

INTERVIEW WITH

IGOR KIRILLOV

Head of Newscaster (Reader, "Dichter") Department

My department is a part of the chief directorate of programs. There are 53 newscasters (readers) working in my department. They work on different kinds of programs, including entertainment and children's programs. Fourteen readers (seven male-female pairs) work on information. They are on different levels of training and sophistication. The leading readers are responsible for the most sophisticated programs.

We are in a transition period. The main issue is: do we need newscasters who only read the news? We consider newscasters the carriers of culture, role models for men and women. We have a national tradition of good speaking, a newscaster has also to project an attitude that is correct and appropriate. For example, when we enter the home, especially in the evening when people come home after work, we should not be too glamorous, especially the women. (Except perhaps on holidays and times of celebration when we should dress up to look our best.)

Although perestroika did not touch us very deeply, we are different from five years ago. At that time, for example, we had only negative views from the US. Now we have a better balanced program, also carry positive news.

Our newscasters are mostly Russian and white. The newscasters of each republic are more representative of their own people. Language is a very difficult problem for us. We have an institute for the training of newscasters. In the other

republics, news is given both in Russian and in the native language.

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