Series E: General Alphabetical Files. 1960-1992
Box 86, Folder 13, NBC "Holocaust" - Finland, 1979.
8.10.1979

The American Jewish Committee
Institute of Human Relations
165 East 56 Street
New York N.Y. 10022
USA

Dear Mr Marjorie Klein

According to Your letter 29th August I send hereby press cuttings and the audience statistics of The Holocaust. Unfortunately the press reactions are in Finnish, but The Consulate General of Finland certainly can help You in translation.

Our Company of course is very interested in Your study and we look forward to get it.

Sincerely

MTV
PR-Department

Irene K. Melin
HOLOCAUST TV AUDIENCE IN FINLAND

Average rating

<table>
<thead>
<tr>
<th>Air date</th>
<th>Total %</th>
<th>Women %</th>
<th>Men %</th>
<th>Young person %</th>
<th>Housewives %</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.3.</td>
<td>62</td>
<td>60</td>
<td>65</td>
<td>58</td>
<td>56</td>
</tr>
<tr>
<td>22.3.</td>
<td>62</td>
<td>58</td>
<td>68</td>
<td>57</td>
<td>55</td>
</tr>
<tr>
<td>26.3.</td>
<td>60</td>
<td>56</td>
<td>64</td>
<td>66</td>
<td>55</td>
</tr>
<tr>
<td>28.3.</td>
<td>59</td>
<td>53</td>
<td>63</td>
<td>64</td>
<td>50</td>
</tr>
<tr>
<td>2.4.</td>
<td>53</td>
<td>51</td>
<td>53</td>
<td>59</td>
<td>48</td>
</tr>
</tbody>
</table>

The ratings are based on a continuous panel research, which measures the television viewing of the total population excluding persons under 10 years of age.

Since the potential television audience (total persons 10 yrs or older) is approximately 4 million viewers, the Holocaust total ratings give a persons audience estimate of 2.1 - 2.5 million viewers.