

Thursday June 29, Interview with Lazutkin (?) Depute
Director of Gostel.

The most important changes in Gostel are in the concept of
broadcasting.

We are part of our society, a most active part. We do not
just reflex but also form values. We are at the threshold
of the democracy. The last year was most difficult. We had
many problems, tragic events. Problems are accumulating.
Parastroyka and Glasnos brought them out, made them more
visible.

How do we cover them? Not as in the past. We need
objective information, to step over stereo types of the
past, no half trues. But also need to comment on events.

There are qualitative changes. We try to go deeper. Not
all the way of course, but the quality is on the rise. We
are getting closer to the mass media journalism we want. Of
course, we can not create what doesn't exist. Pluralism is
a nation wide dialog expressing alternative views prevalent
in our nation. We need to give a balance few. Not to
manipulate public opinion. It is a thin line to walk.

Parastroka is drama!

Three billion rubles are spent on broadcasting. One third is on television.

What are changes in program structure? For us, news and public affairs are the most important. We have urgent problems. Parastroka is revolution. We must convince our audiences, awaken people, this is not a fade, it is a necessity. What society will be like tomorrow? Neither Marx nor Lenin anticipated our situation. Reality far exceeds drama.

All this conception goes at the detriment of the entertainment and other types of programing. There is a hunger for seeing politics, government in action. Our priorities reflect that.

Of course, formally our priority has always been education. But we also want entertainment, music, sports, children, culture.

Gagarkin. We are in a crisis. We have rejected the things of the past. Like quiz shows. We have new "video channels" which mixes entertainment, news, drama, science, technologies, etc. Maybe we have too many of these. But we are combining music and entertainment for about one hundred and twenty minutes before and after midnight.

Entertainment remains one of our weakest points. Our research shows that most people prefer western entertainment.

Back to Laskin, discussing dramatic programing. The truth is drama. We don't have many drama programs, despite the fact that western drama is most popular. Our reasons are that our real life is more rich then any attempt to imitate it. Political theory is also drama. We have a show called View Point which features debate and different points of view that is drama also.

Fictional dramatic programs are not dominant on our television. It is not yet fully developed. We are buying some western movie, and we have had a Brazilian soap opera which was very successful. But that is expensive. We try to get what our press speaks about. That is world wide popular programs and films. But basically we believe watching our government is drama. After seeing Gorbchev, who wants to see a fictional drama?

Glasnos is different in different regions. Parastroka was born in Moscow. The main opposition comes from middle level bureaucrat, conservative regions, and officials. They want to keep their privileges and power. Not all but many. Most of the opposition comes from them.