



吉林电视台

# 不惑年华

1 9 5 9 — 1 9 9 9

Television Station

40 Years of China Jilin

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展吉林风采  
采创美好  
未来

庆祝吉林电视台  
建台四十周年

王云坤  
一九九九年七月

省委书记王云坤为吉林电视台建台四十周年题词："展吉林风采，创美好未来"

"Showing magnificent prospects of Jilin Province and Creating a glorious future", an inscription written by Wang Yunkun, Secretary of the Party Committee of Jilin Province in celebration of the 40th anniversary of the foundation of Jilin Television Station



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# 40 Years' Trials and Hardships

by Zhao Fengpei

President of Jilin Television Station

When our motherland accomplishing 50 years' journey through thick and thin, Jilin TV Station is awaiting its 40th birthday. The seasons change fast, people at Jilin TV Station have also experienced many vicissitudes of life and witnessed the course of the reform and development in Jilin Province.

When I leaf through the album and recollect the past 40 years, my heart is filled with pride and gratification. I can't help looking back upon the trials and hardships we've gone through to cover the major events. I'm so gratified by the conscientiousness and the dauntless spirit of my comrades. The hardships and tribulations left no trace of fatigue and frustration on their mind and body. Instead, they tempered their will. What lovely people we've got! In face of arduous work and difficult circumstances, they demonstrate more commitment and dedication to the great undertaking. The album not only records the history, but our innermost aspirations to success.

40 years is not short in a man's life, but only a twinkling in the long run of history. Through the years, Jilin TV Station grows out of nothing and expands from small to large with generations' painstaking efforts. Today, when the audience turn on their TV sets and enjoy the varied and rich programs on the screen, they probably have no idea how much toil we've gone through. But as long as the people's spiritual life is enriched, as long as we've got the attention and expectation of the audience, all our efforts are paid off. They are worthwhile after all.

When we recall, we realize that all the accomplishments we've made, all the success we've achieved are attributed to the great opportunity of reform, the adoption of scientific management, the guidance of fresh television ideas, the attention and support from leaders and personalities at various levels. The silk banners, trophies and certificates present a faithful account of the achievements we've made which are the best repayments for all the trials and hardships we've gone through to publicize trend of the times and serve the general interests of the country.

Facing up the fierce competition of the media, we pick up challenge, think about changes and bring forth new ideas. We have a group of people full of vigor, caliber and enterprise at Jilin TV Station. They are diligent at work and adept to new ideas. They love and respect their job. They work with perseverance and pioneering spirit. With exemplary role played by these people, we'll certainly have a strong lineup by enrolling new emerging forces.

Looking into the future, we'll make a fresh start. At the great occasion of the 40th anniversary of the foundation of Jilin TV Station, let's encourage each other with realistic and creative spirit to make more achievements in the future and forge ahead toward the new century.



# 不惑年华

——吉林电视台台长

赵锦佩

伴随伟大祖国五十年风雨历程，吉林电视台迎来了四十岁生日。斗转星移，吉视人亲历了国家的沧桑巨变，也目睹了我省改革发展的豪迈历程。

四十不惑，往事如歌。翻看着这本装帧精美的画册，跃入眼帘的是一幅幅精彩瞬间的记忆，心头不禁涌起阵阵欣慰与自豪！一次次重大战役的报道，一次次苦与险的考验，仿佛又重现在眼前。同志们求真务实的态度，无所畏惧的精神令人感到欣慰。每一次的亲历和考验，他们抖掉的是一身灰尘，挥去的是一身倦意，投入的是更加百倍的努力和坚强的意志。我不由感慨，他们是一群多么可爱的人！拿着这沉甸甸的画册令人感到自豪，因为它记录的是我们的成长史，倾诉的是对事业成功的心曲。四十年不短，更只是一瞬。为了这崇高而又神圣的事业，我们经历了从无到有，从小到大，几代电视人的耕耘与奉献，走过了一个个春夏秋冬。当人们打开电视机的时候，扑面而来的是靓丽的色彩和丰富的信息。我们付出的是艰辛与汗水，丰富的是人们的精神生活，赢得的是关注与期待。应该说我们的付出是值得的，因为我们在关注中走向了成熟，在期待中不断创造着精彩。

回首来时路，我们取得的每一个成绩，无不以改革为契机，以科学管理为依托，以新的电视理念为先导，以领导和社会各界的关怀和支持为动力。一面面锦旗，一个个闪闪发光的金杯，一迭迭证书记述着我们取得的成果，这是对唱响主旋律，服务中心大局最丰厚的回报。

当代传媒竞争是激烈无情的，面对竞争我们选择的是挑战，面对挑战我们选择的是思变，面对思变我们选择的是创新。吉视人是一支有朝气、有能力、有进取精神的队伍，是勤思好学，爱岗敬业，善于接受新鲜事物的一群人。以锲而不舍，科学求实的探索精神，一定会在竞争中发展壮大。

展望未来，而今迈步从头越。在吉林电视台四十周年台庆之际，我愿以改革创新，求真务实的精神与全台同仁共勉。再创不朽，又上征程，以崭新的精神风貌迈向新的世纪。



## 卷首语

# 闪光的轨迹

——吉林省广播电影电视厅厅长

姜兴坤



今年，我们庆祝伟大社会主义祖国五十华诞，同时也迎来了吉林电视台的不惑之年。吉林电视伴随共和国的脚步，从艰难创业到曲折发展，再到走向辉煌，留下了一条闪光的轨迹。

这部画册上的一帧帧照片，就是这条轨迹上的一个个亮点。那尘封的镜头、扛鼎的力作、成功者的喜悦、追求者的执着……这一切都让我感动不已。

过去的四十年，值得我们倍加珍惜。这四十年成果可以说是千车载不动、万船装不完。吉林电视人在这不惑之年、在这世纪之末，交上了一份令人满意的答卷。

人生四十，已进中年。可吉林电视四十年却恰似风华正茂的青年。吉林卫视刚刚上星，新生代电视人成批涌现，最现代化的技术装备正在应用，最新的创作理念已经产生，新的管理模式开始启动……这一切都让我们有理由相信，吉林电视台将以更加豪迈的步伐跨进新世纪，广大观众将以更加信任的心态锁定吉林电视频道。



# Glorious Bygone Days

by Jiang Xingkun

Director of the Radio, Film and Television

Department of Jilin Province

On Oct.1 this year, we'll see two happy events: the 50th birthday of our motherland and the 40th anniversary of the foundation of Jilin TV Station.

When I turn over the album, it seems that the pictures are telling me stories of the past: the hardships went through for the foundation, the ups and downs in the process of development, the immeasurable joy of the success and the inflexibility and perseverance of our people. I am greatly touched.

We have to take extra care and concern of the past 40 years during which we have achieved innumerable accomplishments. At the turn of the century, people of Jilin TV Station has delivered a satisfactory report on the fulfillment of their duties.

Man goes into middle age at 40, yet Jilin TV Station is still at the height of its youth and vigor. The Satellite Broadcasting Channel is just opened. The fresh forces are emerging in large numbers. The most advanced technology and equipment are being used. The latest creative ideas have come into being. The new management mechanism is in gear... So we have reasons to believe that Jilin TV Station will find its way ever deeper into the hearts of the audience and will march toward the new century with firm and steady steps.

# 亲切关怀 巨大鼓舞

Attention and Inspiration

建台 40 年来，

吉林电视台得到了各级领导的

**亲切关怀和高度重视，**

多次亲临视察、题词勉励，

或与本台员工合影留念，给全台

员工以**巨大的鼓舞。**

During the 40 years since the foundation of Jilin TV Station, leaders at various levels have shown great attention and attached great importance to the development of Jilin TV Station. They made inspection visits, wrote inscriptions and took photos to mark the occasions which were very encouraging to all the people at Jilin TV Station.





1、中共中央总书记、国家主席、中央军委主席江泽民来吉林视察，与本台记者合影。

2、中共中央政治局常委、全国人大常委会委员长李鹏来吉林视察，本台记者现场采访。

1.Jiang Zemin, General Secretary, Head of the State, Chairman of the Central Military Commission of the Central Committee of the Communist Party of China (CCCPC), taking a picture with our reporter

2.Li Peng, standing member of the Political Bureau of the Central Committee of the Communist Party of China (CCCPC), Chairman of the Standing Committee of the National People's Congress (NPC), being interviewed by our reporter during his inspection tour to Jilin



# 亲切关怀 巨大鼓舞

*Attention and Inspiration*



1、中共中央政治局常委、国务院总理朱镕基来吉林视察，与本台记者合影。

2、中共中央政治局常委、全国政协主席李瑞环来吉林视察，与本台记者合影。

3、中共中央政治局常委、国家副主席胡锦涛到我省灾区视察灾情，本台记者随行采访。



1. Zhu Rongji, Premier and standing member of the Political Bureau of CCCPC, taking a picture with our reporters on his inspection tour to Jilin

2. Li Ruihuan, standing member of the Political Bureau of CCCPC and Chairman of Chinese People's Political Consultative Conference (CPPCC), taking a picture with our reporter during his inspection tour to Jilin

3. Hu Jintao, Vice Premier and standing member of the Political Bureau of CCCPC, being interviewed by our reporter during his inspection visit to the flood-stricken area of Jilin Province





1、中共中央政治局委员、书记处书记、宣传部长丁关根来吉林电视台视察。

2、中共中央政治局委员、书记处书记、中央政法委书记罗干来吉林视察，与本台记者合影。

3、中共中央政治局委员、全国人大常委会副委员长姜春云来吉林视察，与本台记者合影。

4、中共中央政治局委员、中科院院长李铁映来吉林视察，与本台记者合影。



1.Ding Guangen, member of the Political Bureau of CCCPC, Secretary of Secretariat of CCCPC and Minister of Publicity Department, CCCPC, made an inspection visit to our TV Station

2.Luo Gan, member of the Political Bureau of CCCPC, Secretary of Secretariat of CCCPC and Secretary of Political and Legislative Affairs Committee of CCCPC, taking a photo with our reporter

3.Jiang Chunyun, member of the Political Bureau of CCCPC and Vice Chairman of the Standing Committee of the NPC, taking a picture with our reporter on his inspection tour to Jilin Province

4.Li Tieying, member of the Political Bureau of CCCPC and President of Chinese Academy of Sciences, taking a picture with our reporter during his inspection tour to Jilin Province

