

## CURRICULUM VITAE

22 September 2008

1(2)

Name: **ÄIJÄLÄ, Tauno Johannes**

Date and place of birth: May 4, 1941 Tyrvää

Education: M.A., Political Science

Title: Counsellor of Communications

Digital switchover: Ministry of Transport and Communications, Finland  
Project manager, Digital switchover 2006-2008

Current positions: Independent consultant  
JTO, School of Management, Coaching

Previous positions:

Cooperative Association of Turku Fair; Public Relations Secretary	1961-1965
Exhibition Manager	1965-1967
Oy Mainos-TV-Reklam Ab (MTV Oy since 1982); Manager of Programme Department	1967-1972
Programme Manager	1972-1979
Consultant of Communications, Ten O'Clock News Project	1979-1980
MTV Oy; Helsinki Finland; Senior Vice President, Programming, Programme Controller	1980-2001
Editor-in-Chief, Ten O'Clock News (in addition to regular job)	1989-1993
Executive Vice President	1999-2001
Senior Vice President	2002-2003
The Finnish Sport Television Company, Ltd Senior Adviser, Management	2003-2006

Other actions:

Finnish Broadcasting Company; Free-lance journalist - nearly 3000 radio and television programmes	1958-1967
---	-----------

Further training:

LIFIM; Management Course	1984-1985
Finnish Red Cross, International Personnel Reserve; Basic Training Course for Future Delegates	2002
Security and Safety Training for Red Cross Delegates	2002

Directorships:

Member of the Board of Directors of	
MTV3-Tele Oy	1998-1999
MTV-Viihde Oy (MTV3 Entertainment)	1997-1999
MTV Oy	1999-2001
TV4 Sweden	1998-2001
City-TV Helsinki Oy	2000-2001
City-TV Pirkanmaa Oy	2000-2001
The Finnish Sport Television Company	2000-2003
Jarowskij Draama Finland	2000-2003

**Äijälä, Tauno Johannes**

CeeTV, Norway	2000-2003
Fantasia-Filmi Oy	2001-2003
Fremantle Oy	2001-2002

Positions of trust:	Student Union of Turku University; Member of the Body of Delegates	1963-1965
	The Radio Reporters of Finland; Member of Administrative Board	1968-1969
	The Finnish Olympic Committee; Member of the Marketing Group	1974-1976
	Pasila Rotary Club; President	1980-1981
	Ilmajoki Music Festival; Member of Advisory Board	1983-1993
	Filmituotanto Spede Pasanen Oy ; Member of the Board of Directors	1985-1993
	Pispalan Televisio Oy; Member of the Board of Directors	1988-2001
	Finnish Film Foundation;	
	Member of Supervisory Board	1991-1995
	Member of Executive Board	1996-2001
	Tango- ja Viihdemusiikin Edistämissyhdistys (The Association Pro Finnish Tango and Light Music);	
	Member of Advisory Board	1992-1999
	Chairman of Artistic Committee	2001-2005
	Finland Festivals; Member of Advisory Board	1992-1999
	Save the Children; Member of Executive Board	1992-
	Terveys ry (Health promotion association); Member of Committee	1993-2000
	Helsinki Figure Skating Club; Chairman	1994-1996

Military rank: Major 1995

Family: Married; wife Katja Äijälä, head nurse  
Two daughters

Publications: “Viestintä uuteen aikaan” (“Future Communications”,  
together with other writers) 1980

“Televisio ja väkivalta” (studies on “Television and violence”)

Lectures and articles on television branch in general  
and on the theme “Television and violence”

Badges and medals of honour:

Knight, First Class, of the Order of the Lion of Finland  
Medal for Military Merit  
Medal of the University of Helsinki  
Medal of Merit in bronze of Finnish Red Cross