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Philippe Antoine for RTL Radio in Haiti
Anja Degenhard, Stiftung RTL
Mikel Lejarza, Antena 3
The quake has left 250,000 people injured and 1.5 million people homeless. 70,000 corpses have been buried in common graves and the number of fatalities may yet climb as high as 200,000. Every day, Haiti endures endless horrors. Antoine, who’s been on the scene since just after the tragedy struck, is keeping RTL Radio’s listeners informed. He spoke to Backstage about what he’d witnessed.

You arrived in Haiti just a day after the terrible earthquake. How come you managed to get there so quickly?
You’re right, I was one of the first reporters to arrive on the scene, along with some American journalist colleagues, photographers for Time Magazine and the Wall Street Journal. Thanks to my satellite phone, I was operational as soon as I got to Haiti. My usual base is New York, and when the earthquake struck I quickly realised that the situation in Haiti was very grave. At one in the morning French time I called RTL Radio’s editorial team in France and had the editor-in-chief, Hervé Béroud, woken up. He duly instructed me, without hesitation, to “get out there”. The way events subsequently unfurled in Haiti proved that instinctive decision to be absolutely right. I worked through the night, following events on CNN and other sources, to produce live reports for the morning news on RTL Radio.

Just a few hours after the earthquake, I boarded a flight for the Dominican Republic. Once we’d touched down in the capital, Santo Domingo, together with some US colleagues I attempted to charter a small aircraft or helicopter, but our search was in vain. The scheduled take-off time was constantly pushed back, so I decided to jump into a taxi, which drove me to the border with Haiti. There, by chance, I met a member of the family of the owner of the Hotel Montana [a luxury hotel in Port-au-Prince and a favourite tourist haunt] who gave me a ride in his pick-up truck and dropped me off in Port-au-Prince. He’d come to find out what had happened, only to find out that the hotel had collapsed and that the owner’s sister was trapped beneath the rubble. So by two o’clock in the morning I had reached the scene of the catastrophe. And it was mayhem.

Were you in any way prepared for what you saw?
It wasn’t the first natural disaster I’d covered. I’ve been working as a correspondent in the USA since 2005, and have covered Hurricane Katrina. The devastation in Haiti is far worse than anything I’ve ever seen before. It’s extremely harrowing when trapped people buried in the debris of their wrecked homes cry out for help, yet there’s no way of coming to their aid. They were all doomed, and I felt tremendous anger and great sadness, knowing that so many injured people could have been saved if there had been sufficient medical aid. Moreover, the streets were littered with corpses and the stench was absolutely unbearable. Make no mistake: this is a major catastrophe. The photos I’ve shot show the full horror of the situation. You know, Haitians are very pious
people. For them it’s really tough being unable to give their dead a dignified burial. But they simply have no choice: there are just so many bodies lying in the streets.

**How did you manage, finding yourself surrounded by such scenes of desolation in a country where you knew nobody?**

All landmarks had vanished, the phones were down, there was no way of getting in touch with anyone, and anyway virtually everything had been destroyed. Often, the main problem faced by journalists is how to broadcast what they see and learn. If we’re unable to pass on to others what we find out, and do so immediately, we’re of limited use. After Hurricane Katrina, I asked RTL Radio for a satellite phone, which I’m happy to say I was duly given. Today it’s proved to be an absolutely indispensable tool for me. Without it, I wouldn’t have been able to do anything. Having it enabled me to start sending reports to my editorial colleagues right away, not a moment was lost.

As early as Thursday I could start sending in reports of what I could see around me to RTL Radio and keep our listeners informed. Since my arrival I’ve been working with a driver, who takes me around the city on his moto-taxi, to visit hospitals, orphanages, homes, cemeteries, the headquarters of NGOs, and so on. There’s so much happening right before our eyes, so I tell all those stories, though each is actually a real-life tragedy in its own right. But the Haitians have great dignity and their sheer courage and resilience has truly impressed me.

For instance there was one man who was rescued, pulled out of the rubble after two-and-a-half days. His arms and legs were all broken and he’d also suffered a head wound. It was obvious that he was in excruciating pain, but he never even cried out. Such stoicism is simply dumbfounding. The Haitians are showing tremendous spirit. Or take a woman who came to see me and tell me her story, utterly consumed with remorse. She told me that normally on Tuesday evenings she is at mass with her eight-year-old daughter, but that particular Tuesday evening she’d left her daughter at home so she could go to the airport to buy plane tickets to Europe so that they could make a pilgrimage to Lourdes. When the earthquake struck, her house collapsed and her little girl died. Stories like that are absolutely agonising. So there’s the mental anguish of survivors seeking their loved ones and also the physical suffering caused by injuries or being racked with hunger. The people in Haiti feel abandoned. It took six days after the catastrophe until aid started to reach the population.

**How would you define your role as a journalist in situations as extreme as this?**

My impression is that what I’m experiencing today goes to the very heart of what journalism is all about and why we do what we do. Journalists serve a purpose by connecting a country in ruins and its mute population to the rest of the world. As a journalist, letting Haitians speak into my microphone gives them back their voice. I inform my audience about the situation as precisely as I possibly can, sticking close to reality. Let me cite just one example: when the United Nations said that aid had arrived and progress was now being made, my role was to
see how these claims actually measured up. As it turned out, the aid in question was blocked at the airport and hadn’t yet reached the people it was meant to help. By telling my listeners the stories of individual Haitians I bring home to them just what it means for someone to lose a child, truly suffer or go hungry. But let me end by saying this: the courage shown by the Haitian in the face of such unimaginably terrible adversity has been a humbling lesson to me, and one that I will remember.

Helping within a few hours

On Friday, Grupo Antena 3 (Antena 3, Onda Cero and Europa FM) launched the Ayuda a Haití campaign to help the victims of the earthquake via text messages, and within 48 hours it had already collected EUR 1,245,000. Backstage spoke to Mikel Lejarza, COO of Antena 3 about the campaign.

Who decides when aid is sent in response to a disaster?
Grupo Antena 3 has historically had a strong social commitment, not just by providing support in high-profile cases, such as the tragedy in Haiti, but also through ongoing campaigns and activities to find solutions to questions of concern to society. Where the disaster in Haiti is concerned, the decision was made by the board, with the rest of the company’s resources subsequently deployed: news, content, multimedia, communication, public relations and lots more.

Once a decision is made, how are the appeals for donations planned and implemented?
Alongside its social commitment, Antena 3 has demonstrated a high level of responsiveness to emergencies and has a great deal of experience in designing and implementing these kinds of programmes. Accordingly, Antena 3 is able to deploy programmes such as Ayuda A Haiti (Help Haiti) within just a few hours. For Haiti, it was decided first thing in the morning, and by four in the afternoon the special show on solidarity was on the air.

What are your criteria for choosing partner organisations?
The Red Cross more than meets the requirements Antena 3 set out at the start. The first requirement was that all money sent in from viewers via phone and text messages should be sent as quickly as possible to the victims. Secondly, it is a well-known institution with a big humanitarian and technical footprint in Haiti.

Is anything further planned in addition to the appeal?
As I was saying, Antena 3 has always had a history of commitment. One of the most recent examples was the Tsunami in Indonesia and Sri Lanka, in December 2004. Via its campaign, the company collected EUR 11 million to help the victims. However, Antena 3 is currently deploying major social responsibility activities that are not necessarily linked to disasters, but which are of social concern, such as those being carried out under the auspices of Ponle Freno (Hit The Break), a campaign being run across the entire Grupo Antena 3. The group also runs campaigns via the Antena 3 Foundation – both on and off screen – to try and solve problems affecting children and young people. In all cases, Antena 3 aims to take an active approach to problems, not just to serve as a middleman between viewers and social issues.
Long-term help

Shortly after the earthquake hit, Mediengruppe RTL Deutschland and Stiftung RTL – Wir helfen Kindern began to call for donations in their news shows – especially during RTL Television’s Punkt formats – and online. On Friday, all Mediengruppe RTL Deutschland channels started broadcasting a special trailer. Backstage spoke to Anja Degenhard, a member of the Stiftung RTL – Wir helfen Kindern e.V. steering committee, about the campaign and its organisation.

Who decides when aid is / must be sent in response to a disaster? What is so special about this earthquake?
The Stiftung RTL – Wir helfen Kindern e.V. steering committee, which consists of four people, decides based on the general information coming in and the emergency situation on the ground. The extent of the destruction in Haiti and the number of deaths is dramatic, and the suffering of the survivors is indescribable. As one of the poorest countries in the world, Haiti is particularly badly hit by the earthquake, which makes it all the more important that the people suffering on the ground get fast, effective relief.

Once a decision is made, how are the appeals for donations planned and implemented? How are you able to respond so quickly?
In emergency situations like this one, high-level decisions are made quickly and without bureaucracy. All channels pull together and support the call for donations in their programmes: in just a few hours, we were able to produce an emotive trailer. The result, more than EUR 1.6 million in donations to date, demonstrates the growing trust that viewers have in our longstanding activities, as well as the expertise of our Stiftung RTL, which of course we are very happy about.

What are your criteria for choosing partner organisations?
Over the course of 15 years’ experience, Stiftung RTL has of course already worked with a variety of reputable organisations. In Haiti, the priority for the first few days was to provide urgent medical care to those injured, and Action Medeor is a specialist in this field. The German federal health minister Philipp Rösler entrusted Action Medeor with the coordination of donations from the health industry drugs and equipment.

Why is there no donations gala, for example?
From the very beginning of our charitable activities, we wanted to offer our viewers something special and unique, so we deliberately don’t host the usual donations galas as other channels do. After the 2004 tsunami we had very good experiences with an emotive trailer calling for donations, so we ran a similar one for those affected in Haiti. Of course, our colleagues in the daily programmes have given us great support, repeatedly appealing for donations.

Is anything further planned in addition to the appeal?
We have everything covered at the moment. We are also launching a large-scale SMS campaign in cooperation with our partner Vodafone to generate more donations.

When does the aid arrive in Haiti, and how do you ensure that it really ends up where it is needed?
The EUR 50 medication kits, which include antibiotics and analgesics for 35 adults and 100 children, disposable syringes, water-purifying tablets and powders for the preparation of saline solutions to treat diarrhoea, are packed and are...
being flown from Frankfurt to Santo Domingo in the Dominican Republic, as Port-au-Prince airport is unfortunately jammed at the moment. In Santo Domingo, an RTL reporter and several Action Medeor staff members will take receipt of them. A convoy will then cover an arduous land route to Port-au-Prince to deliver them to people in need. In addition, we are also supporting the long-term rebuilding of a wrecked orphanage in Trichet, where 12 children and a carer died in the earthquake.

How other profit centres responded

France
While RTL Radio reported extensively from Haiti, M6 also dedicated a significant amount of news time to the earthquake. The channel made an appeal to its audience to show solidarity, urging them to go to the Fondation de France website and make a donation online. The website of Le 19.45 also provides information about an appeal for donations launched by the Secours Catholique and French Red Cross.

RTL Nederland
On 21 January RTL 4, Netherlands 1 and SBS 6 will broadcast the joint programme Nederland Helpht Haiti. It will air simultaneously on these three most popular Dutch channels as well as on the radio and will focus on generating as much financial help for Haiti as possible. The Dutch government has vowed to match the result.

Most radio stations, including RTL Nederland’s Radio 538, broadcast together from 06:00 till 21:00. On TV, the show airs from 20:30 – 22:00 and around midnight there will be a 15-minute results show.

There is an immense willingness to give money. Do similar problems threaten as with the 2004 tsunami, when too much of the donated money couldn’t be used because it was earmarked for a specific purpose? We had no problems with the tsunami donations. Beyond providing emergency relief, our projects at the time were also of a long-term nature. These were put into action in close coordination with charities and we managed to use the donations for their earmarked purposes in all cases. In the current situation too, we are in close coordination with our partner organisation, and are therefore sure that we will have no problems using earmarked donations in Haiti, either.

German Radio
RTL’s German radio stations, including 104.6 RTL, 105’5 Spreeradio, Radio NRW, Radio Hamburg, Antenne Bayern, 89.0 RTL, Radio Brocken and Hitradio RTL Sachsen, are running detailed reports on the disaster. As part of their coverage, the Berlin stations, 104.6 RTL and 105’5 Spreeradio, highlight the donations hotlines of the major relief organisations. The others mention ways to donate on their websites or during the news.
Belgium
RTL Belgium and RTBF management have taken the initiative to organise SOS Haiti, a programme benefiting the victims of the earthquake in Haiti. Airing on Thursday 21 January at 20:15, the programme will alternate reports with eyewitness accounts and will be presented by Hakima Darhmouch (RTL Belgium journalist) and François De Brigode (RTBF journalist). Special correspondents on location will report live throughout the broadcast, as will many eyewitnesses, survivors and members of humanitarian organisations now working to assist the population. The goal of SOS Haiti is to raise awareness among viewers, listeners and Internet users of the need for long-term solidarity in helping to reconstruct this devastated country. A community station environment will prevail throughout the day and evening. SOS Haiti will also run on the private and public radio stations Bel RTL, Première and VivaCité as well as the websites RTLinfo.be and RTBF.be/info.

Luxembourg
When news of this catastrophic event was announced, all of RTL Lëtzebuerg’s television and radio news editions devoted significant airtime to the disaster, reporting on the situation on the ground and emergency relief requirements. In its news programmes at 12:30 and 18:30, RTL Radio Lëtzebuerg ran an interview with the Minister of Foreign Affairs, who reported on the aid provided by the Luxembourg government. RTL Télé Lëtzebuerg has set up a broad appeal for donations on its website RTL.lu, calling on the people of Luxembourg to show solidarity with the victims. Audio and video reports as well as photo galleries keep Internet users abreast of the unfolding situation in Haiti. The website, along with radio and television, relays information from the relevant Luxembourg NGOs.

Hungary
To date 3000 people – including 5 secondary schools – have joined the campaign launched by the Hungarian Interchurch Aid. The aid agency plans to buy food, drinking water, disposable diapers and medicine for children who were orphaned and lost everything in the earthquake. By dialling 1749 from any Hungarian mobile network, callers immediately donate 200 Forints for the earthquake survivors. This money goes to the needy people through Unicef. RTL Klub has joined the charity campaign of the three main Hungarian mobile providers.
How to donate

**Germany**
Stiftung RTL’s donations account is:

Stiftung RTL  
Sparkasse KölnBonn  
Account no. 15 12 15 1  
Bank ID 370 501 98  
Reference: HAITI

Stiftung RTL has also set up an instant donations hotline: by calling +49 900 - 123 6000 from a German landline, the callers automatically donate EUR 5 to the foundation. An instant EUR 5 donation is also possible by SMS: Just sent a message containing RTLHAITI or RTL Haiti to 81190.

For more information and online donations, please see Spendenmarathon.de

**France**
M6 encourages viewers to send their donations to the following addresses, with the reference «Séisme Haïti»:

Secours Catholique-Caritas France  
BP 455  
75007 Paris

Croix Rouge Française  
75678 Paris Cedex 14

RTL Radio France asks listeners to send their donations to:

Médecins du Monde  
BP 100  
75018 Paris  
France

**Belgium**
RTL Belgium has set up a website with information at:  
http://www.rtlinfo.be/info/belgique/societe/300335/haiti-faites-un-don-au-12-12

**Hungary**
By dialling 1749 from any Hungarian mobile network, callers immediately donate 200 Forints for the earthquake survivors.

**Luxembourg**
RTL Lëtzebuerg has set up a special website with information at:  

**Spain**
Antena 3 has also set up a special hotline and text messaging service.  
To donate, call +34 902 115 046  
or send a text message with AYUDA to 28000
A new generation is brewing

M6 relaunched its cult comedy series Caméra Café. With 2.2 million viewers watching, the premiere was a success.

France - 19 January 2010

With its ever-flowing vein of black humour, the new Caméra Café series, airing weekday evenings at 20:05, depicts the cutthroat world of a small provincial company with jovial ferocity. Intrigues are hatched in the coffee lounge, which is a passageway, social gathering spot and refuge for the local fauna that work there. The centrepiece is the coffee machine, a veritable two-way mirror in front of which extremely revealing mini-plays relentlessly unfold in this comedia laboria.

M6 created buzz for the show in cinemas with a film that depicts the transition from one Caméra Café generation to the next. Screening for two weeks in more than 1,250 cinemas, this ad campaign was seen throughout France until 20 January.
Exclusive Partnership

After 100 days on air, RTL Lounge has gratifying figures to report. The channel will also be official partner to the Amsterdam International Fashion Week this spring.

Netherlands - 18 January 2010

On 2 October 2009, RTL Lounge went live as RTL Nederland’s first special-interest digital channel. In December, 1.4 million already tuned in to the channel at least once. This represents a 25.1 per cent increase over November 2009, when 1.1 million viewers watched its programming.

In February, Ziggo and Caiway will plug RTL Lounge as “Channel of the Month” – Subscribers to these digital cable providers will be able to watch RTL Lounge for free on the “Etalagekanaal” all month.

The Amsterdam International Fashion Week (AIFW), the highlight of the Dutch fashion industry, begins Wednesday 27 January. Fashion is a big deal for RTL Lounge as well, so it comes as no surprise that the AIFW and RTL Lounge have signed a partnership.

“The AIFW is a great, exclusive event that we are pleased to be part of,” says Nicolas Eglau, Manager Business Development, Strategy & Thematic Channels at RTL Nederland. “We share a passion for fashion, both cater to national and international audiences and have the same target demographic.”

During the AIFW, stands will be set up at over 80 locations. RTL Lounge will sponsor the official Catwalk programme from 27 to 31 January. Isabelle Brinkman, the “voice” of RTL Lounge, and the moderator Daisy Dee will interview “hot” exhibitors and models on the grounds of the Westergasfabriek. These interviews will be broadcast on RTL Lounge as well. Also, the channel has been making fashion a focus of its programming since 20 January.
Cooperate and set yourself apart

Stephan Schmitter, Managing Director of RCB Radio Center Berlin, talks about the radio stations’ online strategy.

Germany - 2 December 2010

The focus on service at 105'5 Spreeradio and the many comedy elements on the 104.6 RTL website are no coincidence, but “a positioning that we have deliberately set for the two radio websites,” explains Stephan Schmitter, Managing Director of RCB Radio Center Berlin and the person in charge of the two radio stations’ online presence. “In Berlin in particular there are numerous radio channels with corresponding homepages. That makes it important to clearly set yourself apart from them both in your traditional radio programming and especially on the Internet.”

The two websites do so successfully indeed: the 104.6 RTL homepage records an average 200,000 visits a month, generating around two million Page Impressions. “Clearly this cannot be compared with the figures generated, say, by our TV colleagues. But for two regionally anchored radio stations, these are remarkably good numbers,” says Schmitter, putting the figures in context. He adds, laughing: “Of course we still want to keep improving them.”

The magnitude of the value added by the online presence is best illustrated by the www.top10berlin.de homepage recently launched by the two RTL Group stations. Here, visitors and Berlin natives can view recommendations on just about any topic – from the least expensive tourist destinations to the most promising places for a marriage proposal. The website is maintained by the radio stations’ editors and is also seeing a steady rise in user numbers. “Let’s say one of our staff members does research for an article on sushi in ten Berlin restaurants. In a two-minute radio programme, he can mention three of them at best – there’s simply no time for the rest. On the new homepage, he can share his insights on all of the restaurants,” explains Schmitter.

Radio and online work is becoming increasingly interlinked. “The former separation between radio and online editorial desks is gradually being eliminated at the two Berliner RTL Group radio stations. “We are making an effort to train all our staff members as multimedia editors.”

Furthermore, to maintain a successful website, it is essential to always be on the cutting edge of technology. “Let’s take, for example, the development of an iPhone app – that naturally costs money,” explains Schmitter. “At the same time, however, in the global online marketplace it has to be able to compete with extremely professional offerings.” The solution to this problem: cooperation. Germany’s largest commercial radio stations, including 104.6 RTL and 105'5 Spreeradio, have therefore formed a consortium under the label “Digital 5” and are jointly developing products to be marketed on the Internet – most recently an application for mobile devices. “Each station can then brand it with their own corporate design and fill it with individual content; but the costs for developing it are shared,” says RCB Radio Center Berlin’s Managing Director, explaining the rationale behind the cooperation.

“Digital 5” also produces streams for Web radio: “One station’s music editors may be more specialized in Oldies, the other has hip-hop expertise – ideally, two channels would create one Web stream each, and can then use both.” Schmitter firmly believes that all radio stations “will ultimately move in a similar direction in terms of technology. The clear positioning will then be achieved via content.”

Content, Schmitter is equally sure, will ultimately determine a radio station’s success, both on the Internet and on the airwaves. You have to deliver good content – content that makes listeners feel well informed and entertained, that makes them laugh, cry or talk about what they’ve heard.
“¡Hola Soy Joana! Quiero contarte como el mundo puede ser un poco mejor para todos” (“Hello, I’m Joana! I want to tell you how the world can become a better place for all!”) is what the homepage about the campaign “2015: Un mundo mejor para Joana” proclaims. The campaign is about the United Nations Millennium Development Goals, which should be achieved by 2015. Antena 3 and Fundación Antena 3 now support the campaign. On 15 January, an agreement was signed in Madrid by Silvio González, General Manager Antena 3, and Juan Cardona, Director of the “Foro de Reputación Corporativa” (FRC, “Forum Corporate Responsibility”). It states that the television stations of the Antena 3 group (Antena 3, Neox, and Nova) and of Fundación Antena 3 (Canal FAN3) as well as the radio station Onda Cero will support the above-mentioned campaign over the next six months through their media channels.

“2015: Un mundo mejor para Joana” was developed by the FRC and includes the eight millennium goals: ending poverty and hunger, universal education, gender equality and empowering women, child health and the reduction of early child death, maternal health, combat HIV/AIDS, malaria and other serious illnesses, environmental sustainability, and the establishment of a global partnership for development. The pertaining spots of the FRC are now aired on the stations of Grupo Antena. The homepage www.2015unmundomejorparajoana.com not only provides the videos for download but also ample information about the subject matter. The initiative’s identification figure is a small girl named Joana, who explains the eight millennium goals in spots in order for the “world to become a better place for all.”

Supporting Millennium Development Goals

Antena 3 supports the United Nations Millennium Development Goals set to be achieved by 2015 with a media campaign.

Spain - 20 January 2010
Since 2005 Cathy Sarraï incarnated the role of *Super Nanny* with talent and flair. Certainly, she looked severe in her black suit with her hair pulled back and her glasses perched on the tip of her nose. But behind her strict tone and the many admonishments required to set little monsters straight, it was easy to discern the tenderness and love Cathy had for children. Viewers weren’t fooled, and they quickly adopted her.

News of her death echoed throughout France. “Humane, endearing, lovable, gentle, funny” were the words most often used by viewers to describe her in internet posts, and many were the mothers who recounted how Cathy's advice and knowledge helped them educate their children.

The entire personnel of M6 expressed its deepest sympathy to the family and loved ones of Cathy Sarraï during this difficult time. M6's Programme Director Bibiane Godfroid spoke on the air at RTL Radio: “I cherish the memory of someone who was entirely devoted to her calling as a nanny. What she wanted was not to do television, but to give advice to mothers and to raise children. Television allowed her to do that. When I saw her, I was looking for a nanny to present *Super Nanny*. I needed someone who I thought would be responsible and to whom I could entrust children. With Cathy I had that sense right away. I told myself I could trust this lady. I knew right away that she was the one, and there was no hesitation on the part of the channel. She swung between shyness and a certain kind of exuberance.”

Bibiane Godfroid continued: “She had but one desire, to continue her "mission", as she called it. She always refused to acknowledge her illness in order to continue raising children on television. She also continued to raise children as a private nanny.” Bibiane Godfroid concluded by saying that she felt the pain of having lost someone who had become France's favourite nanny.

In the blog dedicated to the show, viewers expressed their emotions and grief. One internet user wrote: “I just learned of Cathy's death. A beautiful lady left us today. My sincere condolences to all of her family. I am truly saddened at the news. This nanny will always be an example for me and her advice will forever remain useful. Goodbye Cathy, and may you be happy where you go.” Another wrote: “I am in shock. We will miss our Super Nanny. She gave me solutions that helped me raise my child. Now she’ll take care of little angels, who behave much better.”

M6 will dedicate a special evening to her on Saturday night.
More viewers tune in to *Le 19.45*

The news on M6 continue to draw bigger audiences, with more than 3 million viewers tuning in last week.

France - 15 January 2010

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A little bit of soap for the *Pietshow*

Soap actors Raúl Richter and Tim Sander popped in on the *Pietshow*, Grundy UFA's popular Web series, for a bizarre guest appearance.

Germany - 18 January 2010

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300 boxes full of donations

104.6 RTL joined forces with the *Berliner Morgenpost* daily paper to collect donations in kind, in hopes of making the winter a bit more bearable for homeless persons in Berlin.

Germany - 19 January 2010

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Record results

RTL Radio France pulls far ahead of the pack during the November to December 2009 period with 2.6 points and 1.3 million listeners more (cumulative audience) than the number two radio station. With an audience share of 4.1 per cent, Fun Radio scored its best figure since 2002. RTL 2's audience share rose by 0.2 percentage points to 4.6 per cent.

France - 20 January 2010
Michael Beisheim, Senior Vice President Group Tax at RTL Group, will additionally take on the management of the Corporate Tax Department at Bertelsmann AG with effect from 1 May 2010.

He succeeds Jörg Hernler (60), who has been training Beisheim in his new tasks since the beginning of the year and will then be leaving the company himself after 26 years as scheduled. As the Chief Head of Department, Beisheim reports directly to Bertelsmann’s Chief Financial Officer and Head of the Corporate Center, Thomas Rabe. As Senior Vice President Group Tax, he also continues to bear overall responsibility for tax-related matters at the publicly listed RTL Group and reports directly to RTL Group’s CFO, Elmar Heggen.

Commenting on Beisheim’s move to the head of the tax department at the Corporate Center, Thomas Rabe says: “I am pleased that Michael Beisheim, with whom I worked closely during my time as CFO of RTL Group in Luxembourg, will soon be additionally taking on the management of our Corporate Taxes department here in Gütersloh. I am confident that he will tackle this new task with great entrepreneurial skill, achieve a great deal for the Bertelsmann group, and continue the successful work done by Jörg Hernler.”

Elmar Heggen expressed his congratulations: “In the past ten years, Michael Beisheim has brought great competence and drive to his role as head of the RTL Group Tax department, and has been formative in creating lasting value for our company. I wish him the best of success for his future tasks in his much-expanded sphere of responsibility and look forward to continuing to work with him.”

Michael Beisheim began his career in 1984 in the financial administration of the German state of North Rhine-Westphalia before leaving to join RTL Television in Cologne in February 1993. Three years later, he was appointed to head the Taxes department here. In March 1998, Beisheim took on the management of the CLT-UFA Deutschland Taxes department, then took over the Group Taxes department at RTL Group S.A. in September 2000. He has also served as Managing Director of RTL Group Deutschland GmbH, Cologne, since 2004.
People

New Management structure

Australia - 20 January 2010

FremantleMedia Australia recently announced a new management structure across the key operating divisions of production and development.

Jason Stephens has been elevated to the role of Creative Director from his current position with FremantleMedia Australia (FMA) as Director of Development. Joining FMA in newly created roles will be Cathie Scott as Director of Television Content and Don Keyte as Director of Television Operations.

Will Hamilton now takes on the role of Head of Production and Emanuel Matsos as Group Production Manager. The promotions for Hamilton and Matsos further reinforce FMA’s management team and acknowledge their major contribution to the success of the company.

“Our focus will continue to be to build on the success of our existing franchises while devoting considerable resources to developing new formats, both for television and digital media,” says Ian Hogg, CEO of FMA. “The combined experience and skills of Jason, Cathie, Don, Will and Emanuel undoubtedly bolster our ability to produce quality and successful programmes. 2010 is going to be a very exciting year for FremantleMedia Australia.”

Jason Stephens’ primary focus in his new role as Creative Director will be on new business opportunities and creative partnerships. He will report to CEO Ian Hogg. In her role as Director of Television Content, Cathie Scott will oversee the production of all of FMA’s factual and entertainment programmes. Don Keyte’s role with FMA as Director of Television Operations will be responsible for nurturing the core business of television production, while also working closely with production teams to ensure effective execution. Keyte will be joined by Hamilton and Matsos to provide direction and support for all FMA production units. They will have a strong focus on managing staffing, budgets and scheduling at all stages of the production process. Both Cathie and Don will report to the Director of Programming, Tim Clucas.