

JARI PORTTILA

Candidate for the AIPS Europe Executive Committee



VISION & LEADERSHIP FOR A CHANGING MEDIA

The media landscape is undergoing a profound transformation. Large media companies have fragmented, and many journalists now represent independent platforms and their own social media channels. AIPS Europe must adapt to this pace of change and **offer compelling reasons for all modern journalists to join us, while fiercely ensuring that core journalistic principles continue to guide sports reporting.**

As President of the Finnish Sports Journalists' Association, I have consistently initiated reforms on a fast and effective timetable. Now, I am ready to roll up my sleeves and work actively with colleagues across Europe to ensure AIPS Europe rises to the challenge.

RELATIONSHIPS THAT DRIVE CHANGE

With 46 years of experience across the globe, I have built strong, personal relationships with key decision-makers across international sports organizations. I know exactly how we can influence these organizations to improve the working conditions for sports media, ensuring journalists can continue to convey the true atmosphere and stories from sporting events.

UNMATCHED EXPERIENCE (1980–PRESENT)

1. **Current Roles:** 66-year-old President of the Finnish Sports Journalists' Association and active video/written content producer for Atleetti, Finland's largest online sports publication.
2. **Major Media Background:** Journalist for major outlets including Uusi Suomi, Iltalehti, and MTV (Finland's largest commercial television company) since 1980.
3. **Global Coverage:** Reported from 14 Olympic Games (starting in Los Angeles 1984), 13 World Athletics Championships, and over 20 Ice Hockey World Championships.
4. **Versatility:** Covered over 100 major international events across nearly all Olympic sports. Travelled extensively as a Formula One paddock reporter between 1997 and 2001.

Together, we can strengthen the future of sports journalism and ensure AIPS Europe takes the place it rightfully deserves.