hetkellä sekava.

Nyt kaupungin palvelujen muutokset ja uudet suunnitelmat on siroteltu lehteen sinne tänne.

En lue lehteä huvikseni niin itse kaipaisin jotain tunnistetta (logo, väri tms.) jolla erottaisin viranomaisasiat muista asioista selatessa.

Kaupunkilaisten tuottamia juttuja kehiin

Edes hitunen kriittistä suhtautumista olisi paikallaan jatkuvan itsekehun sijaan.

Ulkoasu on aina kovin sekava ja epäselkeä.

Jos nyt lopettaisitte tämän hymistelyn ja kertoisitte myös hankalista ja vaikeista asioista. Niitähän on.

Liian yleislehtimäinen. Voisi profiloitua jollekkIn alalle.

Emme saaneet vuoden 1.numeroa

LEHDEN LOPETTAMINEN

Voisi lakkauttaa koko lehden ja käyttää nämä rahat muuhun.

Ei kiinnosta suurta yleisöä. Yksi ilmaislehti muiden joukossa. Paperinkeräykseen menee helposti ilman aukaisua. Tuhlausta koko lehti kaikin puolin.

LakkauttaisIn lehden, koska se on täysin tarpeeton yllä mainituista syistä. Tässä kuntatalouden tilanteessa pienetkin säästöt ovat tarpeen. Lakkauttaminen olisi oiva keino säästää, koska juuri kukaan ei huomaisi mitään. Sama koskee myös kaikkia kaupungin henkilöstölehtiä, mikäli niitä vielä painetaan. Pyörre, Rumputus jne. Juuri tällaisissa asioissa ulkoistus on paras säästökeino. Yksityiset mediat kertovat asioista koetusti ajankohtaisemmin ja paremmin ilman veronmaksajien rahaa. En maksa veroja, saadakseni tietää jonkun basistin paikoista tai muusta vastaavasta.

Lopettaisin koko Oulu-postin ja laittaisin ne rahat muiden sähköisten kanavien kehittämiseen ja sitä kautta palvelujen markkinointiin.

KANAVAT

Verkkoversio ja paperinen houkuttelevaksi

Nyt riittävät kanavat jo olemassa

Sähköiset kanavat

JAKELU

Posti mainosten seassa jää joskus huomioimatta, jakelutapaa siis voisi kehittää.

jotenkin selkeämmin voisi erottua muun postin seasta

Meillä on mainoskielto oversa. Mahtaako tämä lehti tulla? Tämän otin Ympäristötalosta

Jaahas, ehkäpäS verkkolehteä voisi enemmänkin eri medioissa mainostaa. Itselläni ainakin menee aika helposti paperiversio muun ilmaisjakelun mukana paperinkeräykseen.

LEHTI ILMESTYISI USEAMMIN

saisi ilmestyä useammin, vähemmistöryhmistä saisi olla juttua enemmän

Oisko tiheämpi esiintyvyys, jää aika unohduksiin kuukausien aikana

Jaettaisiin joka toinen kuukausi, siis kuusi kertaa / vuosi.

Ilmestyisi useammin

EN TIEDÄ

En osaa sanoa

En tiedä.

En osaa sanoa

Enpä osaa sanoa. Artikkelit ovat sopivan pituisia ja niitä on useita.

En hoksaa parannus ideaa

Enpä osaa kehitellä

En tiedä kehityksestä, mutta asiallinen linja ja hyvä fiilis on tärkeää.

Ei mitään erikoista lisättävää.

Uusiopaperille, ei tarvitse olla hienoa ja kiiltävää

En osaa sanoa

Enpä osaa sanoa, tai tarkemmin en jaksa paneutua asiaan.

EOS.

Pitää miettiä