

European Federation of Journalists  
Second Floor, 155 Rue de la Loi  
1040 Brussels, Belgium

Mr Lauri Kivinen, CEO  
Yle  
Radiokatu 5  
00024 Helsinki  
Finland

5 November 2014

Dear Mr Kivinen,

On behalf of the European Federation of Journalists (EFJ), Europe's largest organisation representing around 300,000 journalists in 39 EU countries, we would like to express our deep concern over the current cost-cutting plan implemented at Yle.

Following the visit of the EFJ Broadcasting Expert Group on 8 October 2014, we learned that Yle is to implement a restructuring plan to modernise and to reduce the costs for its operation in order to meet the 10 million euros deficit as a result of reduction in government funding.

While we were impressed by the moderation that has already taken place at Yle and its vision for the future during our visit, we fear that the cost-cutting measures will have great impact on the quality of journalism and the working conditions of journalists. According to our affiliate, *Suomen Journalistiliitto*, Yle is expected to reduce at least 185 posts. We believe that this is a step backward from what Yle sets out to achieve.

As one of the leading public broadcasters in Europe, we expect Yle to put quality of journalism first. This not only means investing in state-of-the-art infrastructure, but also investing in staff who are key in driving the organisation forward and producing high quality information. During our visit, we learned that Yle has invested 6 million euros in the past years to create an integrated newsroom and migrating to digital platforms. While the transformation is impressive, we believe that this transformation will not be sufficient without the investment in staff and content. The quality of information can only be maintained if journalists are working in decent conditions with support for proper trainings to acquire news skills.

The EFJ believes that a strong and independent public service broadcaster is crucial in maintaining a diverse media landscape and ensuring that the public interest of every citizen is well served. We hope that a well-structured and funded public service broadcaster like Yle would lead by example to assure its journalists and citizens that quality of information is at the heart of the organisation's strategy. We call on you to fully consult Yle journalists and the union *Suomen Journalistiliitto* to reach consensus before

any plan is implemented. Any cost-cutting measures must be implemented with the minimal impact on the working conditions of journalists and the quality of information Yle is providing for its citizens.

Thank you and we look forward to hearing from you soon.

Best regards,

Ricardo Gutierrez



EFJ General Secretary

Mogens Blicher Bjerregård



EFJ President

cc:

Mrs Marit af Björkesten, Director of Swedish Yle

Mr Ismo Silvo, Director of Media, Yle

Mr Atte Jääskeläinen, Director of News, Sport and Current Affairs, Yle

Mr Ville Vilen, Creative Director, Yle

Mr Janne Yli-Äyhö, Chief Operations Officer, Yle

Mr Arto Nieminen, President, Suomen Journalistiliitto

Mr Juha Rekola, International Affairs Officer, Suomen Journalistiliitto

Mr Ari-Pekka Sirviö, President of Broadcasting Journalists, Suomen Journalistiliitto

Mr Jari Niemelä, Chair of Suomen Journalistiliitto at Yle