

# Audio-visual Heritage in Saxony

**Strategies for Archiving Local Television Programmes**

**Digitalization and Recognition of Local TV Programmes (1991  
– 1999) after the Peaceful Revolution in Eastern Germany**

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# Basic Facts on Local TV Programmes

- Between 1991 and 1999 up to 80 local TV programmes.
  - Only sparse news programmes.
  - No programme documentation existing.
  - On amateur or semi professional analogue video tapes.
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- Saxonian Media Council (SLM) conducted pilot project (2014-2016) with around 700 tapes being digitized and run through archival recognition software.



# Value of Archival Material

These Programmes

- are a crucial part of the cultural heritage of Saxony,
- are of the highest interest for social, cultural and media research,
- provide new, up to now unseen images – and thus are of very high interest for the production of new TV documentaries,
- depict a social and medial bottom-up-perspective,
- will technically be lost within two years, if not digitized.



# Hypothesis

**From a local and regional perspective, programmes contain self-images and images of the other in a unique historical, political, cultural, and social phase of transition of the everyday culture.**



# Research Focus

**Media studies** and **socio-cultural studies** perspective:

Focus on the era of

the **1990s** as a **transition and historical hinge era** between

the divided and different political and social cultures of two German

states and the completed **unification of Germany**.



# Research Questions

- RQ 1: How are social, political, cultural, and industrial structures changing?
- RQ 2: How are new democratic media structures transferred, implemented, and how are they changing?
- RQ 3: How are people and their everyday life culture changing?
- RQ 4: How is the relation between one's own and the other, the foreign changing?
- RQ 5: How are TV formats changing?



# Research Methods (among others)

- Film/TV Analysis as a content analysis
- Programme Structure Analysis
- Interviews with TV makers





# Research Categories

- **System transfer category:** Transition from a socialist to a capitalist system.
- **Political actor's category:** Building-up of new political and democratic structures, as political parties, city, county and federal state elections, the re-founding of the federal state of Saxony. Founding of unions. Orientation on new politicians.
- **Cultural life category:** Unrolling and closing-down of former educational, cultural and social institutions, as schools (schooling system, teaching schedules, pre-schools), culture and youth clubs, culture and youth houses, sports clubs and other associations, theatres, music standards.
- **Working life category:** Closing-down of industry and trade, loss of work, unemployment, new job orientation, job challenges (profiles, stress), out-migration of people, migration to Western Germany for jobs. The first strikes for jobs.
- **Human and social condition category:** Loss of older political, ethical, and authoritarian standards and aims, and adopting to new standards in family, circle of friends, neighbourhood, adoption of more self-responsibility.

# Research Categories

- **Coping with the past category:** Uncovering, discovering, discussing, knocking-off of one's own guilt and culpability in the past. Contention, controversy, dispute and conflict between former GDR establishment and new establishment of Western Germans and of Eastern citizen's movement members.
- **Economical transition category:** West German investment success and fraud. New (Western German) goods vs. Eastern German goods "aus unserer Heimat" ("from our homeland").
- **Traffic and architecture category:** New and more cars (technologies). New city planning and traffic. Restauration of houses, new architecture, change of town- and landscapes.
- **The Own and the Other category:** Tourism. Travelling open frontiers, discovering foreign cultures. Coping with own experiences vs. prejudices. Foreign restaurants and food: Italian, Greek, Turkish etc.
- **Historical phases category:** After some years of euphoria followed disillusionment, esp. in the second half of the 1990s. Disenchantment of (partly false) hopes.

# Research Categories

- **Media category:**

Imitation of western broadcasting formats. Adverts of local and regional enterprises. Business competition or cooperation with newly founded resp. restructured newspapers. Testing and understanding the new media liberty: fresh and frank questioning and reporting as well as mingling and mixing up of information and advertising (“mayor television”).



# Koalitionsvertrag zwischen CDU und SPD 2014

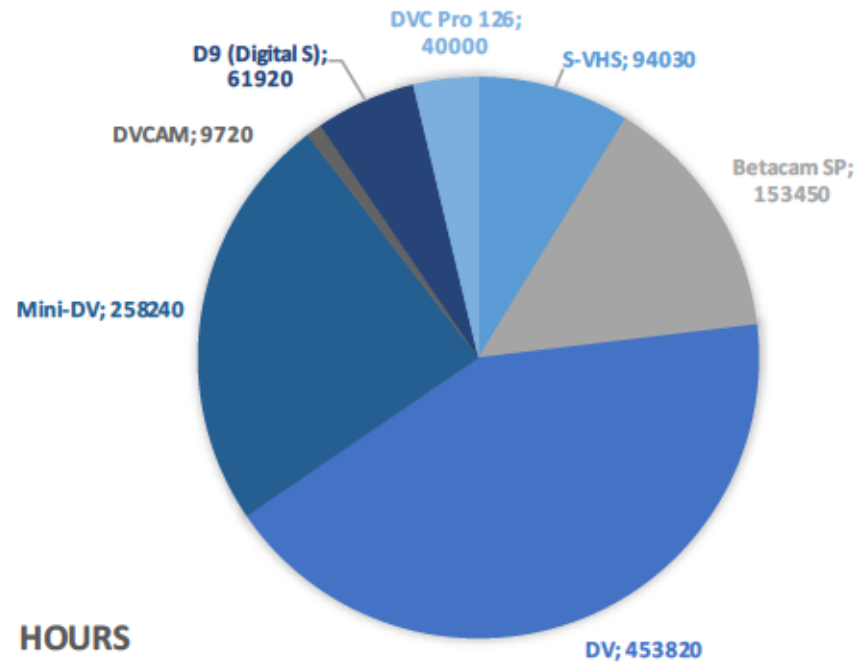
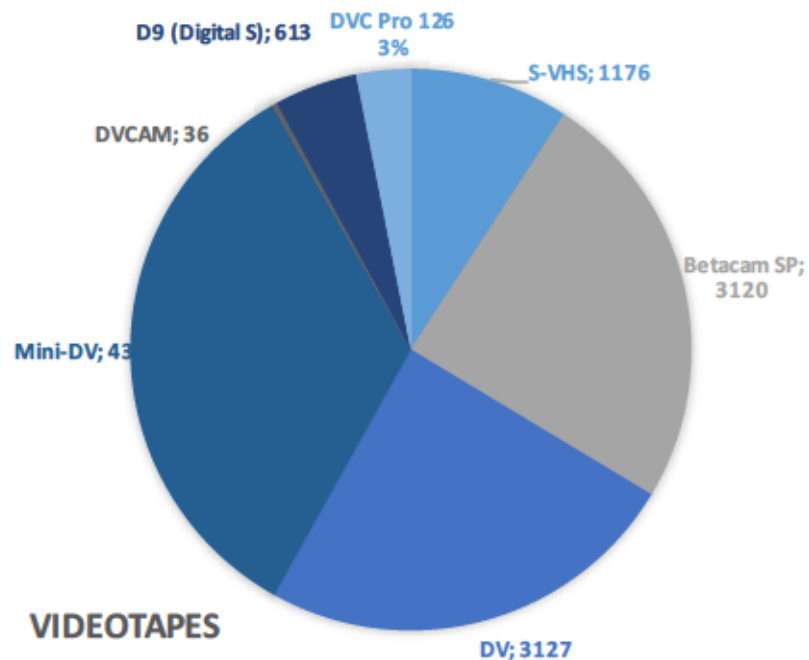
Auszug:

*Das audiovisuelle Erbe ist ein wichtiger Bestandteil des kulturellen Erbes im Freistaat Sachsen und muss erhalten werden. Die Überlieferung insbesondere von filmischen Zeugnissen ist ein wichtiger Baustein für die Identifikation der Bevölkerung mit ihrer sächsischen Heimat. Erhalt, Erschließung und die Schaffung von Voraussetzungen für eine breite öffentliche Nutzung sollen daher finanziell gefördert werden.*



# Local TV Programmes: Types of Videotape reported by 8 out of 80 Broadcasters (1991-2016)

Survey of  2016



# Film: Expected figures of Media Objects with Scientific and/or Cultural Importance.

Survey of  2016

- Panel: 112 archives in Saxony and more than 40 filmmakers and film production companies.
- Only those media objects which are not in the custody of state institutions. It can be assumed that the number would otherwise double.
- 8 percent of all media objects have been digitized.

