Broadcast Anniversaries as Key Elements of Media History – A Research Study

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1) Introduction

Institutional broadcast anniversaries are key moments for broadcasters’ expression of self-conception towards their audiences and the media market as a whole – both in present and historical contexts. Within the FIAT/IFTA Television Studies Commission’s Grant Programme, a research study on Broadcast Anniversaries as key moments for media history was carried out in a two-month project in Spring/Summer 2014. The aim of the study was to compare the conception and dramaturgy of anniversary celebrations of various broadcast stations and find different examples of how to deal with such important events.

In order to cope with the massive number of possible broadcasting stations to analyse, the large amount of dates and facts as well as the complexity of different media systems, the following approach was used, a collection of hard facts about various past broadcast anniversaries was created. This collection includes: short description of the station, year of celebration/historical background, included media, content of subject-related celebration activities and broadcast program as well as possible contact persons in order to access first hand information about program realizations and performances.\(^1\) Equally to the differences in the media- and anniversary culture in each country, the reference points for anniversary celebrations vary. Whereas in some cases the founding year of the broadcast station serves as a base point, other stations relate their anniversaries to their first actual broadcast. Furthermore, some broadcast stations commemorate both as a radio and television broadcaster, while others celebrate the anniversaries separately. Besides, due to the political history of the 20th century, some broadcast stations were re-organized or even re-founded after the end of the Cold War. In other words, there is no general or internationally applicable method of celebrating broadcast anniversaries. Instead, for researching broadcast anniversaries, each broadcast station has to be taken into account individually in order to analyze celebration activities. For research about stations in Germany, the United Kingdom, Ireland, Italy and Czech Republic\(^2\), the information collected was used for an in depth analysis of their anniversary celebrations. Furthermore, specific research about the

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\(^1\) The collection does not claim to be exhaustive.

\(^2\) The composition of the selected broadcast station does not reflect any personal preference, but rather a reasonable sample of various recently celebrated anniversaries. Moreover the selection is determined by the availability of (online) information and material as well as the access to translations.
broadcast stations’ online representation complemented the case studies with valuable information about creative, innovative and interactive approaches. In addition, by analysing the presence of broadcast stations on Facebook and Twitter, the reflection of social media aspects was included in the study. Therefore the period under consideration was determined by the development of new media in the last decade. Nevertheless, particular examples of older broadcast anniversaries were linked to the recent activities in order to highlight current developments as well as the change of approaches over time.

Concurrently, a literature review about the topic of broadcast anniversaries was conducted. Until now there has not been any concise and comparative analysis about broadcast anniversaries in general. Moreover, independent or scientific publications about broadcasting anniversaries are very rare. There are a number of studies about the history of television in various countries – yet these rarely discuss anniversary celebrations. However, there are a range of special anniversary editions of annual reports and similar anthologies about broadcast stations’ histories. Since these publications are mainly edited by the respective broadcast station, they have to be seen in the context of their origin (year, publisher etc.). This study is an attempt to address the issue of anniversary celebrations and to find and present creative, innovative and interactive examples of broadcaster’s anniversary celebrations. Therefore, the collection at hand is not intended to be exhaustive.

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3 Unless specified otherwise, pictures, illustrations and screenshots in this study are available on the websites, Facebook or Twitter accounts of each analyzed broadcast station. The respective links are listed at the beginning of each case study.
II) Case Studies

A) Germany

ARD

The ARD⁴ – “Association of Public Broadcasting Corporations in the Federal Republic of Germany” (Ger. Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland) was founded in 1950. Consisting of nine regional, state-independent and publicly funded broadcasting corporations, the ARD provides programmes on television, radio and online. ARD’s mandate is to produce information as well as educational, advisory and entertainment programmes.⁵ Besides joint special interest programmes on Third Channels, the common “First German Television Channel” Das Erste offers ARD’s nation-wide programme. Within the scope of this study, Das Erste is the focal point of the 60th anniversary celebrations in 2010.

With the title “60 years of ARD – The big birthday show”⁶ (“60 Jahre ARD – Die große Geburtstagsshow”) two prime time shows were broadcasted in April 2010. The shows were presented by Reinhold Beckmann, who talked with prominent figures about former television stars, past broadcasts and the history of ARD. Clips from the beginnings of ARD enriched the shows with historic material from the early days of

⁴ https://www.ard.de; http://www.daserste.de/
⁵ ARD: ARD. About us, A publication from the press office of the ARD public broadcasting corporations, the Programme Directorate of Erstes Deutsches Fernsehen and the ARD Secretariat-General, 2013.
⁶ https://iutv.de/produktion/60-jahre-ard-die-grosse-geburtstagsshow
German broadcasting. During the shows, the most beloved, memorable and moving moments of the last 60 years were also televised – based on an interactive advanced online voting. “60 years of ARD” was produced by i&u⁷, which also produced RTL’s anniversary shows.⁸

In addition to the anniversary shows, four “Long Nights” were broadcasted in April 2010. Each “Long Night” had a different topic: “Information & Comedy”, “Film & Series”, “Entertainment & Talk”, “Feature & Documentations”. Dieter Moor guided the viewers through the programme and presented chronological or dramaturgical sequences throughout the last 60 years. Some films were shown in their original length in order to provide the viewers with an authentic journey through time, as can be seen in the two examples below:

⁷ i&u: sole shareholder: German showmaster and journalist Günther Jauch
⁸ See Chapter II.C about RTL
Furthermore, a documentary about daily life at ARD was broadcasted. Representing thousands of employees, the documentary “Congratulations, ARD!” (“Glückwunsch, ARD!”) accompanied five presenters and gave insights into the work of the station. The aim of the documentary was to show the present rather than the history of the broadcast station, though some archival material was used. It seems apparent that ARD used classic dramaturgical elements to present the history of the broadcast station. “Great moments” are presented in a classic, entertaining prime time show. Further highlights were shown in special (very) late night documentaries. In both cases the focus lied on historic and emotional moments of the last 60 years rather than the history of the broadcast station itself. With the slogan “The First Television Station moves an entire nation for 60 years” („Das Erste Fernsehen, das seit 60 Jahren eine ganze Nation bewegt“) ARD claims to have their finger on the pulse of Germany. For their 50th anniversary celebration in 2000, the television company already provided an online multimedia chronic, which is unfortunately not accessible any longer. Moreover, ARD published a book, containing contributions from internals and externals evaluating the broadcast station. Similarly, on the occasion of the 60th anniversary the “Bundeszentralk für politische Bildung” created a compendium to examine ARD and its role within the German political system.9

9 http://www.bpb.de/apuz/32742/60-jahre-ard
In contrast to earlier anniversaries, such as the 50 year anniversary in 2000/2002\textsuperscript{10}, ARD used social media platforms to interact with the public. Since the Facebook Page “Das Erste” was relaunched in July 2010, the anniversary celebrations from spring 2010 are no longer listed on the web. ARD uses its Facebook page mainly to post links to anniversary-related broadcasts as well as information regarding the online voting. The users’ reactions were lackluster and not commented by ARD.

\textsuperscript{10} ARD’s central newscast “Tagesschau” celebrated its 50\textsuperscript{th} anniversary in 2002. ARD recalled its general 50\textsuperscript{th} anniversary form 2000 and therefore carried out further anniversary activities.
A search on Twitter shows that the 60th anniversary of ARD was not featured very actively – neither by ARD itself nor by other users. However there are some, mostly satirical tweets, about “60 years ARD” such as: “Midlife-Crises without an end” “Only 7 more years until retirement pension” etc.

In comparison to other broadcast stations, ARD was not as active on Facebook and Twitter. However, this fact has to be seen in the context of the year of celebration – 2010. Recent broadcast anniversaries show much more active engagement on social media platforms.
ZDF

ZDF\(^{11}\) – Zweites Deutsches Fernsehen („Second German Television“), was founded in April 1963 and is a German public-service television broadcaster. ZDF’s mandate is to supply the German television market with a full programme of information, education and entertainment. ZDF operates three special-interest channels as well as further channels in cooperation with other broadcast stations.

The anniversary under consideration here is the ZDF’s 50\(^{th}\) anniversary in 2013. On this occasion ZDF created a special website\(^{12}\):

The website consists of three main parts. The homepage offers links to various anniversary-related videos, including the show “50 years of ZDF – the big anniversary show”.

\(^{11}\) [http://www.zdf.de](http://www.zdf.de)

\(^{12}\) [http://50jahre.zdf.de](http://50jahre.zdf.de)
In two prime time shows, Maybritt Illner presented a journey through time. The show was similar to a talk show with clips from 50 years of ZDF-history. Though the shows were criticised because of their old-fashioned approach (including the famous TV-ballet) on online platforms, the TV ratings were rather satisfying for the broadcast station.

In 2003, the year of ZDF’s 40th anniversary, a similar show was produced. Programme highlights and talks with TV legends were the main features in the prime time show. Moreover, a documentary with the title “Everything comes again” was broadcasted. During the “Berlin Radio Show” visitors had the possibility to see an anniversary show. Also in 2003, an illustrated book from an anniversary photo-exhibition was published. Ten years later, ZDF again released a publication dealing with the broadcast station’s history, present and future.

Another part of the 2013 anniversary website is the online representation of the series “Lerchenberg”, which was produced for the celebration of ZDF’s anniversary. “Lerchenberg” is a tribute to the district Lerchenberg in Mainz, which is the location of the ZDF-headquarters. The satirical four-episode sitcom describes the comeback attempts of actor Sascha Hehn and looks behind the scenes of ZDF.

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13 Internationale Funkausstellung Berlin / International Radio Exhibition Berlin
On ZDF’s anniversary website the history of the broadcaster is presented. The users can navigate through time and get informed about key moments, interesting facts and technical developments in ZDF’s history.

The last section on the website is dedicated to the “Mainzelmännchen”, ZDF’s mascots. By showing the change of Mainzelmännchens´ style over time, the social change within the last 50 years is visualised.

Additionally, users can play an online game about popular ZDF-presenters on the website:
According to ZDF, Twitter and Facebook serve as a tool to get in contact with the viewer. In the following part, activities on these social media platforms during the 50 year celebrations are described:

ZDF’s profile on Facebook served as an information and interaction tool throughout the anniversary celebrations in 2013. Posts dealt mainly with links to the website, information about upcoming shows and documentaries. Moreover, ZDF posted historic pictures, such as the development of the “Mainzelmännchen”, an overview about the various clocks from the main newscast (“Heute”), the different ZDF logos and programme posters of the last 50 years and wanted to know what the users think about these (see next pictures). There was quite an active involvement of the Facebook Community, manifested in a high number of comments, “Likes” and “Shares”.

Three generations of “Mainzel-männchen” on one picture; ZDF asked, which generation users liked the most.

http://www.zdf.de/​fragen-und-antworten-zum-zdf-zuschauerfragen-27882516.html
ZDF Logos from 1963-2013

ZDF “Heute”- clocks changing its design over time

50 years of different ZDF programme posters
ZDF’s anniversary activities on Twitter were partly similar to ZDF’s Facebook posts. Posts and Tweets about “50 years ZDF” can be found mainly from spring 2013. Users discussed the status, quality and innovativeness of ZDF and its shows, including a pretty intensive discussion about the quality of the two anniversary prime time shows, as can been seen in the following posts. On the contrary the series “Lerchenberg” won high praise from the community. One tweet pointed the community to a clip, which is not well promoted on other platforms, in which the German speaker and actor William Cohn reads out letters and comments from viewers.
In conclusion, ZDF’s presence on social media platforms can be seen as complementary to the actual broadcast programme. The response was positive for the most part, excluding the ratings for the anniversary show. The involvement of “the public” was promoted through social media, whereas the anniversary broadcast programme can be characterised as unidirectional.
The commercial German broadcast station RTL\textsuperscript{15} was founded in January 1984. Besides special interest channels, the network runs the TV stations VOX, RTL NITRO and n-tv and holds shares of RTL II and SUPER RTL. Similarly to RTL’s public German counterparts, RTL produced classic Saturday evening/night prime time shows for its 20\textsuperscript{th}, 25\textsuperscript{th} and 30\textsuperscript{th} anniversaries.\textsuperscript{16} As mentioned previously, i&u produced not only RTL’s but also ARD’s anniversary shows, which were made in the same fashion. The shows, hosted by Oliver Geissen and Thomas Gottschalk, include talks with TV stars and present memorable moments in the rather young history of the broadcast station. In comparison to ARD and ZDF, “history” was only presented as history of the broadcast station, with hardly any links or relations to German or international history.

\textsuperscript{15} http://www.rtl.de

Presenter Thomas Gottschalk with RTL-Grand-Dames Nazan Eckes, Katja Burkard, Birgit Schrowange and Frauke Ludowig in the show 30 Years RTL.

For RTL’s 30th anniversary in 2014 a website[^17] complemented the celebration activities:

[^17]: http://www.rtl.de/cms/sendungen/30-jahre-rtl.html
The website offers a timeline through which users can navigate and get informed about important events and developments since 1984. These include: pictures from the early days of RTL, technical developments, launches of new broadcasts and successful programmes.
Another feature on the website is the video section. Short clips, mostly containing funny content, can be viewed, such as congratulatory addresses and an interview with current German chancellor Angela Merkel in an early RTL show. Furthermore, RTL considers the question of how RTL would be like as a human – a macho or a mum?
During the anniversary celebrations RTL presented itself a) as a success story and b) as both an entertainment and information broadcaster. On Facebook and Twitter only the entertainment part is being made visible. RTL is irregularly posting tweets on Twitter (cluster can be detected during casting shows). Until now\(^\text{18}\) the 30\(^{\text{th}}\) anniversary has gone unheeded on RTL’s official Twitter account (RTL.de). However, there are a few, mainly satirical tweets about 30 years RTL.

\(^{18}\) July 2014
German Comedian Oliver Kalkofe posting a clip about RTL’s anniversary

Actors from a RTL daily soap in a 30 years RTL-Spot

Actors from a daily soap congratulating RTL on its anniversary
RTL’s presence on Facebook was somewhat more active, though less intense compared to other broadcast stations’ accounts. Strikingly, RTL hardly uses archival material on social media sites, but rather echoes its anniversary broadcast programme and promotes a video voting about the most favourite RTL-shows of the last 30 years. The winners were screened on RTL NOW. Overall the postings were very popular, though comments represent both proponents and opponents of RTL’s programme.

RTL promotes its anniversary show as well as the Video-Voting; users post their favourite shows.
B) United Kingdom

BBC

The British Broadcasting Company – BBC\(^1\) was founded in October 1922 as the first national broadcaster in history. As a public service broadcaster, the BBC operates a great variety of different radio and television programmes as well as a large online platform. The BBC celebrated its 90\(^{th}\) anniversary of the first radio transmission in 2012 – the year in which also the “biggest broadcasting event in our 90 year history”\(^2\), the Summer Olympic Games, took place in London.

On 14\(^{th}\) of November 2012, BBC commemorated the day of foundation with the project “Radio Reunited”. At 5.33pm, around 60 BBC stations broadcasted the same three-minute piece simultaneously aiming at explaining radio’s success: listening to each other.\(^3\)


Radio Reunited involved the public by inviting listeners to send their thoughts about 90 years of BBC e.g. using the Twitter hashtag #BBC90. Contributions should be based on the question, what you would say to people listening to radio in 90 years. Blur frontman Damon Albarn created the special sound for Radio Reunited, including the chimes of Big Ben and messages from listeners and stations all over the world. The project was also promoted on the anniversary website “Radio at 90”.

On the website the section “Me and My Radio” shows radio host Simon Mayo’s listeners and their radios:
“Radio at 90” also offers all BBC radio programmes, which were broadcasted on the occasion of BBC’s 90th anniversary.

A gallery with images from the early days of the BBC can be seen on the website:
The programme “90 by 90 – The Full Set” provides a selection of short features marking memorable radio moments. Users can search by either year, category or chronological order:
The website also offers a piece by the historian Dominic Sandbrook, who tells the story of how radio broadcasting began in Britain.

As mentioned above, BBC’s anniversary was mentioned on Twitter under the hashtag #BBC90, which not only BBC used frequently, but also other institutions and individuals. The examples below show the peak of activities in mid-November 2012. In the following part, a selection of various tweets can be seen:
BBC Radio 4 Extra @BBCRadio4Extra • 18 Nov 2012
Marking 90 years of radio on the BBC - at 1159 on @BBCRadio4Extra, 'That Woman' Monika Lewinsky on 'that dress' in 90 seconds. #BBC90

BBC Radio 4 Extra @BBCRadio4Extra • 16 Nov 2012
Marking 90 years of radio in 90 seconds on @bbcradio4extra. 1953: Journey into Space with Charles Chilton. bbc.in/RW0O1I #BBC90

90 by 90 The Full Set, 1953: Journey into Space
A massive radio sci-fi success, and how radio faced the evil threat of TV drama...

View on web

John Myers @johnmyersteam • 15 Nov 2012
Home, record show, train to London, big meeting, train, heading home. Got tune-in, who should I listen to for the next two hours?

View on web

Gerald Jackson @geraldradio • 15 Nov 2012
@johnmyersteam @geraldradio: BBC Radio Lancashire - Play It Again, 15/11/2012 bbc.in/TOq01L #bbc90 half an hour of amazing archive.

View on web

15/11/2012, Play It Again - BBC Radio Lancashire
A chance to listen to some archive material from yesteryear. Hosted by Gerald Jackson.

View on web
90 by 90 The Full Set, 1922: Such An Extraordinary Pulpit
Reverend John Mayo marvels at Mr Marconi’s invention.

View on web

90 by 90 The Full Set, 1930: No News Today
On 18 April the BBC decided there was nothing newsworthy, so broadcast piano music instead
Besides announcements of anniversary-related programmes, the British Science Museum, for example, used Twitter to promote an exhibition about the BBC and radio transmission. Other tweets approached BBC’s anniversary from a neutral point of view or expressed their personal memories and thoughts about 90 years of BBC:
While #BBC90 was often used on Twitter, the 90th anniversary of the first radio transmission was hardly mentioned on Facebook, though BBC operates a large number of different Facebook profiles (each station has its own account).

Referring to the above mentioned exhibition in 2012, BBC had already created exhibitions for earlier anniversaries. In 1972, an exhibition about the past 50 years of public service broadcasting in Britain was formally opened by HM The Queen, who said: “Social attitudes and public morals may change, but honesty, integrity and objective judgement are values which should not be lightly cast aside for the sake of fashion or passing popularity. It is these values which have made the BBC a by-word for truth and respect in the communications world and given the BBC and Britain herself reason for pride and confidence.”

This citation shows how closely BBC is linked to its country. Furthermore, BBC arranged an anniversary banquet at Guildhall, which was attended by leading figures of the political establishment at that time. The speeches were broadcasted in Great Britain and overseas. Another event in 1972 was an anniversary concert at the Royal Albert Hall. The concert was also broadcasted “live” on radio and television. Ten years later, in 1982, BBC’s 60th anniversary was overshadowed by the coverage of the Falkland War. Nevertheless, BBC broadcasted live a special anniversary service from St. Paul’s Cathedral. BBC’s 70th anniversary in 1992 was also celebrated with an exhibition at the Broadcasting House in London. In 2002, BBC marked its 80th anniversary again with a concert at the Birmingham Symphony Hall. To mark BBC’s 90th

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22 BBC Handbook 1974
anniversary, a book about the BBC in the “Golden Age” was published. In 2012, the release was a sharp contrast to the controversies about former BBC legends.

In 2004 BBC News marked its 50th anniversary with a documentary about the past 50 years of reporting about world events. The documentary presented an overview on the development of BBC television news from a basically illustrated radio to the revolutionised news reporting of nowadays BBC. An earlier documentary, which was has been produced on the occasion of the 30th anniversary of BBC News in 1984 has obviously shown a somewhat different picture about the stage of news reporting. In 2014 BBC News celebrated its 60th anniversary and produced an online available montage with archival material and contextualised the development with a short online article.

Within the context of 90 years BBC in 2012, the following website\textsuperscript{23} should also be mentioned:

\textsuperscript{23} http://www.bbc.co.uk/historyofthebbc/
The campaign “Where Next” was started in 2013/2014 and should outline BBC’s general strategy for the next ten years. The website offers a multimedia timeline, which points out milestones in the history of the BBC with a special focus on innovations. The timeline is part of the “History of the BBC”-Website, which permanently offers historic BBC-clips and pictures from the past. In the section “Anniversaries” users can get informed about BBC’s history through “great moments”. The website should furthermore open the way to conduct research about the BBC.
C) Ireland

RTÉ

RTÉ - Raidió Teilifís Éireann, is an Irish public service broadcaster, which offers two free-to-air channels, RTÉ One and RTÉ Two, as well as four complementary channels. RTÉ also operates various radio stations. On New Year’s Eve 1961, RTÉ started its television broadcast. In memory of this milestone in Irish broadcasting history, RTÉ celebrated its 50th anniversary throughout the year 2012. With the special anniversary programme “TV50 – Remember Imagine” (Irish: “TV50 – Cuimhnigh Samhlaigh”), the station started a series of commemorations to mark a half century of RTÉ Television. On the occasion of announcing the TV50-project, RTÉ’s Director General Noel Curran said: “Television has served as both a window and mirror to an evolving nation; witnessing and chronicling huge change across five decades of Irish life. I hope that in that time we have served the viewing public well: that we have reflected their lives in a way that is nuanced and recognisable; that we have stimulated our conversation as a nation; that we have informed the populace in a way that has furthered our democratic rights and responsibilities; that we have promoted a sense of national identity. And that we have entertained and engaged along the way. If we have done that, we’ve fulfilled our role.”

Here it becomes clear, that TV50-activities are closely related to RTÉ’s self-perception within Irish society. The slogan “RTÉ Television. 50 years at the heart of Irish life” mirrors this mindset. In the following part, TV50-activities are being described: For the 50th anniversary, RTÉ broadcasted newly commissioned material. As stated on the special anniversary

24 http://www.rte.ie/
25 RTÉ 2012 annual report
26 http://www.rte.ie/tv50/welcome.html
website, RTÉ “looks at the role of television and the audience’s engagement with it, remembers some of the comedy and drama we’ve enjoyed and offers opportunities to revisit key television moments over the past five decades”\textsuperscript{27}. RTÉ Radio marked the anniversary with a concert of the RTÉ Concert Orchestra and broadcasted among others the specials series “Window and Mirror. RTÉ Television 1961-2011” and TV50-themed editions of “Sunday Miscellany”, “Documentary on One” and “Drama on One”.

RTÉ’s online presence during the 50 years celebrations can be considered wide-ranging. An anniversary website\textsuperscript{28} offers a variety of different features, including clips, videos, photos, programming and information about events. Moreover, RTÉ provides the user with a section with facts about its history as well as stories about working at and for RTÉ.

\textsuperscript{27} \url{http://www.rte.ie/tv50/welcome.html}

\textsuperscript{28} \url{http://www.rte.ie/tv50/}
In “Clips of the Week”, RTÉ showed a video every week, mirroring various parts of Irish history from the early 1960s until the 1990s, including the first television speech, an interview with U2 frontman Bono, a cut-out from the Eurovision Song Contest in 1971, which took place in Dublin, Ireland’s accession to the European Economic Community, reports of Pope John Paul II., Louis Armstrong’s and The Beatles’ visit to Ireland.

Moreover, a variety of different clips about daily Irish life can be seen, such as reports about washing habits, teenagers and beach visits as well as clips about religion and confession, which also seem to play an important role on television.
The composition of the “Picture of the Day” is similar to the selection of videos on the website. However, the photos tend to present historic broadcast moments rather than political events in Irish history. Furthermore, users have the possibility to save pictures as wallpapers.
Throughout the year 2012 RTÉ organized certain events, which were also promoted on the website.

**UCC media history conference**

Saturday 8 September

The future of Irish television and its effect on society over the past fifty years will be debated at a conference in UCC. Hosted by UCC School of History in partnership with RTÉ TV50, the conference will be opened by Pat Rabbitte TD, Minister for Communications, Energy and Natural Resources and the keynote speaker will be Noel Curran, RTÉ Director General, Broadcaster and author of "Window and Mirror: RTÉ Television 1951-2011". John Bowman will set Ireland’s history of television in a global context. Panels chaired by broadcasters Áine Lawlor, Doireann Ní Bhriain and Brona Power will feature senior executives and journalists from RTÉ, TV3, TG4, The Irish Times and TechCentral.ie, as well as academics and members of the Broadcasting Authority of Ireland and the RTÉ Audience Council. Although all tickets have been allocated for the conference, which is open to the public, the discussions and presentations will be streamed live on RTÉ.ie.

Watch speeches and panel discussions from the conference here

**Doc on the Box New Director Initiative**

MAY 3: WINNER ANNOUNCED!

RTÉ and Filmbase are delighted to announce the winner of the 2012 TV50 Doc on the Box initiative to find and nurture a new talent in documentary direction. Glenn Gannon, from Rosses Point in Sligo, is the winner of a contract to produce and direct a 25-minute, original video documentary story aimed at a twenty-something audience to be broadcast on RTÉ Television. The competition, which was launched to mark fifty years of television in Ireland, was designed to encourage a fresh, emerging voice in video documentary direction and production. Glenn Gannon impressed the judges with his idea that focuses on dilemmas many young Irish people face today. "Striped" is the story of a twenty-something Sligo lad who is dealing with the effects of living in recessionary Ireland. He has lost his job, lost his house and lost in love but will not let the odds get him down.

For more information click here

**BT Young Scientist and Technology Exhibition: RTÉ TV50 Award**

Thursday 12 January to Saturday 14 January 2012

The RTÉ TV50 Award at the 2012 BT Young Scientist and Technology exhibition was awarded to the project that best demonstrated effective communication of complex scientific information to wider society. Gráinne O’Dwyer of Presentation Secondary School Thures received her award from RTÉ weather presenter Karran Buckney for her project “Farm safety, a cheap and effective method of reducing PTO injuries”. She won a Sanoview-approved television for her school and a second Sanoview television.
A timeline, which is structured in decades, guides users through the last 50 years and provides information about RTÉ’s broadcasting history.

Back in 2002, RTÉ started its 40th anniversary celebrations also on New Year’s Day. Viewers were able to watch shows and documentaries about RTÉ’s history throughout the year 2002, including: 40 years of Children’s TV, 40 years of religion on RTÉ and 40 years of Irish Sports. The programming on the occasion of RTÉ’s 40th anniversary was already widely varied. However, due to the state of technical and media development there was no possibility to use platforms like Facebook or Twitter. Ten years later, RTÉ offered a comprehensive social
media presence. RTÉ operated a “TV50”-Facebook and Twitter account, which were active between the end of 2011 and the end of 2012. The posts, tweets and other activities on the social media platforms referred mainly to the website’s “Photo of the day” and “Clip of the Week”. In addition, TV50 also announced special TV programmes. In the following part, a selection of RTÉ’s Facebook and Twitter posts are presented:
In comparison to other broadcast stations’ social media activities, RTÉ TV50 had a relatively small amount of “likes”, “followers”, “shares” and comments. However, RTÉ is the only broadcast station under consideration in this study, which operated special anniversary-related social media accounts instead of incorporating the coverage in the general RTÉ social media account.
In conclusion, RTÉ’s special anniversary-related social media accounts were updated nearly every single day, making RTÉ TV50 the most active broadcast station on the web within this study. Furthermore, RTÉ’s social media accounts offer a great variety of different historical and archival material and are overall in line with the general idea of presenting RTÉ as a central element of Irish society.
D) Italy

RAI

RAI – Radiotelevisione italiana\(^{29}\) is the Italian public service broadcaster. The broadcasting company was founded in January 1954, thus RAI is currently (2014) celebrating its 60\(^{th}\) anniversary. RAI operates a number of general and special interest TV and radio channels, including RAI Storia, which is the main channel for the 60 years celebrations. Rai Storia, which is broadcasted on channel 54, uses this number in several ways to highlight the 60\(^{th}\) anniversary. With the slogan “La TV della storia – la storia della TV” RAI Storia presented and is still presenting audiovisual and archival material from the past 60 years. Furthermore, the various TV broadcasts aim at showing RAI’s impact on Italy’s media system.

RAI54’s programme is featured on RAI Storia’s website\(^{30}\), which also provides users with the full range of information about the special interest channel as well as the history of RAI.

\(^{29}\) [http://www.rai.it/](http://www.rai.it/)

\(^{30}\) [http://www.raistoria.rai.it/](http://www.raistoria.rai.it/)
The website mainly gives information about RAI54’s programming and shows a number of (broadcasted) clips from the anniversary project. In each day’s early evening programme, RAI Storia broadcasts pieces from the past 60 years. In general, these episodes are contextualized with data, graphics and further information. In the following section, a selection from RAI54’s programming is presented:

“Da oggi la RAI” – a documentary about the birth of Italian television:
The series “gli anniversari della TV” shows pieces from earlier anniversaries – from the 10th anniversary in 1964 to the 50th anniversary in 2004.
Il trentennale del 1984, anno in cui la Rai aveva ancora dei "primati" sui network, vide una serie di trasmissioni speciali dedicate all'anniversario presentate da Enza Sampi, Tintinetta, Pippo Baudo e Giuseppina Ceccarelli. I palinsesti RAI del 3 gennaio 1984 vedono su Italia1 [...] 

Il quarantennale del 1994 coincideva con l'"Italia dei professori" di Claudio De Mita, e da un punto di vista sociale, con la recessione economica e lo sfruttamento della "Seconda Repubblica" dopo il travigliato periodo di "Tangentopoli". Era stato un anniversario meno sortilegioso, ma non privo di trascinazioni [...] 

Nel 2004 è nell'aria il lancia del digitale terrestre, come oggi c'è l'HDMI e il web. Gli ultimi dieci anni sono stati per la TV Italiana gli anni del racconto condotto e conoscibile della storia; e proprio con il cinquantenario è passata l'idea che con la TV "si fa storia". Col cinquantenario [...]
In “Dissero della TV” thoughts, ideas and phrases by famous personalities about the medium television are being presented:

Orson Welles e la tv

“Numeri e notizie” presents facts and figures about the founding year of RAI:

I numeri del 1954
In the online section “Estratti”, different RAI54 broadcasts can be viewed. For example a sequence about the evening newscast “Telegiornale della Sera”:

**Questa è la tv - il Telegiornale**

Last but not least, the series “Immagini senza frontiere” takes a look at the relationship between RAI and Eurovision:

**Il centro tecnico dell’eurovisione e la fiaoccola olimpica**
In the context of RAI54, RAI Storia used and still uses social media platforms to promote its multifaceted anniversary broadcast programme, as can be seen in the following posts:

Il 3 gennaio 1954 si accendono i riflettori della televisione italiana.

Rai Storia ricorda quel momento sabato 4 gennaio alle ore 21.20 con il documentario condotto da Massimo Bernardini

DA OGGI LA RAI - LA NASCITA DELLA TELEVISIONE ITALIANA

See Translation

Da oggi la RAI - La nascita della televisione italiana

In occasione del sessantesimo anniversario dell'inizio del servizio pubblico televisivo in Italia (3 gennaio 1954), Rai Storia presenta un documentario che r...

Dal 6 gennaio
Tutti i giorni, dal lunedì alla domenica alle ore 20.00

RAI 54

In occasione del 60esimo anniversario dell'inizio del servizio ufficiale della Televisione in Italia, che aveva il 3 gennaio 1954, Rai Storia propone "RAI54": un nuovo spazio di programmazione, un percorso cronologico a tratti inedito, un racconto che dalla "storia della TV" arriva alla "TV della storia".

From 6 January daily, from Monday to Sunday at 20.00 RAI 54 on the occasion of the 60th anniversary of the beginning of the official television service in Italy, that took place on January 3, 1954, Rai Storia proposes "RAI54": a new area of programming, a chronological path sometimes unpublished, a story from "TV history" to "TV history". (Translated by Bing)
The same holds true for Twitter:

An exhibition with the title “1924-2014 – La RAI racconta l’Italia”, celebrates both 60 years of television and 90 years of radio by tracing the history of RAI.

RAI’s predecessor Unione Radiofonica Italiana (URI) was founded in 1924.
In summary, RAI’s 60th anniversary is currently being celebrated mainly on RAI Storia. RAI54’s programming focuses on presenting commentated and contextualised archival material. RAI is the only broadcast station under consideration here which relates the recent anniversary to past anniversaries. Moreover, the anniversary shows and documentaries are closely related to the general Italian context. Since RAI broadcasts anniversary-related programmes already on the special interest channel RAI Storia, there is no extra social media account. However, RAI Storia uses Facebook and Twitter to highlight and promote its anniversary programme.
Czech Republic

ČRo and ČT

In 2013, two anniversaries took place within the Czech broadcasting system. The Czech public radio “ČRo – Český rozhlas”\(^{32}\) celebrated its 90\(^{th}\) anniversary and the Czech public television “ČT – Česká televize”\(^{33}\) its 60\(^{th}\) anniversary. Both ČRo and ČT were re-organised in 1993, after the dissolution of Czechoslovakia, but relate their anniversary celebrations to the years 1923 and 1953.

ČRo celebrated its 90\(^{th}\) anniversary with several events, such as an “Open Doors Day” on the founding day, May 18\(^{th}\), the participation in an exhibition with archival sound samples in the streets of Prag, a gala night at Vinohrady Theater, and an interview-marathon called “The Magnificent Ninety”, in which 90 Czech personalities were interviewed in a 48 hour non-stop show. The last two events were also aired on ČRo’s YouTube channel.\(^{34}\)

\(^{32}\) [http://www.rozhlas.cz](http://www.rozhlas.cz)


Some of these events were also featured and commented on Facebook and Twitter. Furthermore, archival material, such as pictures and videos, were posted throughout the year 2013 in order to highlight the anniversary.
Archival material about the beginnings of radio ČRo

Tweet: “Congratulate ČRo on their 90th anniversary and win exciting prices.”
Another project, which was launched on the occasion of 90 years ČRo, was an interactive website\textsuperscript{35} which guides users through the history and present of radio within the Czech media and political system.

The website is structured in three parts. First: History – Users can “tune” in to the history of the radio station and take a look at important historical events in world history:

\textsuperscript{35} http://www.pribehrozhlasu.cz/
Second: How to make a broadcast – an interactive tool to see ČRo’s studio, newsroom and other facilities and learn about how to produce a radio programme.

Third: Special moments within the last 90 years, such as the first transmission across the Atlantic. Moreover, categories guide the users through further important topics, such as politics and propaganda.
On the occasion of the 60th anniversary of Czech Television, ČT created a website. The website offers users a variety of different (archival) audiovisual material and informs about special anniversary broadcasts. The selection of historical clips available online represents the diversity of television programmes and ranges from the first Czech broadcast to a historical weather forecast and children’s television.

Moreover, ČT put congratulations-video messages as well as interviews with famous people remembering their “getting-in-touch” with the medium television online on the website.

Gratulace slavných osobností k 60. výročí

Slavné osobnosti vzpomínají na setkání s televizí
The website gives further information about an exhibition in cooperation with the Technical Museum.
In conclusion, on the occasion of ČT’s 60th anniversary the online presence of the broadcast station provides the user with a wealth of information. A large amount of videos, which represent key moments in the history of the Czech broadcast station, are available online. These videos do not only have a good entertainment value, ČT also tries to link the whole anniversary activities to the history of the country in the last 60 years.

In May 2013, ČT hosted an “Open Day” in the studios in Prague, Brno and Ostrava. Besides a look behind the scenes of ČT, visitors had the possibility to enjoy concerts and meet TV professionals.
The anniversary broadcast programme included a series of new programmes, such as: “Abeceda ČT” (“Czech TV Alphabet”), which reminded viewers of past TV shows in alphabetical order; “Pozor, vysíláme!” (“On Air!”) – a documentary series about the history of TV news, mainly based on ČT’s audiovisual archive; “Vidím Vás” (“I Can See You”), which covered the history of TV technology; “Televise bude” (“There Will Be Television”), a docudrama on the first day of broadcast; “Teleautomat”, a series of looking back on different TV genres; “Parta Analog” (“The Analogs”), docureality about ten former TV professionals getting together to produce a show the way it used to be done in the early years of ČT. Moreover, a prime time show called “Galashow 60” was broadcasted, in which presenter Jiřina Bohdalová commemorates ČT’s 60th anniversary together with TV personalities. A selection of screen shots from these anniversary shows can be seen below:

Speciální zábavné pořady k 60. výročí

Teleautomat
1. 5. 20:00 ČT2

Galashow 60
4. 5. 20:00 ČT1

Kulfr
11. 5. 20:00 ČT1

Šance
18. 5. 20:00 ČT1

Zpívá celá rodina
25. 5. 20:00 ČT1

Tak neváhej a toč – ještě jednou speciál
1. 6. 20:00 ČT1

Abeceda ČT

Pozor, vysíláme!
neděle 20:30 ČT24
The special anniversary programme was also promoted on Facebook and Twitter. Apart from that, the 60th anniversary was hardly mentioned on social media platforms. In comparison with other broadcast stations’ anniversaries in the last few years, ČT’s anniversary social media presence can be considered to be much less active. In contrast, ČT celebrated its 60th anniversary with different media. There were many shows, series and documentaries on television, a diverse online presence and a number of anniversary-related activities throughout the year 2013.
F) Various International Examples

In this chapter, further anniversary-related activities of various international broadcast stations will be presented.

Chile - TVN

For example, the Chilean public broadcaster TVN – Televisión Nacional de Chile\(^{37}\) celebrated its 40\(^{th}\) anniversary in 2009 with a documentary called “40 años TVN – tu historia es mi historia” (40 years TVN – your history is my history’). In nine chronological chapters, TVN commemorated the important events in the history of the country and the broadcast station. The documentary shows a wide range of historical news, reports, interviews, series and shows.

Furthermore, TVN celebrated its anniversary with internal events such as a gala dinner, sport competitions and awards for workers for their years of service for TVN.

\(^{37}\) http://www.tvn.cl/
Turkey - TRT

On the occasion of the TRT – Turkish Radio Television Corporation’s 50th anniversary celebration, a conference about the state of public service media with more than 200 participants from all over the world was organised in Ankara in June 2014.

China - CCTV

The Chinese Central Television – CCTV celebrated its 50th anniversary in 2008 with a huge ceremony in Beijing and a concert broadcasted on TV.

http://www.trt.net.tr
http://english.cntv.cn/
JAPAN – NHK and NTV

The Japanese Broadcasting Corporation NHK\(^43\) (Nippon Hōsō Kyōkai) turned 50 in 2003 and celebrated this anniversary with an English website about the history of the broadcast station and broadcasting in Japan in general. Users can navigate along 1) History/Years 2) Categories and 3) NHK Programme Chronology.

\[^{43}\text{English Website: http://www3.nhk.or.jp/nhkworld/}\]
Ten years later, in 2013 NHK and NTV\(^{44}\) (Nippon Television Network Corporation – Nippon Terebi Hōsōmō Kabushiki-gaisha) both celebrated their 60\(^{th}\) anniversaries. As part of their celebrations, they collaborated for a two-day TV special.

Furthermore, NHK produced paper craft models from some of their famous children shows over the past 60 years.\(^{45}\)

\(^{44}\) English Website: [http://www.ntv.co.jp/english/](http://www.ntv.co.jp/english/)

III) Conclusion

The focus of the study was to find creative, innovative and interactive examples rather than completeness of recent anniversary events. Based on a collection of hard facts about various past broadcast anniversaries, case studies about ARD, ZDF, RTL, BBC, RTÉ, RAI, Čro and ČT as well as further anniversary-related activities about various international broadcast stations were presented in this study.

Anniversaries can be seen as key moments in a broadcast station’s history. By analyzing anniversary celebrations, the self-perception of a broadcast station within a country’s history can be detected. This study has shown different ways of dealing with such an important event. In general, anniversaries marking a decade – such as 20, 40 or 60 years – seem to be more important than anniversaries marking e.g. the 25th, 45th or 65th birth of a broadcast station and moreover, the 50th anniversary appears to be the most important festivity. Notwithstanding the above, the realisation of a broadcast anniversary is determined by a number of factors and represents the self-conception and self-perception of a broadcast station within its spatio-temporal context.

An anniversary programming depends on whether it is carried out on a special-interest channel or integrated in the general programme. For example RAI realised and realises its anniversary programme RAI54 on the occasion of 60 years RAI in 2014 on the special-interest channel RAI Storia, whereas e.g. ARD, ZDF and RTÉ celebrated on their main channels. It is thus apparent that the anniversary programming is conceptualised differently. However, most of the examined broadcast stations screened a classic prime time anniversary show, in which the “greatest”, most emotional or funniest moments are presented and commented live by former TV legends. These great moments include in most cases the birth of the broadcast station, a look back at successful shows and films as well as important innovations and reforms. The case studies have shown that the history of the broadcast station is at the heart of the anniversary celebrations. Nevertheless, RTÉ, BBC and ČT, for example, also embed their history in the history of their country and link the development of the broadcast station to the general formation of the media system. This concept is furthermore reflected
in other anniversary broadcasts, such as reports, documentaries or special anniversary series.

An inherent part of recent anniversaries (within the last decade) is a broadcast station’s online presence. Especially younger users tend to use the internet rather than the traditional TV or radio as their main information- and entertainment tool. Depending on the resources and capabilities, the broadcast stations created anniversary websites. Though differently designed, the websites are mainly structured along the same categories and include similar content: promotion of upcoming shows, documentaries and series, anniversary-related clips, archival material such as pictures and videos, chronology/history of the station – often visualised with an interactive timeline, through which users get informed about past decades, and information about anniversary events, such as opening days or exhibitions.

The anniversary activities on special websites or on social media platforms can be seen as complementary to the actual broadcasted anniversary celebrations. Facebook and Twitter were used in all cases by the broadcast stations to highlight their programme and post links to their websites. Some of the stations, such as RTÈ, created special anniversary accounts and made use of the merits of social media. It is particularly significant how quickly Facebook and Twitter have become a cornerstone of anniversary activities within the last five years. While ARD made rather little use of social media for the 60th anniversary in 2010, the tide has turned for other broadcast stations’ anniversaries in the following years. The content of Facebook posts on the occasion of anniversaries is very similar to activities on the respective websites. Typical posts contain information about upcoming broadcast programme or offer insights into archival material. Other Facebook users are then able to comment, like or share these posts, which has been done quite actively. On Twitter there were either tweets on broadcast stations’ accounts or hashtags, such as #BBC90, in order to group tweets about a certain topic. There were both positive and negative discussions about the anniversary programming. In conclusion, social media was used to promote either anniversary programming or present broadcasting history. The relationship between social media and actual broadcasting is still rather unidirectional. The broadcasted anniversary programmes tend to be rather “classic” with little or in some cases no interactive parts. The author sees a great potential in including the public, for example via social media, in these shows to
further make the relationship between social media and the actual broadcasts an interactive one. Furthermore, anniversary-related activities by public service broadcasters tend to use more historic and archival material than commercial broadcasters, e.g. RTL – especially as compared to international standards. There is no shadow of doubt that the advantages of drawing on archives are obvious within the context of broadcast anniversaries.

At the end of this study, the author wants to point at issues for further possibilities of research within the context of broadcast anniversaries. First of all, other broadcast stations, which did not find their way into this study because of possible language barriers, could be analysed. In this study older broadcast anniversaries were shortly mentioned in order to highlight the difference to more recent anniversaries. For a more detailed study, researchers could look at older anniversaries and closely relate them to a country’s history. A further project could be a comparison of the different legal frameworks and the social media activity of various broadcast stations.