

Welcome to the NDR

*An insight into the
Norddeutscher Rundfunk
(The North German Broadcasting Corporation)*

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Preface

As the leading electronic media enterprise in northern Germany, the **NDR** offers the populations of Lower Saxony, Schleswig-Holstein, Mecklenburg-West Pomerania and Hamburg an attractive, reliable radio, TV and online program, day-in day-out.

The **NDR** broadcasting area comprises of around a quarter of the total area of Germany; more than 15 million people live in the four states that signed the State Broadcasting Treaty. With its common borders with the Netherlands, Denmark and Poland, the **NDR** also functions as a bridgehead for the people in the North Sea and Baltic Sea region.

As a public broadcasting corporation, the **NDR** is economically and politically independent. The programs are characterised by their quality and diversity. A high level of informational competence, sound advice, quality entertainment and strong regional flavour make the **NDR** a reliable partner for the people in northern Germany.

The four central radio channels, **NDR 2**, **NDR Kultur**, **NDR Info** and **N-JOY**, **NDR Fernsehen** (Television) and the regional programs of the four regional broadcasting centres offer a wide range of programs, rounded off with information and services in the Internet and the **NDR Text**. Information, entertainment, education, advice and culture are the focal points of the **NDR** program manifest.

The **NDR** is however not simply a culture mediator, but also a cultural event organiser and partner. Its orchestras enjoy the highest acclaim – the concerts of the **NDR Sinfonieorchester**, **NDR Radiophilharmonie**, **NDR Bigband** and **NDR Chor** are established features in the national and international concert calendars. In addition, with the promotion of music and film festivals as well as the support of musical talents, the **NDR** contributes substantially to the promotion of culture.

But also as a company offering vocational training, the **NDR** sets standards and enjoys an excellent reputation. The **NDR** is the largest training facility within the ARD, and is Europe's leader in respect to traineeships for radio and television broadcasting. But also in the technical and commercial sectors, the trainees profit from the high quality standards at the **NDR**.

Locally-oriented and cosmopolitan, regional and up to date, informative and typically northern German: That is the **NDR** - the best of the North.

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1. The NDR's range of services

Which programs are broadcast by the NDR?

Television

The **NDR** broadcasts **NDR Fernsehen** (Television, Channel Three), in collaboration with Radio Bremen. 90 % of the program that is broadcast across Europe via the ASTRA 1B satellite is produced by the **NDR**. Reliable news from the north of Germany and the world, current information from culture and current affairs, excellent film productions as well as attractive entertainment programs with north German emphasis are the characteristics of **NDR Fernsehen**.

At 7:30 p.m., the regional TV-programs go on air. Regional state politics and economy, culture and social issues, news and background reports, information and entertainment are the topics of **Hallo Niedersachsen**, **Schleswig-Holstein Magazin**, **Nordmagazin** and **Hamburg Journal**. This reporting from the state and for the state is not only a State Treaty mandate for the **NDR**, but also contributes towards the preservation and strengthening of the north German identity and way of life.

In recent years, the **NDR** has again underlined its regional competence with additional offers. These include the 6 p.m. information bar introduced in 2003, in which the regional TV programs – with differing focal points – report for 15 minutes from the respective state. **Niedersachsen 18:00** is for instance strongly news-influenced and reports in a topically oriented daily summary of all important events in the state. The program **Schleswig-Holstein 18:00** comes in the form of a live report and contains an up to date news overview. With the magazine **Land und Leute** (country and folk), the television program of the regional broadcasting centre Mecklenburg-West Pomerania is live on the spot in the region. Apart from news and the stories of the day, the **Hamburg Journal 18 Uhr** provides an initial overview of the events in Hamburg.

Since 2006, Monday thru Friday at 18:15, the regional programs present more north German information from the regions with reports, documentaries and a leisure magazine. These productions are coordinated by a so-called „head editorial office“ in the state broadcasting centre Lower Saxony, in collaboration with the other three state broadcasting centres.

The **NDR** is also represented in German national television (Channel One) as part of the ARD with an attractive and wide-ranged variety of programs. With around 17 %, the **NDR** contributes – after the WDR and the SWR - the majority of programs to the early evening and prime-time slots of Channel One. Well-known productions such as “Panorama”, “Anne Will”, “Beckmann” or “Grossstadtrevier” originate from the **NDR**. The **NDR** is also underway in the four north German states with detective teams for the very popular crime thrillers “Tatort”, respectively “Polizeiruf 110”.

The classic in the news segment is the “Tagesschau“, which every evening reaches over nine million viewers with its 8 p.m. edition in Channel One and the Channel Three programs, as well as in PHOENIX and 3sat. It is thus the most viewed newscast in German TV. Just as the “Wochenspiegel“ and the “Nachtmagazin“, the “Tagesschau” is produced by the “ARD-aktuell” editorial office that is domiciled at the **NDR** in Hamburg (see also Chapter 5).

Radio

The **NDR** broadcasts altogether eight radio programs. With the central channels **NDR 2**, **NDR Kultur**, **NDR Info** and **N-JOY**, it addresses all listeners in northern Germany. With Nordwestradio – a cooperation between Radio Bremen and **NDR** – a program has been on the air since 2001 that caters to the information and cultural interests of the public in Bremen and the north-west of Lower Saxony.

The regional radio programs **NDR 1 Niedersachsen**, **NDR 1 Welle Nord**, **NDR 1 Radio MV** and **NDR 90.3** originate from the four state broadcasting centres. These are also characterised by their regional competence and contribute to the strengthening and the preservation of northern German identity.

How do the radio programs differ from each other?

Each program, whether broadcasted locally or regionally, has a particular target group, at which it aims its offer in music and word. Brand recognition value plays a large role in program design. On the other hand, programs should not remain static and must adapt flexibly to the zeitgeist and market demands.

In brief, the **NDR** radio programs can be characterised as follows:

- **NDR 2** is the daily companion for all those listeners who seek information and entertainment. Apart from its journalistic profile and competent presentation, the program is distinguished by the largest repertoire of pop songs in the north.
- **NDR Kultur** offers an attractive classical music selection and provides comprehensive information on cultural events. Concert and opera broadcasts, radio dramas, features and daily series of readings are the hallmarks of its high quality programs.
- **NDR Info** is the **NDR's** information program. Quick, reliable and comprehensive information and background reports on current affairs are complemented in the evening with a widely varied selection of music.
- **N-JOY** is the **NDR** program for young adults who value concise and useful information, paired with a dependable mix of music genres oriented on the daily routine of this target group.
- The regional radio programs **NDR 1 Niedersachsen**, **NDR 1 Welle Nord**, **NDR 1 Radio MV** and **NDR 90.3** provide information from the respective state for those living in the state, and are characterised by their own specific style of music. They are firmly anchored in the regions and mirror their complete diversity.

Which Online services does the NDR provide?

With its online service - by the way, already in 2004 it was the first service belonging to the ARD that was designed to be „barrier-free“ in accordance with the German Disability Discrimination Act (BGG) - the **NDR** stands for reliable and competent regional information.

Since the re-launch in September 2010, the users can access the online service in three different ways: via the thematic portals, the regional pages or the programs. In addition, the **NDR** offers the interactive user portal “Mein Norden“, in which on **NDR.de** all current activities are bundled as well as the possibility for the viewers, listeners and online users to participate actively. Besides this, tips are available how the **NDR** services can be utilised individually and where one can experience the **NDR** live on the spot.

NDR Text (Videotext) is in principal focused on all those who wish to be kept informed of the current events and the services offered by the **NDR**, independent of fixed time-slots. It is however, of particular importance to the hearing-impaired or the deaf. Thus – not to forget the subtitling of television programs - the **NDR** takes the interests of people with handicaps into consideration.

News from all over the world is reported on the tageschau.de page. Here for instance, one can view the programs from ARD-aktuell and the ARD capital city studio, such as “Tagesschau“, “Tagesthemen“, “Wochenspiegel“, “Nachtmagazin“ and “Bericht aus Berlin“ – every day and world-wide. This also applies to the “Tagesschau in 100 Sekunden“, which informs about current affairs in a compact form.

2. **About the Program**

Who compiles the programs?

The programs are the result of team work. This includes the daily editorial conferences under the direction of the chief editor, respectively the channel director, as well as the regularly held program conferences. Here, the program director and the chiefs of the individual program sections discuss longer-term program planning or the development of new program projects.

The individual radio channels and TV programs are composed of different programs and program blocks that are planned and answered for by the respective editorial departments. Several times a day, coordination conferences are held in which topics and articles, respectively programs are critically discussed.

Fixed slots ensure reliability and serve as an orientation for the audience. Thus, the viewer knows that seven days a week, “his or her” regional magazine goes on the air at 7:30 p.m. in **NDR Fernsehen (Hallo Niedersachsen, Schleswig-Holstein Magazin, Nordmagazin, Hamburg Journal)**, or that on **NDR Info**, news is broadcasted at 15-minute intervals. Services such as comprehensive weather and traffic bulletins or the stock market news also have their fixed time slots.

Where does the NDR obtain its information?

The **NDR** has its own team of radio and television reporters, home and abroad. It belongs to the global network of ARD correspondents that is the most important source of up to date, reliable and competent first-hand information. Worldwide, the **NDR** deploys its own correspondents in Singapore, London, Beijing, New Delhi, New York, Tokyo, Washington, Stockholm, Brussels and Paris.

The **NDR** is also represented by its own radio and television correspondents in the capital city studio Berlin, which is borne jointly by all ARD corporations. In the four **NDR** Treaty States, around 20 studios and correspondent offices exist that report on everything of importance and significance from the regions.

Moreover, German and international news agencies supply the editorial offices 24 hours a day with information from all over the world. Over and above this, in the television sector – within the framework of the Eurovision – an international program exchange of the European Broadcasting Union (EBU) takes place. This is an amalgamation of 75 broadcasting corporations, mostly under public law, from 56 countries in and outside Europe.

Further sources of information for the journalistic work are the experts from professional associations, institutes, organisations or parties that provide the editorial offices with information or deadlines. Among other thing, the **NDR** archives are utilised for background research and information.

What is the relationship between planning and spontaneity in the program?

Program planning is indispensable for a successful station. But the principle „topicality beats planning“ also applies, which is rigorously adhered to. In the case of unforeseen events in politics, economy or society, the **NDR** immediately alters its program in order to inform the viewers and listeners comprehensively and without delay.

Room for spontaneity also exists in another area, namely in the presentation field. As opposed to newsreaders, presenters write their texts themselves and quite often alter these texts during the course of the program. This gives the presenter – naturally within the realms of binding rules – a greater scope for unfolding his/her personality and profile than a newsreader.

How does the NDR measure the public interest?

Various standardised methods provide information with respect to how the viewers, radio listeners and Internet users react, and how they evaluate the service. The knowledge gained from “quotas and quality” are based on nationwide surveys and **NDR**-own studies held in the broadcasting area, which the **NDR** commissions, analyses and takes into account when making program decisions.

- Viewer research

The Gfk Television Research monitors television use, daily and accurately to the second. In approximately 5,500 households with around 13,000 persons who are chosen according to representative criteria, special measuring equipment has been installed that records each individual use of the television by the viewer. The viewing habits of German audience are compiled and projected on a daily basis with the aid of this data.

- Listener research

Every year more than 60,000 people in Germany are interviewed per telephone by Media Analysis Radio. Among other things, they provide information in respect to which radio programs they have listened to during a particular day and which channels they regularly listen to and how often. These results that are publicised twice a year, are representative and are disclosed separately for each individual German state.

- Music research

In various surveys, radio listeners are questioned about the familiarity of certain styles of music, respectively individual music tracks and how they rate these. Moreover, they are questioned about which radio channels they prefer. These analyses provide the producers with important knowledge for planning music placement in radio.

- Online research

The analysis of Internet use is still relatively new. With the help of a small application embedded in each Internet page (in accordance with IVW/InfOnline Standard), it can be recorded how often individual online services are accessed. In this case it is not a random sampling, but a full survey of all clicks on the Internet pages. This full survey does not however reveal any information whatsoever about the user himself.

- *Usability research*

With a new method of analysis, the usability of Internet sites or applications is tested in order to establish whether the user can understand and handle the Internet pages without problem.

- Long-term trends

A representatively chosen number of north Germans are regularly questioned per telephone about their evaluation of the **NDR** programs in radio, television and the Internet. The so-called „**NDR trend**“ provides information regarding long-term developments and the **NDR's** image in the TV, radio and online market in the north.

- *Special studies*

With special studies, the content of television programs, radio programs and online services are analysed and compared with competing offers. In the case of specific questions, viewers, listeners and users are specifically invited to discuss the programs, respectively program components. A number of surveys regarding the quality are also conducted per telephone or via the Internet.

3. Program distribution

Who regulates what is broadcast via cable?

The **NDR** assumes that all **NDR** programs are fed into the cable networks in its broadcasting area. The exact frequency allocation is determined by the relevant valid cable allocation plan. This plan is implemented by the responsible state media authorities in accordance with the policies of the current state media legislations. The state media legislation is ratified by the State Parliaments, respectively the Hamburg Senate.

Why is only the Nordmagazin broadcast analogue via satellite?

A few years ago the **NDR** was faced with the question: Which of the four state television programs should be broadcast analogue via satellite? Because at that time, considerably more people in Mecklenburg-West Pomerania watched the television program per satellite dish than in the “old” federal states, the decision was made in favour of the **Nordmagazin**.

DVB-T, DVB-C, DVB-S and DVB-S Radio: What is that?

DVB stands for Digital Video Broadcasting. The appendages T, C and S identify the means of transmission: terrestrial (aerial), cable or satellite.

DVB-T means digital television broadcast via aerial or also: “DVB-T: TheEverywhereTelevision“. The digital transmission of terrestrial television opens up new perspectives to the audience such as significantly more programs, a better picture quality and portable and mobile reception possibilities. Moreover, in the case of digital terrestrial television, a far better utilisation of existing transmission capacities is possible: up to four TV programs and media services can be accommodated in a television channel that will, mid-term, allow the transmission and reception of up to 28 programs.

In northern Germany, the digital era began in 2004 with the network construction, which was completed at the end of 2007. Nationwide, the implementation of digital terrestrial television was completed at the end of 2008.

DVB-S Radio enables the reception of all **NDR** radio programs throughout Europe in CD quality. Besides this, additional information on the programs is available as well as individual concerts and radio dramas in 5.1 surround sound. Prerequisites for the reception of DVB-S Radio are a digitally-suitable satellite receiver system and a digital satellite receiver that can be used for radio and television reception.

Can the NDR Program services be used irrespective of time or place?

The **NDR** Mediathek offers many radio and television programs for a time-independent and free download in the Net. The user can compile his or her own individual program with the aid of a search function and a watch list. Selected radio and television programs are also available as audio or video podcasts.

What does “trimediality” mean?

Trimediality refers to the editorial, medial and multi-site co-operation and networking, i.e. the close editorial and technical cooperation between radio, TV and Internet.

With the different specialised transmission outputs, the **NDR** caters to the varying reception needs and demands of the audience. Examples for a successful cooperation are the program “Klar und deutlich” (Clear and Precise), from the State Broadcasting Centre in Mecklenburg-West Pomerania, the project “Grenzenlos im Norden“ (Boundless in the north),

Visite and „**NDR Info** Radio-Visite“, as well as the „**NDR** Comedy Contest“, which also involves the social network MySpace.

What does “barrier-free” mean?

In its program and program preparation, the **NDR** also takes the interests and needs of people with sight or hearing handicaps, respectively with motoric restrictions into consideration. In order that they can take unrestricted advantage of the **NDR** services in radio, television and online, many help facilities are available. This includes the subtitling of television programs as well as audio films, the trimedial program utilisation and the **NDR's** barrier-free Internet presence.

4. The enterprise

Who owns the NDR?

The **NDR** is a public broadcasting corporation operating under public law. Mission and objective of the Public Broadcasting Service is to contribute with its program to the free formation of opinion. The legal basis for the **NDR** is the State Treaty (NDR-Staatsvertrag), which regulates the responsibilities, organisation and social control of the broadcasting corporation. The **NDR** was founded in 1955 by the Federal States of Lower Saxony, Schleswig-Holstein and Hamburg. In 1992 Mecklenburg-West Pomerania was the fourth German state to join the treaty.

As a “Non-Profit Public Law Institution“, the **NDR** has the right of private regulation. The organs of the private regulation are the Broadcasting Council, the Federal State Broadcasting Councils, the Board of Directors and the Director-General. The tasks and authorities of the organs are stipulated in the **NDR** State Treaty. Further provisions and regulatory statutes are specified in the **NDR** Statute and Rules of Procedure. The **NDR** is subject to legal supervision by the governments of the Federal Treaty states. The financial control is ensured by their Courts of Auditors.

What are the responsibilities of the Director-General and Supervisory Board?

Primarily, the Broadcasting Council represents the interests of the general public with respect to the program. It consists of not more than 58 members who are delegated by political, ideological and social organisations and groups. Which groups these are is stipulated in the **NDR** State Treaty. Among the further responsibilities of the Supervisory Board belong the approval of the budget and the annual accounts, as well as the election and revocation of the Director-General, his/her deputies and the Board of Directors.

The State Broadcasting Councils that consists of the members of the Broadcasting Councils of the respective states, monitor the adherence to the program demands for the respective state program. Among other things, they also deliver their opinions on the draft of the budget insofar as the interests of the State Broadcasting Centres are affected.

The Board of Directors that consists of twelve members, monitors the management of the Director-General. This however, does not apply to the development and content of the program, which is monitored solely by the Broadcasting Council, respectively the State Broadcasting Councils. Among other things, the Board of Directors determines the budget, annual accounts and development plan, issues the financial policy and submits proposals to the Broadcasting Council in respect to the election or revocation of the Director-General and his/her deputies.

The Director-General manages the **NDR's** affairs. He or she is elected by the Broadcasting Council upon the proposal from the Board of Directors. Among other things, the Director-General ensures that the program concurs with the program requirements and is also the legal representative of the Broadcasting Service, in and out of court.

What are the program policies of the NDR?

The State Treaty obliges the **NDR** "(...) to convey an objective and comprehensive overview of the international, European, national and state-related events in all essential areas of life to the audience". (§ 5 Section 1 **NDR** State Treaty).

The program should inform, educate, advise and entertain, and in particular, offer contributions to cultural life. Moreover, the State Treaty demands that in the program, appropriate consideration is taken to the varied north German regions as well as their cultures and languages. For this purpose, and for the conservation of cultural identity, as a

matter of principle the **NDR** should produce its program in the four different states belonging to its broadcasting area.

For this reason, apart from its headquarters and state broadcasting centre in Hamburg, the **NDR** maintains broadcasting centres as well as studios and correspondent offices in Lower Saxony, Schleswig-Holstein and Mecklenburg-West Pomerania, which produce their own regional radio and television programs.

Which program principles must be observed?

With its program, the **NDR** is bound to the constitutional laws of Germany. Objectives and responsibilities of the **NDR** are to participate in the process of free opinion-formation – an indispensable prerequisite for the realisation of a free democratic constitutional structure.

Belonging to the program principles laid down in the **NDR** State Treaty is to respect human dignity and to support the understanding between people in all areas of life. Among other things, the **NDR** should in addition promote the conservation of nature and the environment, to ensure the protection of minorities, women's and men's equality, to contribute towards social justice and respect the moral and religious beliefs of the population. The protection of minors has a special status in the program manifest.

How must the NDR plan its programs?

The State Treaty binds the **NDR** to absolute truth when programming. Additionally, all important powers and groups from the broadcasting area must be able to voice their concerns; the program should not give preference to any particular parties, groups, interest groups or ideologies. Information programs should be objective and comprehensive in such a way that they can contribute to independent opinion-forming.

Are the programs subject to outside influence?

Independence is an essential criterion for the existence of Public Service Broadcasting. In 1994, the Federal Constitutional Court again clearly emphasised this fact in its decision on the financing system of licence fees. Thus, it was again made clear that neither political nor other social groups can challenge or question the programming autonomy of the public broadcasting corporations.

How is the NDR financed?

Among other things, within the framework of the “Federal Treaty on Broadcasting in Reunified Germany”, the 16 Federal States have regulated the financing of Public Service Broadcasting in Article 1 of the State Broadcasting Treaty.

According to this treaty, financing is comprised of licence fees, income from advertising and other income. Public Service Broadcasting in Germany is financed to around 90 % by licence fees. This also applies to the **NDR**. The financial provisions must, however, enable Public Service Broadcasting to fulfill its constitutional and lawful responsibilities. According to the Federal Constitutional Court, it must particularly guarantee the continuance and development of Public Service Broadcasting (continuance and development guarantee).

The **NDR** is obliged “to observe the principles of economical efficiency and austerity in its economic governance (...)“ (§ 31 Section 2 **NDR** State Treaty). The fundamentals for the economic governance are the financial regulations, a perennial financial plan, the development plan and the annual financial plan.

Who determines the licence fees?

The amount of the licence fee is not stipulated by one single or all broadcasting corporations. In fact, a transparent, multistage process exists in which as a first step, the broadcasting corporations determine their individual financial requirements and register these with the Independent Commission for Fiscal Requirements (KEF). The KEF, to which 16 independent financial, economic and broadcasting experts belong, review the applications and make a recommendation whether and in which amount an adjustment of the fee is necessary. On the basis of the KEF report, the Prime Ministers of the Federal States determine the fee in a Federal Treaty that requires the approval of all 16 State Parliaments before it can come into force.

The obligation to pay the television/radio licence fee is anchored in the Federal Treaty on Broadcasting Fees. The amount of the fee is regulated by the Federal Treaty on Broadcasting Financing. Currently it amounts to 5.76 € for a radio and 17.98 € for a television set. The fee for both appliances together is also 17.98 € per month.

Financing via the licence fees guarantees a program free from economic and political influences. For a fee of around 18 € per month – or 60 Cents a day - the people in northern Germany have the choice from eight **NDR** radio programs, **NDR** Television, the ARD, ZDF,

Arte, 3Sat, PHOENIX, the children's channel KI.KA, various digital channels, Deutschland-radio, as well as further radio and television programs.

But even more is offered for this licence fee, e.g. in the cultural area. For instance, with the **NDR Sinfonieorchester**, the **NDR Radiophilharmonie**, the **NDR Bigband** and the **NDR Chor**, the **NDR** maintains not only four orchestras of international renown, but also supports the music and film promotion in Lower Saxony and Mecklenburg-West Pomerania.

Which training possibilities does the NDR offer?

The training courses in the journalistic, technical and commercial fields offered by the **NDR** are of an extremely high standard and enjoy an excellent reputation nation-wide. In journalistic education, the **NDR** is in fact number one among the electronic media in Europe.

The following training courses are offered by the **NDR**: Radio and television trainee, media designer for image and audio, qualified event-technician, engineer for information electronics, office communication clerk, as well as audiovisual media clerk. Together with the *Ausbildungsgemeinschaft für Medienberufe (AGM)* (Training Association for Media Professions), the **NDR** additionally offers a trainee position as production manager.

How many employees does the NDR have?

The **NDR** has a staff of 3,494 contract employees (as of 31.12.2009). Apart from journalists, this includes production staff, technicians, administration specialists and legal experts. And naturally not to be forgotten are the musicians and singers of the **NDR Sinfonieorchester**, **NDR Radiophilharmonie**, **NDR Bigband** and **NDR Chor**. Apart from the contractual employees, a circle of freelance staff belong to its ranks in program production, which number varies according to the requirements.

In detail, the organisational structure of the **NDR** can be broken-down in the following areas: Directorship, Regional Broadcasting Centres, Program Management Radio, Program Management Television, Administration, Legal Department and Production Management.

The fundamentals of labour legislation are – as in every large enterprise – regulated in a series of legislations, collective labour agreements, employment and company agreements as well as service regulations.

5. ARD-aktuell - „Tagesschau“ & Co.

The abbreviation ARD stands for “Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland”. Translated, this is the „Association of Public Service Broadcasting Corporations in Germany“. Belonging to this association are nine state broadcasting corporations that together build the First German Television Program: Bayerischer Rundfunk (BR), Hessischer Rundfunk (HR), Mitteldeutscher Rundfunk (MDR), Norddeutscher Rundfunk (**NDR**), Radio Bremen (RB), Rundfunk Berlin-Brandenburg (rbb), Saarländischer Rundfunk (SR), Südwestrundfunk (SWR) and Westdeutscher Rundfunk (WDR). Also, the Broadcasting Corporation of Federal Law, the Deutsche Welle (DW) belongs to the ARD.

ARD-aktuell is the central news desk of the ARD. Since 1977/78, it is located as a main division of the **NDR** in Hamburg. It is directed by an editor-in-chief and a deputy chief editor, who are appointed by the ARD directors with a two-thirds majority. Altogether, around 240 employees work in the editorial and technical departments of ARD-aktuell. All programs from ARD-aktuell are broadcast live.

With the “Tagesschau“ at 8 p.m., ARD-aktuell produces the oldest and most popular newscast in German-language television. Since October 1956, it is broadcast daily. From 1997, the number of the “Tagesschau“ issues were gradually increased; today, up to 23 issues are produced daily. In 2007 the “Tagesschau in 100 Sekunden“ was introduced, which – in the accustomed quality and a concise form – presents the most important information for the mobile user.

The “Tagesthemen“ went on air in 1978. It supplies complementary information to the current daily affairs and reveals correlations and background information. The “Nachtmagazin“ that was introduced in 1995, informs from Monday to Friday always around midnight in a 20 minute summary about the most important events of the day. On Sunday afternoons the “Wochenspiegel“ that exists since 1953, looks back on the previous week and once again summarises the most important political and cultural occurrences. The three latter-mentioned programs set their own individual accents in their presentation, but always contain an up-to-date news block.

Since January 2008, EinsExtra, the digital information channel of the ARD, broadcasts news at 15 minute intervals from Monday to Friday from 9 a.m. to 8 p.m. This program is also produced by the ARD-aktuell editors at the **NDR**.

How does the ARD-aktuell editorial office work?

The editorial division is divided into two fields: A planning team that develops the ideas for programs, and a broadcasting team, which consists of a text and a film editing group that realises these programs.

How are the reports chosen?

In general, the journalistic criteria for the selection of news can be paraphrased with “relevance”, “novelty-value” and “presumed audience interest”. Rigid rules cannot apply when it comes to the selection of news; on the strength of their qualifications and experience, the editors have however developed a fine nose for the “news value” of a report. The structure of the editorial work ensures that the choice of news does not lie in the hands of an individual, but is developed in the team. In this way, a mutual agreement on the news value of a report is achieved.

How is the sequence of the reports decided?

The importance of a topic decides whether the report is aired at the beginning or the end of a program. The placement and length of an article depends on the relevance of the news report.

How are the reports presented?

The editing of news can be effected in various different ways: as a spoken-word report, as “news in film” (in this case the visual material is commented by an invisible narrator from the “off”), as an article from the reporter or as a live connection to a correspondent.

How are the 15 minutes of the “Tagesschau“ broken down?

In the 15 minute main issue of the “Tagesschau“ at 8 p.m., normally around 9 minutes are reserved for film reports (reporter bulletins and film reports incl. weather), approx. six minutes are reserved for spoken-word articles.

What is the difference between a newsreader and a presenter?

Whilst in the 8 p.m. news desk “Tagesschau” – and also in a series of short editions – the reports are read by a newsreader, the “Tagesthemen”, the “Nachtmagazin” and the “Wochenspiegel” are hosted by a presenter. The difference between a newsreader and a presenter is that the reports read by a newsreader are written by editors, whereas the presenter develops his texts himself and these are therefore often more pointed.

Do regulations exist for handling the depiction of violence?

Violence is a part of reality and therefore cannot be ignored in newscasts. Reports from war zones or of disasters would convey the wrong image if the victims are not shown.

On the other hand, it is our duty to deal with other people's grief in a sensitive and compassionate manner. Human dignity must under all circumstances be respected, also that of the dead. Therefore, ARD-aktuell abstains from showing close-ups of victims of violence and endeavours to keep other scenes involving violence as short as possible.

When do the correspondents appear on the screen?

The correspondents from home and abroad appear on the "on", i.e. on the screen when they give an evaluation of a situation that exceeds the pure conveyance of facts.

Are external productions used?

In principle, no external productions are purchased for the "Tagesschau". However, the ARD correspondents sometimes use outside material. Also for the short news films that are produced in Hamburg, images from freelance production teams are occasionally used. This applies for instance to material concerning reports on accidents or disasters.

6. History of the NDR

- 1923** Start of the broadcasting service in Germany
- 1924** Begin of broadcasting in northern Germany. Establishment of the “Nordische Rundfunk AG“ (NORAG) in Hamburg and commencement of transmission
- 1931** Grand opening of the broadcasting centre in the Rothenbaumchaussee in Hamburg as the NORAG Broadcasting Centre - at that time one of the most modern broadcasting buildings in Europe
- 1933** Transformation of the NORAG to the Nordische Rundfunk GmbH Hamburg
- 1934** After Hitler’s seizure of power, the Gleichschaltung (synchronization) of all programs in Germany. The former broadcasting corporations receive the description “Reichssender“
- 1945** Renaming of the stations in the British Zone, including the broadcasting studios Hamburg and Cologne in “Nordwestdeutscher Rundfunk“ (NWDR)
- Formation of the **NDR Sinfonieorchester**
- The first German short-wave program is broadcast after the war
- 1947** Start of “school radio” in the NWDR-Program
- 1948** As the first German broadcasting service, the NWDR receives independence from the British occupying troops
- 1950** Start of the broadcast of two regular VHF programs in Cologne and Hamburg
- NWDR Television broadcasts the first TV picture after the war (test card)
- Constitutional assembly of the ARD with the stations BR, HR, NWDR, RB, SDR and SWF
- 1951** Peter von Zahn (NWDR) goes to Washington as the first USA correspondent for the ARD
- 1952** Commencement of the regular television program in Germany, broadcast from the bunker on the Heligengeistfeld in Hamburg
- 1954** The North-Rhein-Westfalian Parliament passes the bill concerning the establishment of a public service broadcasting corporation – the WDR
- Start of the co-produced public service program of the ARD
- 1955** Conclusion of the State Treaty between the Federal States of Lower Saxony, Schleswig-Holstein and Hamburg in respect to the Norddeutschen Rundfunk. Separation from the WDR

- 1956** The **NDR** goes on air for the first time with its own radio programs
 Launch of the daily newscast "Tagesschau"
NDR 3, the radio culture program goes on air
- 1957** Start-up of the regional television program in the **NDR**
- 1959** Advertising is introduced to the **NDR** television program
 Inauguration of the television studio in Hanover
 The first live program from America is transmitted per satellite
- 1961** Start of "Panorama", Germany's first political magazine
- 1965** Official start of the third television program (**NDR**, SFB, RB)
- 1967** Colour television is broadcast for the first time in Germany
- 1970** The "Tatort" series is launched. The first episode "Taxi to Leipzig" is produced by the **NDR**
 The **NDR** Traffic Studio goes on air
- 1978** Cancellation of the State Treaty from 1955 by the Schleswig-Holstein State Parliament
 Start of the "Tagesthemen"
 The famous walrus "Antje" becomes the leading actress in the **NDR** pause clips
- 1980** New State Treaty pursuant to the **NDR** as a three-state corporation
- 1981** Start of the **NDR** radio state programs
- 1984** Begin of the dual broadcasting system in Germany (private service providers)
- 1985** The **NDR** state television programs go on air
 Channel one broadcast the first television programs in stereo
- 1989** The third television channel receives the name N3
 Start of the N3-Video text (today: **NDR** Text)
 The radio program **NDR 4** (today: **NDR Info**) becomes a full-service channel
- 1991** N3 is transmitted as the first Channel Three program analogue via an ASTRA satellite

- 1992** New State Treaty concerning the **NDR** as a four-state broadcasting service together with Mecklenburg-West Pomerania
- The SFB withdraws from the Channel Three program N3
- 1994** **N-JOY**, the young generation radio program of the **NDR** goes on air
- 1995** Laying of the foundation stone for the State Broadcasting Centre Mecklenburg-West Pomerania in Schwerin (inauguration 1998)
- 1997** The radio program **NDR 3** is re-named Radio 3, in accordance with a cooperation between **NDR**, SFB and ORB. From 2001, the cooperation is continued without the SFB
- 2000** Studio 10 from the **NDR** in the Oberstrasse in Hamburg, a former synagogue, is re-named in the Rolf Liebermann-Studio
- 2001** Cooperation agreement between the RB and **NDR** in respect to the Nordwestradio
- The Channel Three television program N3 is re-named **NDR Television**
- Laying of the foundation stone for the new television building of the State Broadcasting Centre Lower Saxony in Hannover (inauguration 2002)
- 2003** In the course of a program reform, Radio 3 is re-named **NDR Kultur**
- 2004** Introduction of DVB-T in North Germany (completed 2007)
- 2005** Start of the transmission of the **NDR** radio program via the digital radio satellites (DVB-S Radio)
- 2006** The **NDR** celebrates its 50th birthday
- The first ARD theme week titled “Leben – was sonst“ (Life – what else”), is initiated by the **NDR**
- 2007** „Die aktuelle Schaubude“ celebrates its 50th anniversary
- 2008** The three-step-test is stipulated in the 12th State Radio Amendment Treaty. With this test, it should be established whether the online services of the broadcasting corporations comply with the public service mandate
- EinsExtra, the ARD's digital news channel, commences broadcasting news spots every 15 minutes, produced by the ARD-aktuell editors
- 2009** In April, the **NDR Mediathek** went on air. As the first state broadcasting corporation, the **NDR** voluntarily underwent the three-step-test that only became valid in June
- The Hamburger Hafenkonzert“, the oldest radio program in the world and a permanent feature of **NDR 90.3**, celebrates its 80th birthday
- 2010** Start of the regular HDTV transmission by the ARD and ZDF

Frequencies

Astra-Satellite frequencies

Digital Television DVB (Digital Video Broadcasting)

| <i>Program</i> | <i>Frequency</i> | <i>Polarisation</i> | <i>Transponder</i> |
|-------------------|------------------|---------------------|--------------------|
| <i>Television</i> | | | |
| Channel One | 11.8365 | H | 71 |
| Bavarian TV North | 11.8365 | H | 71 |
| Bavarian TV South | 11.8365 | H | 71 |
| Hesse TV | 11.8365 | H | 71 |
| NDR TV NDS | 12.1095 | H | 85 |
| NDR TV SH | 12.1095 | H | 85 |
| NDR TV HH | 12.1095 | H | 85 |
| NDR TV MV | 12.1095 | H | 85 |
| MDR Saxony | 12.1095 | H | 85 |
| MDR Saxony-Anhalt | 12.1095 | H | 85 |
| MDR Thuringia | 12.1095 | H | 85 |
| Radio Bremen TV | 12.4215 | H | 101 |
| rbb Berlin | 12.1095 | H | 85 |
| rbb Brandenburg | 12.1095 | H | 85 |
| SR Television | 12.2660 | H | 93 |
| SWR Television BW | 11.8365 | H | 71 |
| SWR Television RP | 12.1095 | H | 85 |
| WDR Cologne | 11.8365 | H | 71 |
| WDR Lokalzeiten | 12.4215 | H | 101 |
| WDR Lokalzeiten | 12.6038 | H | 111 |
| Arte | 10.7438 | H | 51 |
| PHOENIX | 10.7438 | H | 51 |
| 3sat | 11.9535 | H | 77 |
| KI.KA | 11.9535 | H | 77 |
| EinsExtra | 10.7438 | H | 51 |
| EinsFestival | 10.7438 | H | 51 |
| EinsPlus | 10.7438 | H | 51 |
| BR-alpha | 12.2660 | H | 93 |

Digital **NDR** Radio Programs

| <i>Program</i> | <i>Frequency</i> | <i>Polarisation</i> | <i>Transponder</i> |
|---------------------------|------------------|---------------------|--------------------|
| NDR 1 Lower Saxony | 12.266 | H | 93 |
| NDR 1 Welle Nord | 12.266 | H | 93 |
| NDR 1 Radio MV | 12.266 | H | 93 |
| NDR 90.3 | 12.266 | H | 93 |
| NDR 2 | 12.266 | H | 93 |
| NDR Kultur | 12.266 | H | 93 |
| NDR Info | 12.266 | H | 93 |
| NDR Info spezial | 12.266 | H | 93 |
| N-JOY | 12.266 | H | 93 |

Analogue Television

(Will be decommissioned on 30.04.2012; further information under www.ndr.de/digital)

| <i>Program</i> | <i>Channel</i> | <i>Frequency</i> |
|-----------------------|----------------|------------------|
| Channel One | 19 | 11.494 GHz |
| NDR Television | 25 | 11.582 GHz |
| 3sat | 10 | 11.347 GHz |
| KI.KA | 49 | 10.714 GHz |
| Arte | 35 | 10.994 GHz |
| PHOENIX | 36 | 11.009 GHz |

All mentioned programs, with the exception of 3sat and PHOENIX, are horizontally polarised.

| Sound subcarriers of NDR Television . Astra 1 L. Channel 25 – Frequency 11.582 GHz | |
|---|--------------------------|
| <i>Program</i> | <i>Frequency</i> |
| NDR 2 | 7.38 and 7.56 MHz Stereo |
| NDR Info | 7.74 and 7.92 MHz Stereo |

Astra Digital Radio (ADR)

| <i>Program</i> | <i>Frequency</i> | <i>Reception mode</i> |
|-------------------------|------------------|-----------------------|
| NDR Info Spezial | 6.12 MHz | Digital Mono |
| NDR 2 | 6.30 MHz | Digital Stereo |
| NDR Kultur | 6.48 MHz | Digital Stereo |
| NDR Info | 6.66 MHz | Digital Stereo |
| N-JOY | 6.84 MHz | Digital Stereo |