“Heroes of social work”
RTL coaches talk about their work as featured on TV

United Kingdom
Banged Up with Blunkett

Luxembourg
Luxembourg Supreme Court refers dispute to the European Court of Justice

Germany
A major Easter advertising campaign

France
Groupe M6 bags a magazine

People
Guillaume Turin, W9
Changes at RTL Interactive
Marc Schorestene, IP Network
Heroes of social work

TL coaches talk about their work as featured on TV

United Kingdom

Luxembourg

Luxembourg Supreme Court refers dispute

COVER:
From left to right: Thomas Sonnenburg, Annegret Noble, Katharina Sallfrank and Peter Zwegat.
“TV’s better than the welfare state”

The latest edition of the respected German news magazine Der Spiegel praises the coaching formats aired by RTL Television. Backstage spoke with the three protagonists about the Spiegel article and their work on- and off-screen.

Germany - 28 February 2008

The headline of the article in Der Spiegel from Monday, 25 February, translates as “Heroes of social work” and refers to none other than the main protagonists of RTL Television’s various coaching formats: Peter Zwegat as the debt adviser in Raus aus den Schulden, Thomas Sonnenburg in Die Ausreiβer (The Runaways), Katharina Saalfrank in Die Super Nanny (Supernanny) and Annegret Noble in Teenager außer Kontrolle (Out-of-Control Teenagers). The belief fervently spread by these individuals is that things can change.

Der Spiegel points out the amazing fact that whilst German citizens’ faith in what the welfare state can do for them, e.g. with respect to their old-age pension, is dwindling, at the same time social workers on TV are being elevated to hero status for sending out the message: “If you’ve got a problem, with a bit of effort of your own and our help you’ll manage to overcome it”.

Der Spiegel reports that when German citizens are asked who they trust most, RTL Television stars like Günther Jauch or Peter Kloeppel occupy first and third places respectively, ahead of all current politicians. So why, Der Spiegel asks, shouldn’t Germans also opt to place more faith in TV stars where welfare issues are concerned? “If no one else can help – the TV stars do”, the magazine says and describes that a TV show is sometimes the parents’ last hope, quoting a father: “None of the school psychologists or youth welfare officers can help”.

Taking debt counselling as an example, Der Spiegel demonstrates that the situation in reality is often very different from what is shown on television. In real life, debtors sometimes wait over a year for an appointment with a debt advisor and there isn’t much time to deal with individual cases, because the state is cutting back on social workers. Meanwhile, social workers themselves are positive about the coaching formats, with one debt adviser cited as saying: “It makes what we do look more valuable”. The conclusion duly reached by Der Spiegel is that “at the end of the day, television really is better than the welfare state”.

Backstage spoke to Peter Zwegat, Thomas Sonnenburg, Katharina Saalfrank and Annegret Noble about the article in Der Spiegel and their work.

Do you agree with the article in Der Spiegel?

Thomas Sonnenburg: If I only consider the article’s one-sided focus on the relationship between TV show vs. the government’s specific mandate to provide comprehensive support in the social sector, then I would have to agree with the Spiegel story.

Annegret Noble: By addressing social issues, television highlights weak points in the state’s social system. But in the end, TV documents the work done by people who have chosen a profession that lets them help their fellow human beings. We’ve been doing this work for years – with or without TV coverage.
Katharina Saalfrank: One thing the article makes very clear is that all four ‘professionals’ are authentic. Each of them does their work on camera without being part of or dependent on the TV industry. None of them are TV presenters, simply professionals with experience in their field and a sure footing in what they do. All of us have something we want to show. We want to draw attention to injustices and background stories, and we have a message which we can showcase in the TV format.

Have there been any reactions to the Spiegel story?

Annegret Noble: Some frustration, where people were quoted out of context, fundamentally changing the content of what they really said. Parents don’t entrust their children to RTL’s care – the contract is signed with the respective therapeutic institution.

How has your work changed since people started watching it on TV?

Annegret Noble: Not at all. The shooting happens two months out of the year, I work 12 months. I try to help teens and their families every day, whether it gets filmed or not.

Thomas Sonnenburg: Naturally, the work I do on TV differs from the approach I took 14 years ago as a street worker. In my work for ‘Gangway e.V. – Straßensozialarbeit in Berlin’ (social street work in Berlin), I always acted purely as a lobbyist for the youths and their problems. In the TV format, my ‘clients’ are the parents. First I listen to the parents and coach them, then I respond to the youngsters’ problems. My job is to find some common ground. It’s a fine line, since the very different viewpoints demand a much more intensive and complex approach. One thing that has changed completely is the success rate in actually getting help. If there is a proven, socio-pedagogically confirmed need for help, the public authorities are much quicker and less bureaucratic in giving their support. This primarily benefits the youths.

Katharina Saalfrank: The fact that my work is seen on TV makes it assailable. Sometimes there are edits in the finished film that don’t show my work the way it really is. I try to avoid that.

How would you define the difference between ‘real’ social workers and your own jobs?

Katharina Saalfrank: I don’t see myself as a ‘social worker’. I do work in the social sector as an in-house family consultant, and can see that in ‘real’ consulting, there is rarely such intensive contact to the families. There is a lack of money, of time and often of motivation, because funds are being slashed and the families often can’t actually get the help they really need.
Annegret Noble: I am a ‘real’ therapist. The fact that my work is sometimes filmed doesn’t make me an actor or my work less ‘real’. The people we try to help have ‘real’ problems and deserve ‘real’ help. If that ever changes, I will refuse to have my work filmed any longer.

Thomas Sonnenburg: I see no difference in the work itself for me personally. In my case, too, building relationships is the basic prerequisite for later education work. If my work is to be successful, building trust with the client is essential, just like in ‘real’ social work.

The crucial difference lies in the methods, the available means are different in the TV show. Being able to draw on other resources (financial leeway for recreational activities e.g. and exclusive long-term one-on-one care by the social worker) makes for a purposeful, often less bureaucratic implementation of youth work ideas. Such an approach in turn accelerates the relationship building, i.e. the trust building process.

Also, in ‘real’ streetwork, there’s more teamwork, teens can pick their own worker. When I’m on camera in the show Die Ausreißer, I’m geared towards the TV viewers alone, and of course the teen feels that there are several people involved in our work together (authors, camerapeople, boomers, the production company’s social workers). But from a youthwork point of view, I am the exclusive contact for the teens.

Peter Zwegat: We show real-life cases that receive counselling from me, on camera. They’re all caught in the debt trap for different reasons and I try to help them if possible. There is the occasional case where a satisfactory solution is no longer possible for the debtor. But I may be able to significantly reduce the problem. For example, I ensure that their bank accounts aren’t seized and that rent is paid again. We negotiate with the banks and arrive at a result that makes life more enjoyable again. Ideally, we can break the debt cycle. However, this can’t be done in a matter of a few days. If worse comes to worst, the only way to help is by filing for personal bankruptcy.

Do you encounter any envy from social workers who don’t appear on TV?

Annegret Noble: I hope not. When my work is shown on television, I’m only one example of many and show how hard we therapists, social workers and educators work every day to help others.

Thomas Sonnenburg: Yes, I’ve already encountered that phenomenon. Criticism is not levelled at the content, but focuses instead on formulating anger about supposed (utopian) potential earnings, prostituting oneself for a broadcaster, or about parading the suffering of minors on television, etc. Often, this results in former colleagues actually avoiding me.

Katharina Saalfrank: I do think that the TV shows breed high expectations of our ‘real’ colleagues. Nonetheless, even those of us on camera, whether debt consultants, streetworkers or educators, are no different from our colleagues and have no magic formula. For me, the important thing is that the topics we’re dealing with, such as domestic violence and abuse, are no longer taboo, so that the children can be better understood and given support.
How do you ensure that your work has lasting results? Do you follow up on your clients?

Thomas Sonnenburg: Aftercare is a very important aspect for the show’s makers as important to Die Ausreißer as the footage itself. To date, there has been a very intensive relationship to all the teens and their parents even after we finished shooting. In the weeks and months of our collaboration, the teens develop a deep trust in me, something that has been very evident in all the episodes to date.

Every episode, for every case, shows how each teen is integrated in new networks provided by the youth welfare services. One of my jobs is to identify the young person’s real-life needs and then remove their fear of the unknown, enabling them to go down new roads independently and on their own. Whether the road leads them back to their parents or into the safety of youth welfare services makes no difference at all here. The important thing is that the help is initiated, begins to bear fruit, and that ‘TV Social Worker Thomas Sonnenburg’ continues to be directly available for support as a real professional if problems crop up.

Especially in providing aftercare for teens, another trained social worker (behind the camera) is necessary to support me; their integration in the existing team is already planned for upcoming episodes.

Annegret Noble: Aftercare is incredibly important and is often provided by therapists, social workers and educators who are not filmed, but whose work is absolutely indispensable for teens to be able to maintain their changed attitudes and behaviours at home. Another very important aspect is our work with the parents. If the parents don’t change, the teens really don’t have a chance to practice what they learned in therapy at home.

Katharina Saalfrank: Aftercare for the families is an absolute prerequisite for me to do my public work. The Super Nanny format now provides extensive aftercare for the families. A psychologist watches the broadcast of the episode with the families, and afterwards, they are referred to the social networks for long-term local support. I don’t feel that my work is done once the cameras stop running.
In a bold social experiment, Blunkett will head the ‘parole board’ of a ‘prison’ that mixes reformed criminals with juveniles verging on a life of crime.

David Blunkett said: “The prime task of any criminal justice system is to prevent people from committing a crime in the first place, and then to avoid re-offending. Getting across a clear message, warning young people what prison is like and encouraging them to take an alternative path in life, just has to make sense.

Blunkett added: “Therefore, linking preventative work aimed at warning young people with a clear method for bringing across the reality of prison both to potential criminals and to the public as a whole, will not only make a significant contribution to education, but also foster greater understanding”.

The former Home Secretary then added: “With ever-increasing numbers of prisoners, longer sentences and lingering disquiet about the ‘revolving door’ of re-offending, anything that can add to a range of measures for educating people and helping them to grasp reality is definitely worth investigating in the experiment now being embarked on by Shine North in conjunction with Five”.

_Banged Up_ will be a ground-breaking new series made with the cooperation of pupil referral units, charities, youth groups, community projects and concerned parents. It will set out to afford an insight into life ‘inside’, identify the kind of youngsters who could benefit from the experiment, and offer a whole new perspective on the debate surrounding youth crime and punishment.

Each contributor has a very different story to tell, and Five will follow them on their own personal road to rehabilitation. First-hand accounts and testimonies from former criminals will underline the consequences of what awaits those who choose a life of crime.

Five’s Head of Factual Entertainment and Multi-Channel Commissioner, Steve Gowans, said: “We’re delighted to have David Blunkett’s involvement and support. His experience and understanding in this area will be invaluable in this fascinating social experiment tackling an issue that couldn’t be more relevant”.

Former Home Secretary David Blunkett.
The truth about the “mobile myth”

There are sound economic reasons why a market for UHF spectrum is likely to fail, according to a study published on 27 February by Oliver & Ohlbaum Associates Ltd and DotEcon Ltd in Brussels.

Belgium - 28 February 2008

European broadcasters, including AER, ARD, Canal+, EBU, Five, France télévisions, Lagardère Active, ProSiebenSat.1 Media AG, RTL Group and VPRT, call upon decision-makers to be cautious when they take decisions on the future use of spectrum.

According to the study, if there is competition for access to spectrum, the significant public value of digital terrestrial TV services (DTT), will be ignored. In addition the balance and the strength of Europe’s broadcasting and content creation industry would be damaged. The study shows that consumers will lose, if spectrum allocation for terrestrial broadcasting is inadequate.

The truth about the “mobile myth” is revealed in the study which demonstrates that the value created by using UHF spectrum for non-broadcast services would be modest, and that the economic case for two-way mobile services (e.g. mobile telephony) in the UHF band in Europe is dubious. There are already large amounts of non-UHF spectrum available to mobile network operators.

The study underlines that the business case for using UHF to deliver rural broadband is weak. In particular because there are other frequencies available which could be used for optimal delivery of rural broadband.

Broadcasters welcomed the study’s recommendation: “Individual national markets need a critical mass of digital terrestrial broadcasting to ensure a fully functioning, vibrant, universal broadcasting market”.

Luxembourg Supreme Court refers dispute to the European Court of Justice

On 21 February, Luxembourg’s Supreme Court (Cour de cassation) decided to refer to the European Court of Justice (ECJ) some issues regarding the litigation between several RTL Group minority shareholders on the one hand and Bertelsmann on the other hand in connection with Bertelsmann’s acquisition of the RTL Group shares owned by the Belgian holding GBL in 2001.

Luxembourg - 26 February 2008

The ECJ will have to decide, in a preliminary ruling procedure, whether there is a general principle of equal treatment for all shareholders under European law and if so, how it should be applied to the relationship between majority and minority shareholders. The Luxembourg Supreme Court will only issue its final verdict once it has received answers to these questions from the European Court of Justice.
RTL Television launches a major Easter advertising campaign

On 23 February RTL Television launched a cross-media campaign including large-formats, station idents and some unusual promotional measures all based on *King Kong*, the channel's big Easter film.

Germany - 22 February 2008

Broadcasting of the 20-second teaser began on 24 February and will be complemented starting on 9 March by content trailers and promotional measures featuring King Kong’s head. On 16 March, RTL Television will follow up these measures by also starting to air ad openers and a station ID featuring *King Kong*, with a white rabbit in place of Naomi Watts.

Besides these on-air measures, on 3 March RTL Television will start placing printed ads in all major TV magazines and popular magazines. The highlight of this campaign will be the special ad taking the form of a front-page fold-out in *TV-Movie*.

March will also see the launch of a nationwide outdoor advertising campaign using motifs similar to those featured in the TV ads. Bookings have been made not only for megalight boards and large-format posters, but also for advertising columns and information screens. Giant *King Kong* posters will be put up in Berlin, Cologne and Munich starting either on 22 February or on 1 March.

Also worth a special mention are the campaign’s ambient measures. From 10 March onwards, colossal wooden crates bearing a German slogan that translates as “We’ll let him out on Easter Sunday!” will be strategically placed in Cologne’s Mediapark, at the UCI Zoopalast cinema complex in Berlin, and at Munich airport. On 17 March RTL will then ask the good people of Cologne for their assistan-
As from March, the entire campaign will dovetail with a major effort on RTL.de that will include offers of free e-cards, screensavers and wallpapers featuring RTL’s Easter design to download. The website will also provide wallpapers for mobiles and feature the official mobile phone game themed around the film.

RTL Creation CEO Michael Hajek said: “Our Easter campaign for King Kong will be based on a suitably gigantic media mix, including some highly innovative measures like the crates strategically placed in crowded locations to attract maximum public attention and the use of tear-off stubs in Cologne”.

**Groupe M6 bags a magazine**

M6 Editions, which has owned an interest in the free magazine *Femme en Ville* since March 2006, has now acquired all the shares in the company that publishes it. By the autumn it intends to produce an eponymous website: *femme-en-ville.com*.

France - 26 February 2008

When *Femme en Ville* was launched in June 2004, it was the first magazine directed at urban women. In all, 500,000 copies of the magazine are distributed via a network of exclusive partners, including Le Printemps, Carita, Orcanta Lingeries and Jean-Louis David. The magazine mainly targets active, urban women aged 25 to 49 from higher occupational categories.

To mark the occasion, the magazine’s artwork is being refined to give it a classier look. The first new-look edition will be published in March 2008. *Femme en Ville* is establishing itself as a glamour magazine that is very much in tune with modern trends and current events.

“This acquisition will enable M6 Editions to fully determine the development of its activities regarding content for women and also make it available on a new website called *femme-en-ville.com*. Ultimately that site will house all the content aimed at the Groupe M6’s female target groups”, said M6 Editions CEO Laurent Rivet.
The first showing in Belgium of the fourth season of *Grey’s Anatomy* began on 26 February on RTL-TVI. As soon as this season’s episodes end, fans of the series can press the red button on their remote control for direct access to the following episode.

Since event series were launched on VOD on Belgacom TV, nearly 100,000 episodes have been watched, and RTL Digital is delighted with these initial results.

**National Men’s Day in Belgium?**

Who’d have thought it? The ingenious radio station Bel RTL may end up creating a new special day.

Belgium - 22 February 2008

During middle of February Bel RTL presenter Mike floated the idea of establishing a National Men’s Day in Belgium! 2008 being a leap year, his idea was to make the most of the extra day by dedicating it to men. Consequently, Mike suggested that the management of Bel RTL adapts its programme schedule on the day in question. As a result, between 19.30 and 22.00, a special live programme will now be organised, featuring various comedians (all males, of course).

On 19 February, Mike requested that a petition be put online on the website [http://tvbelgiek.rtl.be](http://tvbelgiek.rtl.be) and he hopes that the response will show how enthusiastic men are about supporting the idea. If the petition proves a success, on 29 February it will be submitted to Christian Dupont, the minister responsible for equal opportunities and social integration.

Yet another initiative showing that Bel RTL has a never-ending supply of ideas with which to surprise and delight its listeners!
Bel RTL thanks its faithful listeners

Once again, Bel RTL is not only the leading radio station in Belgium’s French-speaking Community, but also the radio station making the clearest headway.

Belgium - 27 February 2008

A ratings survey covering September to December 2007 showed that the results achieved by RTL Group’s Belgian general-interest radio station were up 1.1 per cent, giving it an audience share of 20.7 per cent. While the Belgian daily Le Soir described the radiophonic landscape in the French-speaking Community as “stable”, in actual fact Bel RTL was the only radio station that managed to make marked progress over the period covered by the survey.

Bel RTL’s highly successful innovations in the 2007-2008 season undeniably helped to make the radio station the leader in French-speaking Belgium. One new programme, La Dépanneuse (aired Mondays to Thursdays from 13.00 to 16.00), featuring Mike and Bérénice, is attracting 27,000 more listeners aged 12 and over than registered by previous ratings polls. Moreover Mike initiated a petition advocating that 29 February be designated Men’s Day, and that petition has succeeded in creating a buzz around the programme.

A second example is Laissez-moi dormir, aired at weekends between 06.00 and 09.30, which now has an audience share of 27.4 per cent, 4 points up on the previous survey. Bel RTL Soir, a programme aired between 18.00 and 19.00 on weekdays commands an audience share of 22.3 per cent, having attracted 25,250 more listeners aged 12 and above. Two more examples are Duels (13.00 to 16.00 on Fridays), which now has 52,000 more listeners than last season, and Vos plus belles années (aired between noon and 13.00 at weekends), which is 2.7 points up on last season in terms of audience share.

Bel RTL thanks its faithful listeners

Once again, Bel RTL is not only the leading radio station in Belgium’s French-speaking Community, but also the radio station making the clearest headway.

Belgium - 27 February 2008
Winners of Zeit zu zweit raffle
Antje Hilpert, Céline Bourgeois, Didier Prgomet, Andrew Geddes and Melanie Zeimens won a copy of 105.5 Spreeradio's special CD Zeit zu zweit.
Congratulations to all the winners!

Luxembourg - 22 February 2008

Cookery's recipe for success
French foodies are gorging themselves on the M6 programme Un dîner presque parfait, which airs every weekday evening during access prime time. On 20 February the show achieved an audience share of 26.8 per cent among households under 50 years of age and 11.2 per cent among viewers aged 4 and over, its highest ratings since the show began.

France - 22 February 2008

Oscar for Die Fälscher
The feature film Die Fälscher, which is distributed by RTL Group subsidiary Universum Film, has been awarded with the Oscar in the Best Foreign Language Film category.

Germany - 25 February 2008

A late-night boxing treat lures viewers out of bed
The epic clash between Vladimir Klitschko and Sultan Ibragimov aired live on RTL Television early on Sunday morning lured 2.26 million viewers out of bed.

Germany - 25 February 2008

US series delivers great ratings
On Friday, 22 February the US series NCIS: Enquêtes Spéciales made M6 once again the overall leader among the public.

France - 26 February 2008
People

Guillaume Turin appointed Director of Communications at W9 in France

France - 25 February 2008

Guillaume Turin, who is already Director of Communications at Paris Première, will now also serve W9 in the same capacity.

Thomas Valentin, Vice Chairman of the Management Board and Head of Channels and Content, wishes Guillaume every success in his new post.

People

Changes at RTL Interactive

Germany - 27 February 2008

Michele Arcaro, 35, will assume his new position as head of the Sales & Marketing department with effect from 1 March; Tom Sonntag is leaving the company at his own request. At the same time, Frank Müller will take charge of the Content department as Chief Editor Online/Mobile as of 1st March.

Matthias Büchs, who supervises the Online/Mobile department at RTL Interactive, said: “We welcome Michele Arcaro, a bona fide online expert, to our company. I look forward to working with him and am confident that we and our advertising customers will benefit from his expertise.”

After earning a degree in international business administration, Arcaro worked in various positions at the Internet company web.de in Reutlingen from 2000 to 2005, including as a Key Account Manager, before being appointed head of Key Account Management at yahoo.com, a position he held from 2005 to 2008.

Frank Müller, the current Chief Editor Current News, will supervise the Content department at RTL Interactive from 1 March. This puts him in charge of the content for the RTL.de entertainment portal, both online and on mobile, as well as for the news sites RTLaktuell.de and other Internet sites published by Mediengruppe RTL Deutschland, including Vox.de, Wetter.de, Sport.de, GZSZ.de and VIP.de.
As of 1 March 2008, Marc Schorestene, currently Deputy Managing Director of IP Network, will take over from Jim Bull as Managing Director.

Having reached 60 years of age, Jim Bull has decided to retire at the end of February 2008. “I’ve thoroughly enjoyed my time with IP Network”, Jim Bull said, “but while I’m still young and fit enough I intend to enjoy my retirement even more, traveling to places I want to visit”.

“I’ve known and worked with Jim for 16 years now”, Marc Schorestene said, “and I must admit I’ve acquired a large part of my knowledge thanks to him. My task will be to continue to develop IP Network both in new territories and in new media, in line with RTL Group’s development strategy. We will also create new sales packages combining several media in a given country, whither taking the form of a so-called ‘360° offer’ or by involving complementary channels in different countries”.

Jim Bull joined the company as Sales & Marketing Director in Paris in 1992 and then rose to become Managing Director in 1999. In 2006, when IP Network International set up its new management headquarters in Luxembourg, Jim also moved from Paris to Luxembourg.

Marc Schorestene (55) joined IP Network as Sales Manager France and Switzerland in 1990. He was made a member of the Board of IP Television in France in 1998 and then became IP Network Sales Director in 2000. In 2002 Marc was appointed General Manager of Pathé Régie, but rejoined IP Network in 2006 as Deputy Managing Director.

IP Network is wholly owned by RTL Group, the leading European entertainment network, based in Luxembourg. Today, IP Network internationally represents the media properties of 43 major television channels and 23 radio networks outside their domestic market throughout 10 European countries. Its portfolio includes RTL Group and independent broadcasters. The company has sales operations in Luxembourg, Paris, London, Frankfurt, Brussels, Amsterdam, Milan, Madrid and Seoul. IP Network is also responsible for the publication of the highly regarded *Television International Key Facts* book.