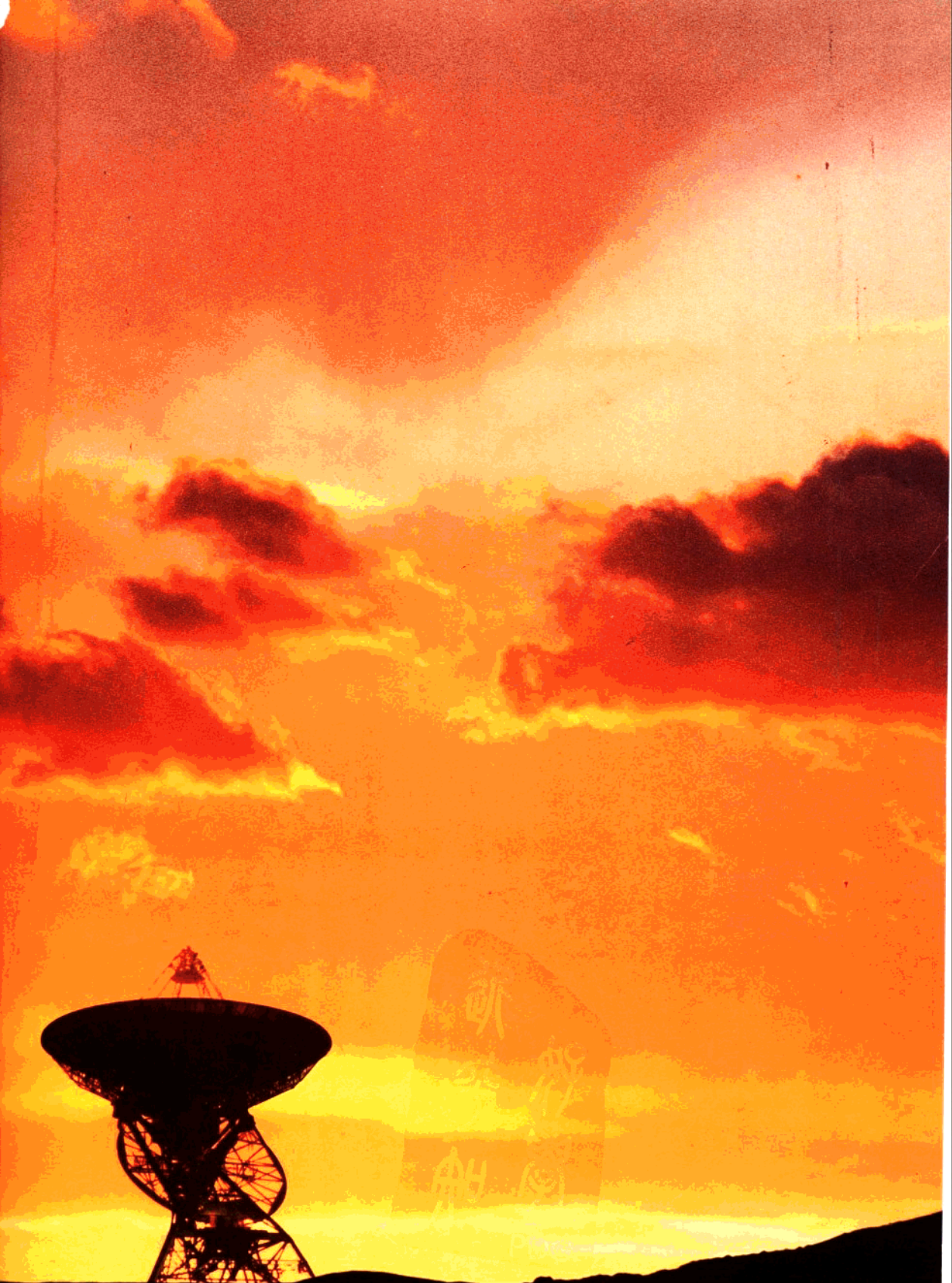


山东广播影视

Shandong Radio, Film and Television — Fifty Years of Sustained Moving Forward

奋 进 的 50 年





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山东广播影视

奋进的 50 年

Shandong Radio, Film and Television
— Fifty Years of Sustained Moving Forward



山东省广播电视厅 编



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山东广播电视大楼



前言

Preface

1948年11月8日，在庆祝济南解放的欢呼声中，山东人民广播电台的前身——济南特别市新华广播电台正式播音，党和人民的声音、人民解放军胜利的消息通过电波传遍了齐鲁大地。从此，山东人民广播事业诞生了，山东广播事业的历史掀开了崭新的第一页。

新中国成立50年来，在中共山东省委、山东省人民政府的领导和关怀下，全省广播影视工作者艰苦创业、开拓进取，山东广播影视事业从小到大，不断发展，走过了艰苦奋斗的历程，创造了灿烂辉煌的业绩。特别是党的十一届三中全会以来，改革开放为广播影视事业注入了新的生机和活力，山东广播影视事业空前繁荣，进入了一个新时期。

——广播电影电视事业蓬勃发展。建国初期，全省只有济南特别市、青岛两座广播电台。1958年5月，山东电影制片厂诞生。1960年10月，山东电视台的前身济南电视实验台开播，形成了山东广播电影电视事业共同发展的格局。目前，全省已有市地级以上广播电台18座，电视台18座，有线电视台18座；县级广播电视台83座。山东电视台第一套节目和山东电台两套节目通过卫星传送，覆盖了全国和周边40多个国家及地区。省和部分市电台、电视台形成了系列频道格局。全省有线广播电视传输网建成开通，连接全省17个市地、129个县市和80%以上的乡镇，用户总数达550万户以上。全省形成了“天上一颗星，地上一张网”，广播电视并举，卫星地面结合，无线有线结合，遍布城乡的广播电视传输覆盖网络。99%以上的行政村通了广播电视，广播和电视人口覆盖率分别达到93.5%和92%，分别比1978年提高了20.5和48个百分点。

——广播电视技术不断进步。广播从中波到调频立体声，电视从黑白到彩色，数字化广播音频工作站、数字化电视摄像机和编辑机、数字化广播电视转播车等，使广播电视从采录拍摄、编辑制作到传输发射正由传统模拟技术向现代数字技术全面过渡，逐步接近国际先进水平。

——广播电视节目异彩纷呈。山东广播电视系统坚持团结、稳定、鼓劲，正面

宣传为主的方针，紧紧围绕党和政府的中心工作，突出改革开放和经济建设的宣传，加强精神文明建设的宣传，先后推出了党的好干部孔繁森、优秀党支部书记王廷江、好军嫂韩素云、济南交警、济南工商行等一大批新时期先进典型，在全国引起强烈反响。广播电视宣传改革不断深化，广播电视节目更加丰富多彩，涌现出了一大批深受广大听众观众喜爱的名牌栏目，采制了一大批在全国全省获奖的优秀广播电视节目和稿件，使广播电视真正成为了党和政府的喉舌，人民群众的知音。

——电影电视剧空前繁荣。1978年，山东电视台录制了全省第一部电视剧《人民的委托》，开始了山东省生产电视剧的历史。到1998年底，全省各级电视台共生产电视剧582部2528集。其中电视连续剧《武松》、《高山下的花环》、《今夜有暴风雪》连续三年分别获得全国电视剧“飞天奖”一等奖和“金鹰奖”。1995年，山东电影制片厂经广播电影电视部批准拍摄出品电影故事片，当年就拍摄了电影故事片《孔繁森》，并获得了中国电影“华表奖”最佳故事片奖、“金鸡奖”特别奖和中宣部“五个一工程”奖。目前，已拍摄了《朗朗星空》、《激情辩护》、《金婚》等6部电影故事片。

——广播电视行政管理成效显著。1993年以来，我省先后对全省县级电视台、有线电视台文艺节目实行了“统一供片，统一管理”，对全省县级电视台实行了年检年审制度。1994年，《山东省电视管理暂行条例》由省人大常委会公布施行。1996年，《山东省广播管理规定》经省政府批准发布施行。近几年来，我省依法对全省各级各类广播电台、电视台、有线电视台、教育电视台、电视节目制作经营机构、地面卫星接收设施进行了全面的清理整顿，保证了全省广播影视事业健康发展。

——广播电视队伍素质不断提高。近几年来，全省广播影视系统大力加强思想政治教育 and 职业道德教育，不断深化人事制度改革，广泛进行多种形式的干部职工培训，深入开展爱岗敬业活动，树立起了广播影视工作者的良好形象，涌现出了一大批先进集体和先进个人。仅省电台、省

电视台就有20多人分别荣获“全国百佳新闻工作者”、“全国优秀新闻工作者”、“山东省劳动模范”、“山东省泰山新闻奖”等省级以上荣誉称号。

回顾50年奋斗历程，我们为辉煌成就而自豪；展望新世纪灿烂前景，我们为任重道远而奋起。我们要在以江泽民同志为核心的党中央和省委、省政府的领导下，高举邓小平理论伟大旗帜，按照党的十五大确定的战略部署，抓住机遇，开拓进取，开创更加美好的未来！

On November 8, 1948, with happy laughter and cheerful voices celebrating the liberation of Jinan, Radio Xinhua of the Special City of Jinan, the predecessor of Shandong People's Radio Station, formally announced broadcasting. The voice of the Party and of the people as well as news of the victories of the People's Liberation Army were spread all over Shandong by the radio waves. Since then, the Shandong people's radio enterprise has emerged. A new page was opened in its history.

In the past fifty years since the founding of New China, under the leadership and care of the Committee of the CPC of Shandong Province and the Shandong Province People's Government, the radio, film and television workers in the whole province have built their enterprises through strenuous efforts and have opened roads for forging ahead. From small beginnings, the radio, film and television enterprises of Shandong have developed constantly. Splendid achievements have been made by a lot of hard work. Especially since the Third Plenary Session of the Eleventh Central Committee of the CPC, the reforming and opening policies have vitalised the radio, film and television industry. So in Shandong there came a new period of an unprecedented prosperity.

—The radio, film and television industry flourishes. During the initial period of the founding of the new country, there were only two radio stations in the Special City of Jinan and in Qingdao for all the province. In May, 1958, the Shandong Film Studios came into being. In October, 1960, the Jinan Television Experimental Station (which has evolved into the Shandong Television Station) began to broadcast TV programs. A precedent was thus formed for the joint development of the radio, film and television industry in Shandong. To date in Shandong Province there are 18 radio stations at city or

prefecture level and above. There are also 18 TV stations, 18 cable TV stations and 83 radio and TV stations at county level and above. Set No 1 of programmes of the Shandong TV Station and the two sets of programs of Shandong Radio Station are all transmitted by satellite which can cover the whole country and over 40 peripheral countries and regions. A pattern of a series stations and a series channels have been formed in provincial and municipal radio and TV stations. A cable radio and television transmission network has been constructed and opened all over the province. It connects 17 cities or prefectures, 129 counties and over 80 percent of the villages and towns. The total number of subscribers has reached over 5.5 million. In the whole province, the radio and television transmission and coverage network features a pattern of "a satellite in the sky and a net on the ground". Radio and television are developing concurrently and wireless stations and cable ones are combined. Over 99 percent of the administrative villages can now receive radio and television programs. The coverage rates of radio and television have reached 93.5 percent and 92 percent of the population, an increase of 20.5 percent and 48 percent compared with those of 1978, respectively.

—Constant progresses are being made in radio and television technologies. For example, from MW to FM stereo in the radio field and from black-and-white to color in the television field. In addition, we have radio digital audio frequency stations, digital television cameras and editors, and digital radio and television relay to automobiles, etc. By fully changing over from the traditional analogue technology to the modernized digital technology in the process for the collection, recording, filming, editing, broadcasting and transmitting, all the radio and television enterprises now gradually approach to advanced international standards.

—Radio and television programs present brilliant splendor. The Shandong radio and television system follows the guiding principles of union and stability and encourage positive propaganda. Closely covering the central work of the party and the government, it promotes propaganda for the reform and opening and economic development. It also stresses propaganda for the development of a spiritual civilization. One after the other it broadcasts a large number of model types like Kong Fansen (a good cadre of the party), Wang Tingjiang (an excellent branch party committee secretary), Han

Suyun (a kind military spouse), the traffic police of Jinan and the Industrial and Commercial Bank of Jinan. These have evoked strong reactions all over the country. Reforms in radio and television propaganda are constantly deepened while radio and television programs are presenting more radiant splendor. Large quantities of famous programs best liked by audience have emerged by degrees. Large quantities of quality radio and television programs and contributions that won the state-level or province-level prizes, have been collected and edited as well. Thus radio and television have really become the mouthpiece of the party and the government as well as the understanding friends of the masses.

—There is an unprecedented flourishing of film and TV shows. In 1978 the Shandong TV Station produced "Mandated by the People", the first TV show in the province. The history of TV show production in Shandong Province was thus established. At the end of 1998, 582 parts (including 2528 series of TV shows) were produced by TV stations of every level in the province. Among the serial TV shows "Wu Song", "Garland at the Foot of A High Mountain" and "There Will be Snowstorm Tonight" each won as first prize at state-level "Flying Apsaras Prize" and the "Golden Hawk Prize", for three years running. In 1995, approved by the Ministry of Radio, Film and Television, Shandong Film Studio began to produce feature films. In the same year, the studio produced a feature film "Kong Fansen", which won the best feature film prize of the "Hua Biao Prize" awarded by the government for excellence in films in China, the special prize of the "Golden Rooster Prize" and the "Five-ones Project Prize", awarded by the Propaganda Department of the Central Committee of the CPC. At present six feature films have been produced, including "Clear Star Sky", "Emotional Defence and Golden Wedding", and so on.

—Prominent achievements have been made in radio and television administration. Since 1993, the policy of unity in TV shows supply and administration have been successively implemented for county-level TV stations and art programs of cable TV stations all over the province. A yearly examination system has also been implemented for the county-level TV stations. In 1994, the Shandong Province Provisional Regulations on Television Administration was promulgated to be put into effect by the Standing Committee of the Provincial People's Congress of Shandong. In

1996 Shandong Province Regulations on Radio Administration was promulgated to be put into effect, after being approved by the provincial government. In recent years, in accordance with the law, our province has extensively checked and consolidated various radio stations, TV Stations, cable TV stations, educational TV stations, operational and productive structures engaging in TV programs, the ground satellite reception installations, etc. This has guaranteed the healthy development of radio and television enterprises in the whole province.

—The best quality has been promoted constantly. In recent years, ideological as well as political education and vocational moral education have been carried out in the radio and television system of the whole province. Personnel systems have also been greatly reformed. Training for cadres and staff has been widely carried out in various ways. Activities are developed to encourage staff to cherish their posts and give their best in their work. Good reputations have been set for radio and television workers. Large numbers of advanced groups and individuals have emerged one after the other. In the Shandong Radio Station and the Shandong TV Station alone, more than 20 persons have won honor titles at the province level or above, including "100 Best News Workers of the State", "excellent news workers of the state", "Labor Models of Shandong Province" and "Mount Tai News Prize of Shandong Province", etc.

Reviewing fifty years of sustained moving forward, we take pride in some splendid achievements. Looking ahead the brilliant future in the new century, we will work hard at this demanding task. Under the leadership of the Central Committee of the CPC, taking with Comrade Jiang Zemin as the anchor, and the provincial committee and the provincial government, we will hold high the great banner of Deng Xiaoping's thought. Following the strategic plan determined by the Fifth Plenary Session of the Party, we will grasp the opportunities and go forward to create splendors and a much better future!



领导关怀

L I N G D A O G U A N H U A I



50年来,

山东省的广播电影电视事业得到了

中央领导及山东省委、省政府领导的

亲切关怀和大力支持。

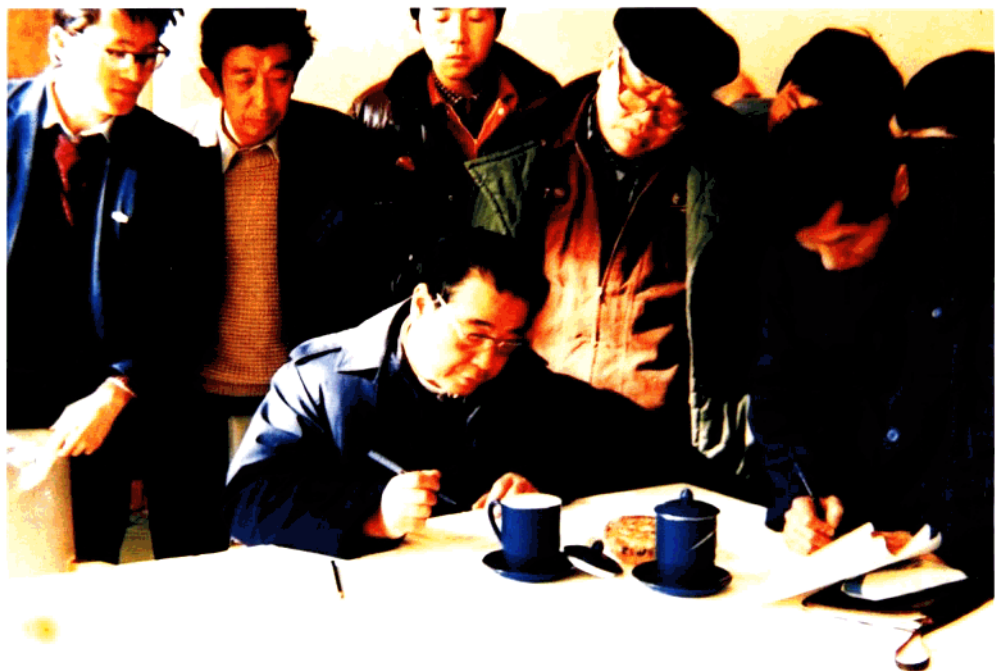


1960年5月4日，毛泽东主席到济南珍珠泉参观农业技术成果展览，山东人民广播电台记者高嵩山、刘新志录下了这珍贵的谈话实况。





青岛人民广播电台策划、改编和导演的“南曲北移”节目，于1993年4月14日进京汇报演出，获得圆满成功。图为演出结束后，江泽民、李鹏、朱镕基等党和国家领导人与青岛市广播电视局领导和剧组人员一起合影。



1986年12月，李鹏总理在青岛视察工作结束后，亲自审查青岛电视台记者采写的新闻稿件。



在八运会期间，山东电视台由34人组成的八运报道组开赴上海，除完成本台节目制作外，还圆满完成上级交予的转播任务。图为中共中央政治局委员、国务委员李铁映同志看望山东台报道组



中共中央政治局委员、省委书记吴官正(前排中)等领导同志到山东省广播电视台视察



1997年“八一”建军节前夕，中央军委副主席、国防部长迟浩田接受山东人民广播电台记者专访并为“八一军旗红”专题节目题词。



1994年1月中共中央政治局委员、山东省委书记姜春云(右二)等领导同志视察山东电视台。



1. 1998年1月15日, 青岛市广播电视局科研产品在北京参展期间, 全国人大常委会副委员长布赫(左一), 听取青岛局科研所科研成果的情况汇报

2. 1997年8月9日, 原全国人大常委会副委员长陈慕华(左一), 视察青岛广播电视塔

3. 1997年5月8日, 国务委员、国家计划生育委员会主任彭珮云(二排右三), 在泰安市广播电视局演播大厅观看文艺演出