

RASISTI ON REPPANA
”A Racist is a Loser”

Arto Mäkinen Turku 03.09.2009

YLE -The Finnish Broadcasting Company

- Turnover 415 € million (2008)
- Mainly state-owned (99.9%)
- 95% of the operation financed mainly by television fee. Finland's TV fee is the lowest in the Nordic countries
- The Council of State sets the TV fee
- Personnel on a permanent contract 3278
- Personnel in programme activity 82%

YLE

- YLE - the Finnish Broadcasting Company belongs to the Finns.
- comprises 4 television channels, 6 radio channels and online yle.fi.
- supplies Finns with news, experiences, education and entertainment on equal terms.
- is a public service media company whose tasks are defined in the Act on YLE.
- was founded in 1926.



Mission

YLE exists in order that democracy and Finnish culture flourish. YLE secures the future of Finland's diverse electronic media.

Vision

YLE intends to be the principal producer of electronic communications content for the people of Finland and a bold pioneer in journalism and culture.

YLE's values

Finnishness, reliability, independence, diversity and respect for everyone.

YLE

- will produce public service media content that enriches Finnish life.
- will provide a varied and multicultural view of the world with reliability and impartiality.
- In a world of diverse content forms, YLE's hallmark will be programmes and services that are based on YLE's values.

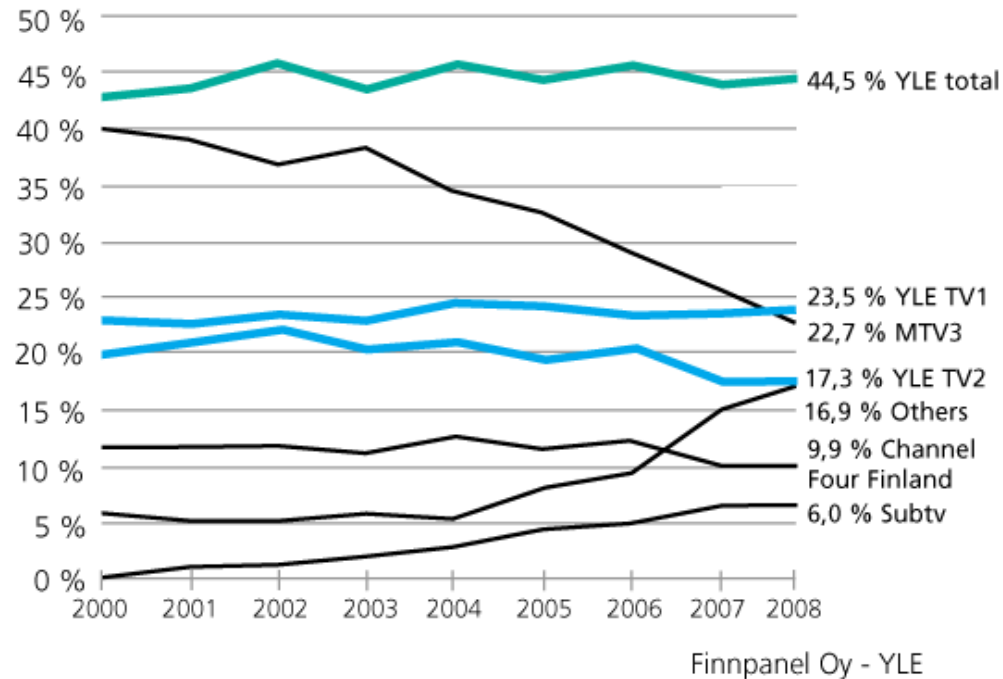


YLE's special duties according to law

- to support democracy and the universal opportunity for participation by providing a wide variety of information, opinions, debates and interactive possibilities;
- to produce, create and develop Finnish culture, art and stimulating entertainment;
- **promote education, equality, tolerance, multiculturalism and cultural interaction;**
- to support learning and self-improvement;
- to give emphasis to programmes for children;
- to treat Finnish-speaking and Swedish-speaking citizens on equal terms;
- to offer religious programmes;
- **to produce services for the country's different language groups and minorities;**
- to offer programming abroad.

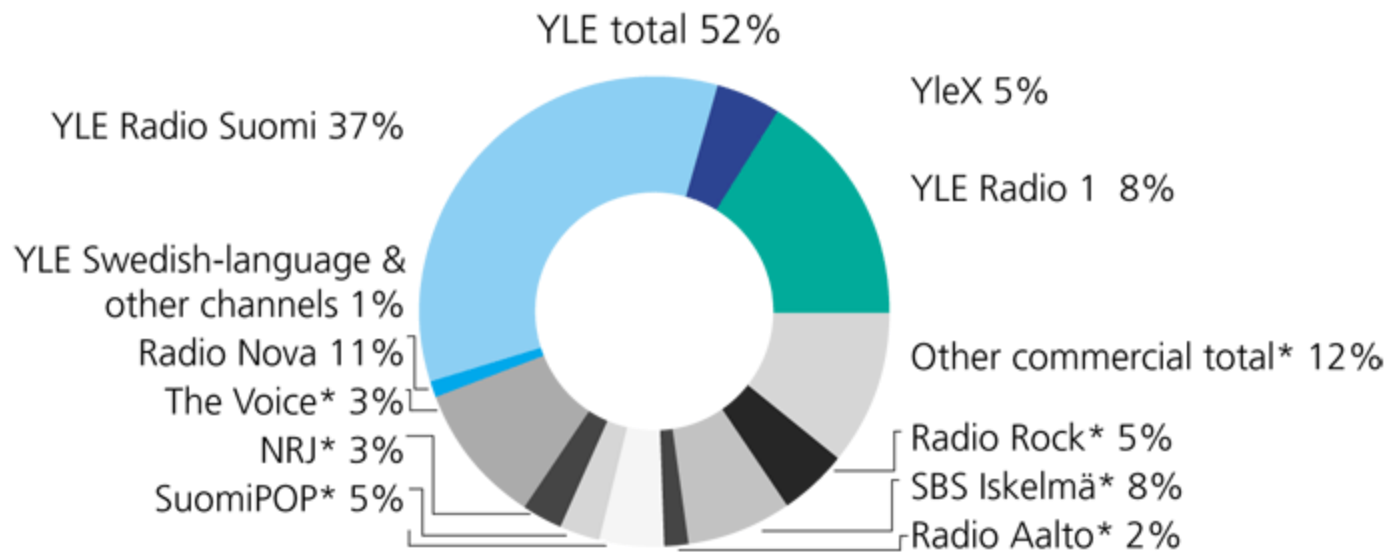
Share of TV viewing in 2000-2008

Share of TV viewing in 2000-2008
(all Finns aged over four)



Share of daily radio listening

Share of daily radio listening in 2008 (all Finns aged over nine)



*not available nationwide

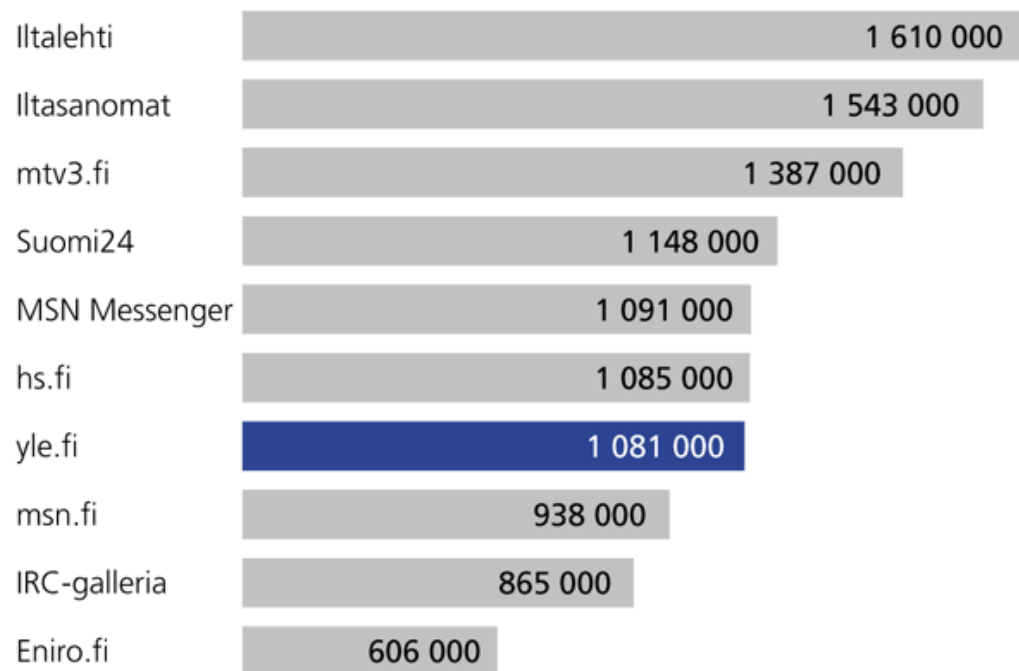
Daily listening time 3 h 15 min

KRT - National Radio Survey

The most popular internet services

The most popular internet services in Finland in autumn 2008

(average hits per week in weeks 36-52)



TNS Metrix: TNS Gallup – YLE

Service Strategy for Special and Minority Groups

- Assuring basic News Services and development of Citizenship
- Strengthening immigrants position as a part of the Community
- Strengthening visibility in Entertainment and Childrens Programs
- Taking Religious Minorities into consideration
- Taking advantage of new technologies
- Forming YLE as an Equal and Multicultural place to work
- Branding YLE as a Media Company that enables interaction and participation

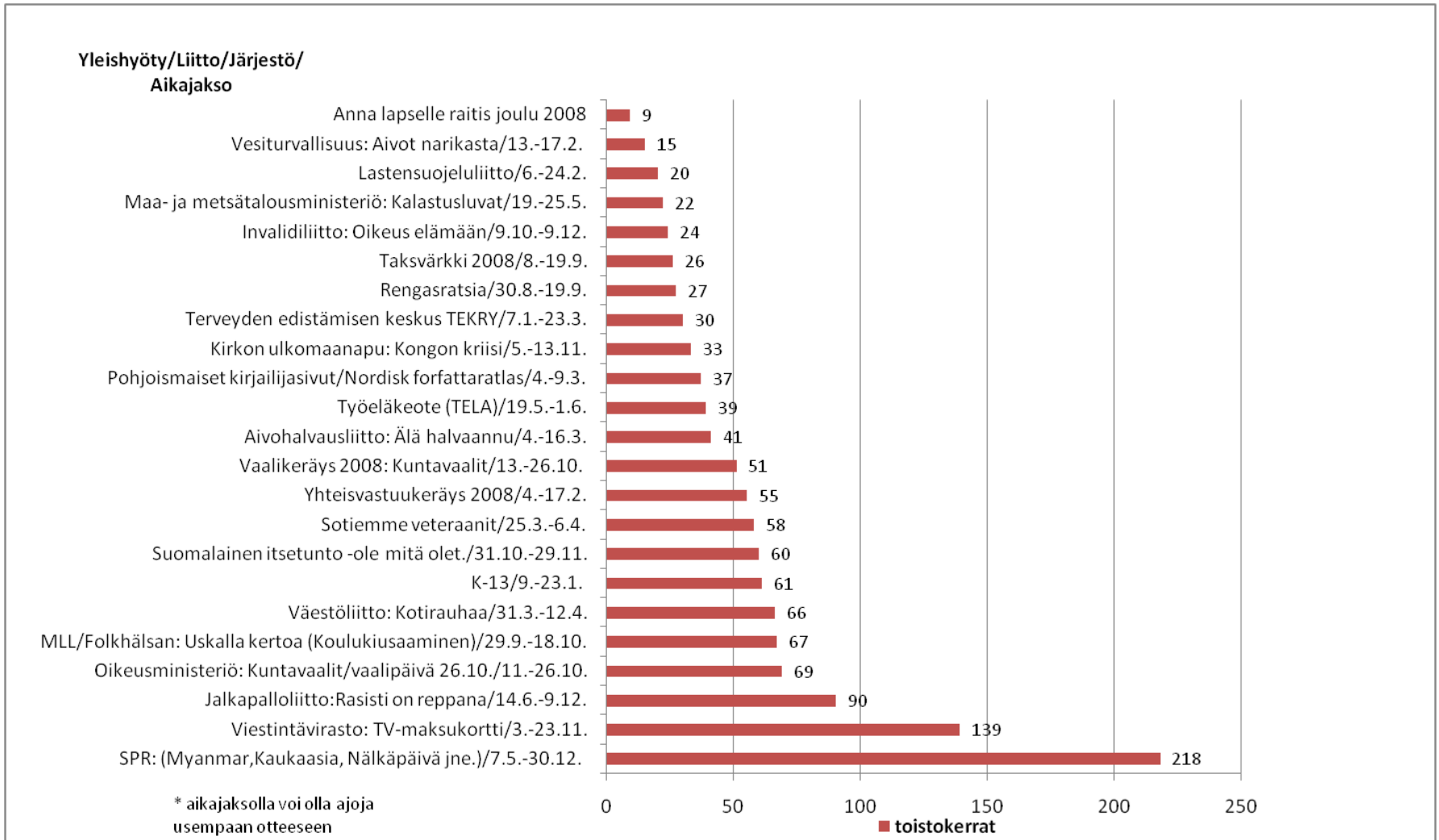
YLE can give Air Time to Campaigns of Non-profit Organisations

- 15-25 Non-profit, Non-commercial Campaigns yearly
- Non-profit humanitarian organisations like Red Cross, associations of disabled persons, war veterans etc.
- Rasisti on reppana = A Racist is a Loser was produced by the Football Association of Finland and was broadcasted in connection with Football matches on TV2
- Target group all Football fans, especially young Football players
- Net Coverage reached: 61% (age 10+) OTS 3,9

The Aim of the Campaign in YLEs point of view

- Proactive Campaign against Racism – also YLE's Role
- Football is a fine way for young boys and girls to integrate in society = sports is a common language
- Big Finnish Football Stars' contribution put more Emphasis on the Message: There is nothing glorious in racism, on the contrary, a Racist is a Loser

Non-Profit Campaigns Year 2008 (TV1, TV2, Teema), 23 kpl



TOP10 – Most repeated (TV1, TV2, Teema) "Rasisti on reppana" came 8. in Years 2007-2008.

2007-2008 - 10 kärki:

Yleishyöty/Liitto/Järjestö	toistokerrat
Digi-tv 2006/ 12.2.-9.8. (2007)	219
SPR: (Myanmar,Kaukaasia, Näлкäpäivä jne.)/7.5.-30.12. (2008)	218
SPR: Aasia, Itä-Afrikka, Bangladesh ,Näлкäpäivä jne) /1.1.-2.12. (2007)	189
Hyvä Joulumieli -keräys 2007/28.11.-19.12. (2007)	176
Suomi 90: verkkosivuosoitte/12.10.-4.12. (2007)	144
Viestintävirasto: TV-maksukortti/3.-23.11. (2008)	139
Sotiemme veteraanit 2007: Kolkutus/1.3.-13.5. (2007)	122
Jalkapalloliitto:Rasisti on reppana/14.6.-9.12. (2008)	90
Vaalit 18.3., Enn.äänestys; Elämän tärkeät äänet/1.-17.3. (2007)	89
MLL/Folkhälsan: Uskalla kertoa (Koulukiusaaminen)/29.9.-18.10.+ Lastensuojeluliitto/6.-24.2 (2008)	87

|YLE|

enabling the nation