

Ph.D. Marta PÉREZ-RUIZ

University of Burgos. Spain. martapr@ubu.es

Spanish Television Broadcasting (RTVE) in the Castilla y León Region. Shifting from a Regional Network to an Associated News Service

Radiotelevisión Española (RTVE) Castilla y León. Evolución de centro territorial a corresponsalía informativa

Dates | Recieved: 24/08/2016 - Reviewed: 06/11/2016 - Published: 01/01/2017

Abstract

The application of Employment Regulation Procedures of Spanish Television Broadcasting (RTVE) on the Castilla y Leon regional network led to a very substantial reduction of its production, mainly because this delegation had an extended programming thanks to an agreement among the Junta de Castilla y Leon and RTVE the previous years. The regional network stopped making these programs and devoted itself to working on regional information and assignments for the national broadcast. Since 2005 this delegation shifted to an associated news service, although with a regional production limited to less than forty minutes per day.

Keywords

Castilla y León; information; production; regional; Spanish Television Broadcasting; public television

Resumen

La aplicación del Expediente de Regulación de Empleo (ERE) de RTVE al centro territorial de Castilla y León supuso una reducción muy importante de su producción, sobre todo, porque esta delegación había contado los años anteriores con un programación ampliada gracias a un convenio suscrito entre la Junta de Castilla y León y RTVE. Este Centro dejó de realizar esos programas y se dedicó al trabajo para los informativos regionales y los encargos para la emisión nacional. Desde el año 2005 esta delegación ha pasado de ser un centro territorial a una corresponsalía para TVE aunque con producción regional limitada a poco menos de cuarenta minutos diarios.

Palabras clave

Castilla y León; información; producción; regional; RTVE; televisión pública

1. Introduction

The Territorial Centres of TVE are the delegations that represent public television, located in the various Autonomous Communities of Spain, which form the territorial network of this television channel. To date, few academic investigations have focused their analysis on the functioning, the production and the regional hourly variations of these Centres and, in doing so, on the establishment of what their function is within the corporate conglomerate of Spanish public television.

The investigation that is presented in this paper analyses the situation of the territorial centres of TVE following the application of the collective redundancy agreement, which provoked a significant reduction in human resources. In particular, it focuses on the regional delegation of Castile-Leon and its work. This centre was chosen for this study because, before the entry into force of the aforementioned collective redundancy agreement, it had been allocated extensive programming, thanks to an agreement between the public television service and the regional government of Castile-Leon.

Since 2005 to date, with the application of the ERE and the launch of informative units in the dependent provinces of the Territorial Centre of Castilla y León, the number of non-broadcasting hours in the community has been held at figures quite unlike those of the 2001-2004 period, when an annual production of 800 hours was exceeded, thanks to the Agreement that extended the time of regional variations within the community.

The closure of the windows of regional variation that had been opened thanks to this Agreement signed between RTVE and the Regional Government of Castile-Leon [Junta de Castilla y León], meant the withdrawal of this programming and closed down a mechanism that had helped the broadcasting on public television of events and identities associated with this community. News from the autonomous communities had less television time, because of the reduction in the time of regional newscasts; the inhabitants of this community were unable to watch relevant events from all of the regional provinces on television.

2. Methodology

When conducting this investigation, data collection was done by consulting the Annual Reports of the Advisory Council of RTVE in Castile-Leon and the annual activity reports of RTVE. At the same time, the reference bibliography was consulted on the establishment and the organization of the Territorial Centres of TVE. As well as other points, the data on global production are presented in these annual reports that include the hours with no regional broadcasting and the yearly contributions to national TVE programs.

The quantitative method chosen to conduct this analysis appears to be the most appropriate, because, in doing so, we relied on both the official data collected by the supervisory bodies of TVE Castilla y León and the annual reports that RTVE is obliged to present for evaluation to the Supervisory Committee that is constituted, for that purpose, in the Spanish Parliament.

The working methodology was not only based on the quantitative analysis of data collected, but also on the observations of a participant as, from 2000 up until 2007, the author worked as a literary correspondent for TVE in Burgos and had first-hand experience of both the increase and the decline in production and hours of regional variation.

3. State of the question

The regional structure of TVE has been the object of study of various investigative works and in manuals such as those published by Enrique Bustamante and Manuel Palacio, in which they take the reader on an extensive tour through the history of Spanish public television. So, the analysis of the work of the Territorial Centres is found to be based on their initial operation, rather than on their contribution to television content. In any case, the references to the history of these Territorial Centres, for example may be found, for example, in the work of Enrique Bustamante. In it, he explains that, since 1982, the hours of regional variations increased, to be able to compete with the new regional television channels and, they lowered their fees, to attract local and regional publicity. The opening of the new centres, over subsequent years, favoured an increase in decentralized programming hours, rising from 1,200 hours/year in 1982, to over 5,000 hours in 1986 (Bustamante, 2013, p.128). With this information, this author was referring to the new wave of recently opened regional delegations. In this respect, it should be recalled that, either because of the launch of TVE under the Francoist regime, or out of a lack of future vision, there was no clear idea in the management of public television on how the opening of these delegations should be done. This situation meant that different centres followed on with no clear and pre-defined order. In the case of TVE in Castile-Leon, the Territorial Centre was set up some months after the approval of the Statute of Autonomy of this Community that took place on 25 February of 1993. As Berzal de la Rosa reported, 2010, p.24:

Thanks to the World Cup of 1982, upon his appointment to the Committee, Demetrio Madrid¹ found a Territorial Centre in Castile-Leon, housed in a dilapidated building in Laguna de Duero, close to the Renault factory... Under the direction of Mariano Martín Jiménez, it represented at that time the only communications media of a regional scope that the Autonomous Community owned, although it was found under wraps and its headquarters had too many leaks. Then, little by little, the project began to take shape.

This lack of planning with regard to the establishment of the territorial structure of TVE has also been obvious in the development of the programming of these delegations, in which there was uniformity with regard to the general organization of regional news, but not with regard to the programming that we may call extraordinary, subject to signed agreements between the delegations and the regional administrations. One example of it all can be seen in the delegation under analysis in this study that saw its programming change from a standardized to an extensive program with some unique broadcasts in the panorama of regional television.

4. Results

On 22 October 1982, the Centre began its operations with the broadcasting of a thirty-minute slot, of an experimental nature, on Fridays from 13:30 to 14:50. A total of 10 of these programs were broadcast during the fourth quarter of that year and a further eight up until the 21st of February 1983, the date on which the broadcasting of the program "Informative regional [Regional News]" officially began, from Monday to Friday, between 14:30 and 15:00. As from 24 July of that same year and, once the production system had been installed, the magazine "Tiempo Nuestro [Our Time]" went on air from Monday to Friday, between 13:30 to 14:00.

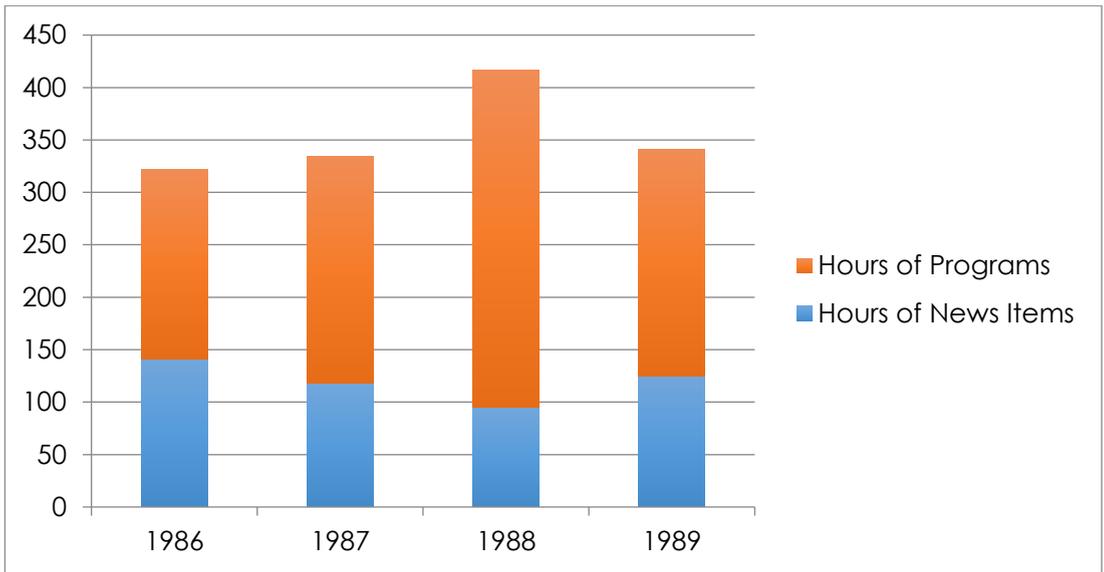
As María Monjas and Carmen Domínguez explained in the article "Televisión y Autonomía: los primeros programas del Centro Territorial de Castilla y León (1983-1986) [Television and Autonomy: the first programs of the Territorial Centre of Castile-Leon]", these first slots reported the regional elections and the constitution of the first regional Parliament in the Church of Las Claras de Tordesillas. On the 24 July of that same year, once the production system had been installed, broadcasting began of the magazine "Nuestro Tiempo [Our Times]" (TVE, 1982-1983), from Monday to Friday between 14:00 and 14:30. The title of this program already hints at its content, as it covered questions of current affairs in the community and the participants in them were personalities from the Autonomous Community.

During the 1982-1983 season, this recently inaugurated Territorial Centre sent a total of 110 news items to be broadcast on channel one of TVE and 20 reports for broadcasting on channel two; in addition, two of its own productions were broadcast, both of 60 minutes on "Imaginería castellano-leonesa [Imagery of Castile-Leon]" and "De aquí para allá [From here to there]" with a secondary title of "Oficios para la nostalgia [Jobs for nostalgia](TVE 1982-1983).

The staff was formed of forty permanent employees, four statutory directors and around fifteen regular and irregular collaborators, as reported in the 1984 Annual Report of RTVE. During these years, there was no consistency with regard to the duration of regional non-broadcasting hours and news slots and therefore we find, for example, that the time destined to regional information in 1987 was 45 minutes every day and, in 1988, it was of a 30-minute duration daily.

We found no data on the total production of the first years of this Centre, but data were available as from 1986. If we analyse trends up until 1989, the variations took place with regard to the production of programs and news items can be appreciated in Graph 1.

Graph 1. Comparative regional production 1986-1989



Source: Author's own presentation from the Annual Reports of RTVE and the RTVE Advisory Council Reports for Castile-Leon, 1986-1989

In the 1990s, once this delegation had been consolidated, there was no consistency with regard to regional programming and the following production figures may be seen in Table 1.

Table 1

Year	Hours of Information	Hours of other programs
1990	150	94
1991	140	130
1992	112	96
1993	142	Not specified
1994	137	Not specified
1995	158	118
1996	192	93
1997	211	Not specified
1998	186	28
1999	249	173

Source: Author's own presentation from the Annual Reports of the RTVE Advisory Council Castile-Leon 1990-1999 and the RTVE Annual Reports 1990-1999.

In the analysis of data from Table 1, we can find important differences in the production of both regional news and other programs, and likewise for the regional circuit. In 1998, an important change took place: an extension of programming that started to function, following the signing of an agreement between the regional government of Castile-Leon and the management of RTVE. It meant new programming hours could come on air in the regional networks. This programming was consolidated in 1999 with an increase of one-and-a-half hours more broadcasting time allotted to regional programming, filled with current affairs on this community; this extension also affected the second edition of the regional newscast that held its

position as a leader of audience ratings in its time band according to the data in the annual report of the RTVE Advisory Council in Castile-Leon.

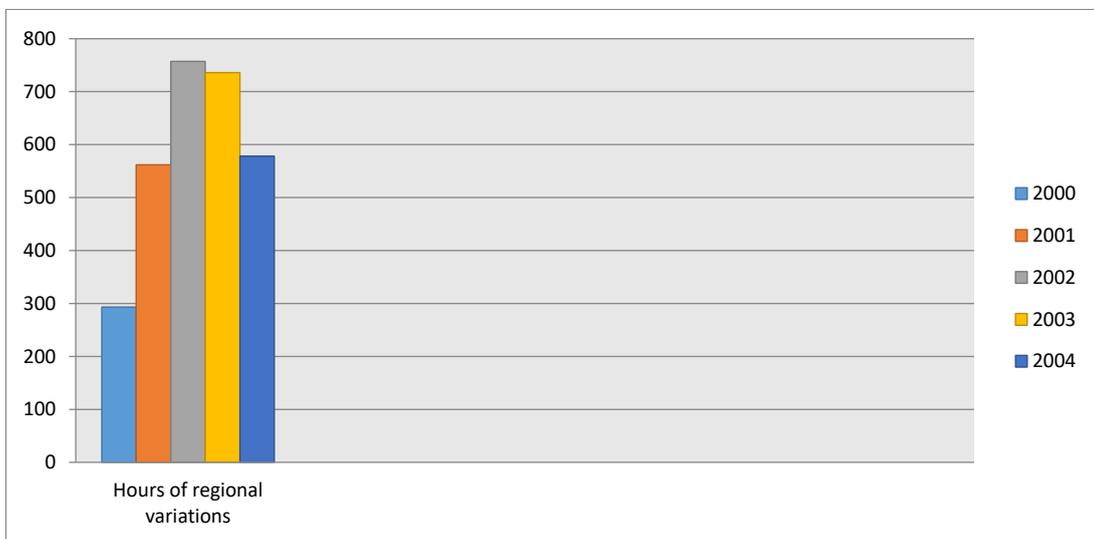
The continuity of these agreements meant that regional production between 2001 and 2004 would increase and would even have a program that was intended to become a reference for other similar slots in other regional delegations of TVE. This program was called Vivir Castilla y León [Living Castile-Leon] (TVE, 2001-2004) broadcast on Channel 2, offering two hours a day, from Monday to Friday, broadcast live with political, social and cultural content on current affairs in Castile-Leon. News content on the community in the national and international programming of TVE was included among the commitments contained in this agreement. At this stage, the agreement that facilitated the increase in production received a subsidy from the regional government of 1,803,036.31 Euros.

2004 was a year of upheaval for this Territorial Centre that experienced different moments. The changes that emerged after the elections of 2004 caused a distancing between the Government of Castile-Leon and the management of RTVE. This event led to the refusal to renew an agreement that had facilitated greater productivity of this regional delegation. The possibility of an extension was discounted as there were discrepancies with regard to the economic valuation of the agreement. A difference that was decisive in the definitive elimination of an agreement that had entailed a significant rise in the production of TVE in Castile-Leon.

So, as of 30 November, all additional regional variations under the terms of the Agreement of earlier years were suspended. At that time, the controversy broke out within the Advisory Council of RTVE in Castile-Leon, as the representatives of the Government and of the Popular Party accused RTVE of failing to produce an acceptable overall program, which had in fact offered very good audience ratings until the agreement ended, and it stated that it was plain to see, from this way of working, that the General Directorate of RTVE was not of the opinion that the Territorial Centres were capable of developing their own productions.

During the years that the agreement was in force, the production figures were the highest since the establishment of this Territorial Centre as we may see from Graph 2, in which a comparison is made between regional variations over the period between 2000 and 2004.

Graph 2. Production trends 2000-2004



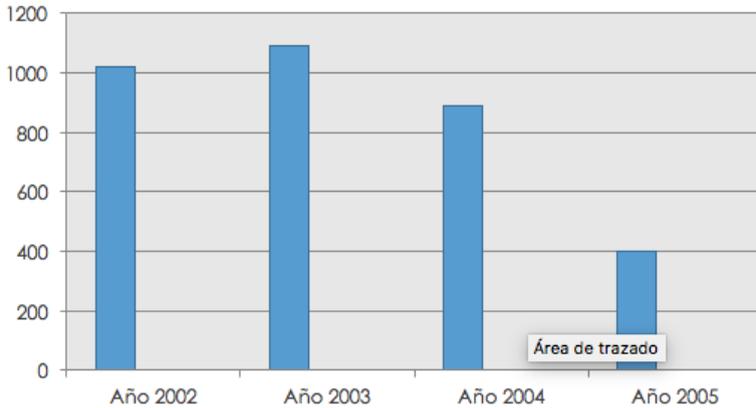
Source: Author's own presentation from the Annual Reports of the RTVE Advisory Council Castile-Leon, 2000-2004.

In 2005, with no type of agreement that might increase the windows of regional production, production of regional broadcasting was reduced to 254 hours annually; a considerable decrease that withdrew themes from the broadcasting slots that had formed part of the regional programming. These hourly slots in their immense majority were newscasts from Monday to Friday on TVE 1 and TVE 2 and Saturdays on TVE 2 through the Weekly Newscasts. The Advisory Council of RTVE in Castile-Leon clearly stated its unease, in view of the withdrawal of additional programming for TVE for Castile-Leon, because of the non-renewal of the agreement and echoed the information pointing to the possible closure of the Territorial Centres.

The data on production in 2005 presented to the Advisory Council showed very different figures from those of 2003 and 2004. Total production was situated at 398 hours and 36 minutes and there was a slot for special programs dedicated, for example, to the Montejo Sanctuary for Birds of Prey, the prizes of Castile-Leon, the prizes of the Cristóbal Gabarrón Foundation, and on the Fiftieth anniversary celebrations of SEMINCI.

If we wish to gain a more global image of the situation experienced in this Territorial Centre once the Agreement had ended, a preliminary comparison can be drawn by analysing the hours of its total production between the years 2002 and 2005, as shown in Graph 3.

Graph 3. Production trends 2002-2005



Source: Author's own presentation from the Annual Reports of the RTVE Advisory Council, Castile-Leon, 2002-2005.

It is worth recalling that the agreement on the extension of programming was functioning over the years 2002, 2003 and 2004, except during the last month of 2004, when, on 30th November, all the extraordinary programming bands were closed down. The difference observed between the years 2004 and 2005 was 492 hours, which takes into account the 2004 working period that ended earlier. The difference is even greater, if the comparison is drawn between 2002 and 2003.

In Table 2, we can see the trends in the production of this Territorial Centre, in which the differences in the volume of work between 2002 and 2005 are even more clearly appreciated.

Table 2. Production trends 2002-2005

Year	2002	2003	2004	2005
Total hours	1,018	1,089	890	398
Regional production	74.40 %	67.59 %	65 %	65.5 %
Newscasts	5.60 %	6.5 %	5.98 %	5.25 %
National Programs	14 %	18.75 %	15.31 %	16.65 %
International Channel	3.40 %	1.36 %	0.73 %	1 %
Thematic Channels	No data	1.13 %	6.56 %	7.5 %
Otros	2,60 %	4,69 %	6,42 %	11,6 %

Source: Author's own presentation from the Annual Reports of the RTVE Advisory Council, Castile-Leon, 2002-2005.

In this Table, we can see the distribution of the work of the Territorial Centres of TVE in Castile-Leon. As well as the important difference with regard to total hours of production, that has previously been shown in Graph 3, there is an important difference in the percentage contribution under the heading of Newscasts in 2005 with regard to the previous three years. Although no specific reason is found that explains this

situation, it may be said that it has more to do with news on current affairs than with the capacity of the Centre.

On the contrary, a significant increase can indeed be found in the contribution from Castile-Leon and the so-called Thematic Channels, among which the 24-Hour Channel is found. It may be said here that an important part of the content of these channels was prepared at the Territorial Centres that facilitated the production of slots to fill the programming hours foreseen on this channel.

Another heading under which we see a considerable difference is between 2002 and 2005, under the heading of Others, that covers the gradual increase in the percentage of work that is due to different factors like the assignment of works and the increased flow of information and reports on events taking place in the regional scope of Castile-Leon, which had repercussions in other geographical areas.

During 2005, the total production of the 15 Territorial Centres was 8,438 hours and their participation in Newscasts represented 9.63%, 813 hours of their work consisted in the delivery of raw material for the preparation of those news reports and their editing, as in the earlier year, also for their broadcast in those newscasts (Informe sobre el Cumplimiento de la función de Servicio Público de RTVE, 2005).

This Report contains another significant piece of information: the total percentage of work of the Centres destined for national broadcasting was 55.60%. This annual report details an increase in programming in the afternoon time bands of TVE 2 for the Autonomous Communities of Asturias, Cantabria, Extremadura, Galicia, La Rioja, Murcia, Valencia and the Autonomous City of Ceuta. In some cases, these Territorial Centres had increased programming, such as that of La Rioja, up until 2011 in signed agreements with those regional Governments.

In 2006, a stage in public television ended in Spain. Law 17/2006 of 5 of June, on State ownership of radio and television, as in the Statute of 1980, laid down the regional organization of RTVE: La Corporación RTVE contará con la estructura territorial necesaria para atender la adecuada prestación de sus funciones de servicio público, proveer de contenidos regionalizados a la realidad estatal, contribuir al desarrollo de la cohesión interterritorial, atendiendo al derecho insular y las condiciones de regiones ultraperiféricas. Las desconexiones se harán en la lengua propia de las CC.AA.

The RTVE Corporation has the necessary regional structure to respond to the proper performance of its functions as a public service, to provide State reality with regionalized content, to contribute to the development of inter-territorial cohesion, in view of regional rights and the conditions of ultra-peripheral regions. The regional variations will be in the languages of the Autonomous Communities.

This Law, which supposedly covers the guidelines set out by the "Informe para la Reforma de los Medios de Comunicación de Titularidad del Estado [Report for the Reform of State Owned Communications Media]", prepared by the Committee set up for that purpose, according to Royal Decree 744/2004, of 23 April, did not explain in the same terms as the report from the "Committee of Experts" what the regional programming should be that, in addition, has to help with the establishment of a cultural industry with a regional identity. This report indicated that the decentralization of the production of TVE and its broadcasts should be a reflection of the State of the Autonomous Communities, both for attention that has to be given to the events and to the expression of the different regions, and for the role of public services in the decentralization of the audiovisual industry and of the cultural industry as a whole (Informe para la reforma de los Medios de Comunicación de Titularidad del Estado, 2005).

In this Law, there is an undefined aspect of how that attention to the principles of public service should be quantified in regional variations, as took place with the Statute of TRVE in 1980. How is the performance of public service measured with merely informative programming of less than one hour in duration? Is the function of public service that the TVE has to perform a different service in terms of whether there is a collaborative agreement with certain regional governments?

This new stage was experienced in a traumatic way at the Territorial Centres that saw the application of an ERE that reduced the staff of RTVE by around 4,000 people. Under these conditions, it was unthinkable to rely on the existing programming for the delivery of a public television service in touch with the citizen.

The year 2006 began at the Territorial Centre of TVE in Castile-Leon with the fear of various redundancies, if not the end of the Centre itself, which would in practice limit the development of the normal work of public television in this Autonomous Community. At the first meetings of the Advisory Council, it was made clear that it had various concerns over the entry into force of the new legislative framework; among which the disappearance of the Advisory Council itself and fears over the disappearance of jobs at the Centre. As a result, the representatives of the Popular Party [Spain's mainstream conservative party] on the Committee presented a motion in defence of the Territorial Centre, while the members belonging to the PSOE [Spain's mainstream socialist party] drafted an alternative text. In the end, the approval of a document entitled

"Acuerdo del Consejo Asesor de RTVE en Castilla y León a favor del mantenimiento del empleo en el Ente público en la Comunidad Autónoma y contra la desaparición de emisoras de RNE en Castilla y León [Agreement of the RTVE Advisory Council in Castile-Leon in favor of the maintenance of employment at the public Entity in the Autonomous Community and against the redundancies of RNE broadcasters in Castile-Leon]" (Memoria Consejo Asesor RTVE Castilla y León, 2006).

At the meeting of the Council, on 22 May 2006, the provisions of the SEPI were on the agenda, which implied a significant loss of jobs that would be passed on to TVE in Castile-Leon reducing its staff from 58 to 39 employees. In this situation, the headquarters in Valladolid would have 23 workers and the teams in the other provinces would be composed of an editor and a camera operator supported by the professionals from RNE. This new organization entailed the termination of the contracts of correspondents that had up until then been contracted through commercial links with TVE. The closure of those contracts was not made effective until 2008, the point when the News Units began their operation, a new organizational name that started to be used to denominate the correspondents in the different provinces.

The Annual Report produced by the Advisory Council shows that the hours of regional broadcasting were maintained during the first half of 2006 with the broadcasting of two news reports, plus half-an-hour of regional programming of their own productions. This situation changed radically from the month of August, the time at which the programming was reduced to a single news report at 14:00 in the afternoon on the first channel of TVE. Despite this drastic reduction in work, the professionals at the Territorial Centre were engaged in the production of slots dedicated to the commemoration of the V Centenary of the death of Christopher Columbus, the debate over the reform of the Statute of Autonomy, and the celebration of a new edition of the 'Ages of Man' exhibition. This Centre participated in the broadcasting of different national and international programs as we shall see in the statistics on production and it produced six chapters in the series "Un programa estelar [A star program]" that explained the functioning of different astronomical observatories.

The regional production of TVE in Castile-Leon in 2006 amounted to 209 hours, from a total of 379 hours of total production, in which the contributions of its professionals to national news and to other television programs of the Corporation was also included.

The contribution of the Territorial Centres to national programming was based on contents for such slots as "España en Comunidad [Spain in Community]" (TVE, 2006-); raw images, edited news items, surveys and reports to the Central News Services and to programs such as "Agrosfera [Agrosphere]"(TVE 1997-). The following data for 2006 may be presented, if we wish to discuss the global figures on the presence of the work of the professionals from this Centre in the programming of TVE, at both a national and an international level.

Table 3. Production TVE Castile-Leon in 2006

Program	Number of pieces	Duration
Telediario Matinal [Morning News]	3	0 hours 26´
Telediario 1 [TV News 1]	204	22 hours 43´
Telediario 2 [TV News 2]	70	11 hours 13´
Telediario 3 [TV News 3]	6	0 hours 28´
Telediario Fin de Semana [TV Weekend News]	55	3 hours 52´
Channel 2 News	31	2 hours 10´
Programs TVE 1	244	52 hours 12´
Programs TVE 2	59	8 hours 05´
Agrosfera [Agrosphere]	30	2 hours 45´
Spain in Community	17	3 hours 57´
Thematic Channels	82	25 hours 55´
International Channel	1	1 hour
Assistance with other televisions	14	1 hour 43´
Exchanges with other Centers	186	33 hours 06´

Source: Author's own presentation from the Annual Report of the RTVE Advisory Council Castile-Leon, 2006.

If we analyse the programs to which the content prepared in Castile-Leon was destined, we find, as is logical, that the greatest volume was destined to regional programming, at 65,5%; while the rest was dedicated to national programming at 8.03%; TV News, 4.9%; the remaining percentage of production was distributed between thematic Channels with 3.11%, the International Channel and assistance to other televisions and exchanges with other Centres.

This situation prevailed at the start of 2007. If the aspects that are reflected in the Annual Report of the Advisory Council are examined, it may be concluded that one of its objectives, carried over from the preceding year, encouraged its members to make an effort to defend the public sector, based on true and objective information and to defend the Territorial Centre of TVE in Castile-Leon, as well as all of its jobs (Memoria Consejo Asesor RTVE Castilla y León, 2007).

In the session of 5 May of that same year, Celsa Villanueva, director of the Centre, explained that this delegation maintained the level of activity announced in 2006. The programming that was foreseen consisted of a news report of a duration of 24 minutes going off-air at 13:56. For the first time, the Territorial Centre had no regional variation on the occasion of the celebration of the Day of the Community; in this case, the information was included in a Special Report broadcast from the locality of Villalar. Although special programs were completed on the Castile-Leon Prizes, the presentation of prizes from the Cristóbal Gabarrón Foundation and the closing ceremony of the annual edition of SEMINCI .

In this situation, we may say that there was no attempt at regional programming, as the General Management of RTVE had considerably reduced regional off-air time. In this way, the work in which this Centre had been engaged, to bring to the public the most important political, social and cultural events taking place in their community, was curtailed greatly and all the more so taking into account that Castile-Leon had no regional television, neither public nor private.

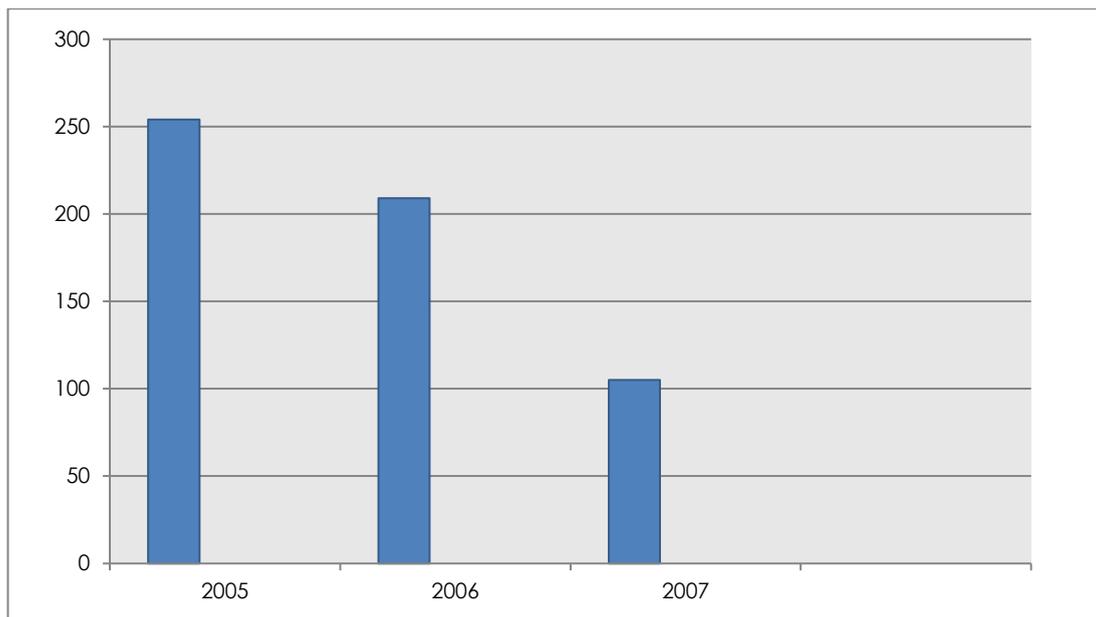
In this case, TVE stopped performing its role of providing a public service, a mandate that, in addition, had been reinforced with the Law approved in 2006. This affirmation may be corroborated with the figures on regional production of that year, in which 101 hours and 40 minutes of Regional news was broadcast on Channel 1 of TVE and 3 hours and 19 minutes of regional programming on Channel 2; a total of 104 hours and 59 minutes that are a long way off the regional variations of the two preceding years, 2005 and 2006, when, as we have seen, a significant drop in production occurred on the regional circuit. What happened with the contents that had indeed found a slot in the more extensive programming? The non-current affairs reports and news items that had been included in the programs no longer had their slot and were, in their great majority, dropped from the panorama of regional news.

If we wish to discuss the contribution of the Territorial Centre to the Central Services of TVE, we find that, unlike what had happened with the reports presented to the Council in earlier years, on this occasion, no figures were offered on the participation of the Centre in each program. It is not possible to analyse the data as in earlier years, but it is possible to say that the total contribution of the Centre to national programs, in raw data and in pieces, stood at 16 hours of production, while 12 hours and 40 minutes of work were sent to the 24 Hour Channel. In the case of contributions to Newscasts, the management of the Centre pointed out that it had increased; the Territorial Centres now coming under the News Area.

In Graph 4, the trends in the production of this Centre are plain to see over the period 2005-2007 for the regional circuit with a drastic fall in regional programming that took place over that period.

Among the factors that should in this case be taken into account, we may refer to the withdrawal of the agreement that took place in 2004 and that, as has been analysed, had opened new programming bands. The broadcasts on these bands had, in addition, received positive support from the television audiences that had increased over the years.

Graph 4. Comparative production 2005-2007



Source: Author's own presentation from the Annual Reports of the RTVE Advisory Council in Castile-Leon, 2005-2007.

Added to all of this is the change in the management of RTVE that blocked the signing of a possible new agreement, legislative approval that came in 2006, the reduction of professionals due to the collective redundancy agreement that made around 4,000 RTVE staff redundant, and the policy of cost reductions that brought, as a consequence, the elimination of additional programming in the Autonomous Communities that had no financial support for its implementation.

If we then assess the production of newscasts at a local level during 2008, we find that the regional newscasts were of a duration of twenty minutes every day, from Monday to Friday that, in principle, had to transmit local news to the public. If we divide the duration of the news between the nine provinces of Castile-Leon, taking into account the political weight of the regional capital, Valladolid, it may be understood that there was little space for other news that was not political. This situation is reflected in the meetings of the Advisory Council of Castile-Leon, whose members were not in agreement with the news that was broadcast from the Territorial Centre of TVE, because the camera operators and editors in the majority of provinces who covered the news that took place in each province had been made redundant, until the nine teams referred to as News Units were up and running. The members of the Committee also noted their unease in the Minutes of their meetings, because RTVE appeared to have forgotten about this Community with regard to public information leaving, only, a newscast of 25 minutes; a newscast that appeared "anecdotal" to them because of its scarce duration, which limited the volume of its contents (Memoria Consejo Asesor RTVE Castilla y León, 2008).

With regard to the annual report of the work performed by this Centre, we find that it produced Regional Newscasts for Channel 1 of TVE between 13:50 and 14:20 in the afternoon. Information included in this annual report on activities reported that TVE had 32 workers at its headquarters in Valladolid and 18 more professionals distributed across the eight News Units that had begun to function full time during the same year (2008). All these information units had their headquarters at the radio stations of RNE.

In this year, the Annual Report of the Advisory Council contained no data on the contributions of the newscasts, although it highlighted the presence in the programs of the 24 Hour Channel, in which it acknowledged the themes of the different Autonomous Communities, including Castile-Leon. Additionally, during 2008, this Centre supplied work to such programs as *Agrosfera* (TVE, 1997-), *Natural* (TVE, 2008-), *Zoom tendencias* (TVE, 2008-) and *España en Comunidad* (TVE, 2006-), and *Con todos los acentos* (TVE, 2008-2009) as well as sports slots. Despite the reductions in regional broadcasting time, it also re-broadcast

various programs such as the presentation of the Castile-Leon Prizes, the production of the program "25 años de Ribera de Duero", "Noticias Castilla y León desde la campa de Villalar" on 23 April, the presentation of the prizes of the Cristóbal Gabarrón Foundation and the closing ceremony of the annual edition of SEMINCI (Memoria Consejo Asesor RTVE Castilla y León, 2008).

Although not all the production data of this Centre may be evaluated, as no reliable figures on production are available, we can indicate that the time of regional variation was very similar to that produced during the year 2007, as it had only one News slot and similar retransmissions to those of that year. We may therefore estimate that production for regional variations in 2008 was around 105 hours.

In turn, a very brief summary of the activity of all the Territorial Centres and which special programming each one of them transmitted was presented in the Annual Report of 2008 on compliance with its function as a public service edited by RTVE. The Report did not however detail what type of regional production each one of them prepared, nor their contribution to the different programs of the portfolio of TVE.

With regard to the contribution of the Territorial Centres to the national News reports, it is described as "fundamental" in the Annual Report and is quantified at a total of 3,994 news items, which implies 16.8% of the total of those broadcast on the two editions of the 'Telediario' newscasts. In that year, no specific contribution appears from TVE Castile-Leon, beyond the edited or unedited items sent to more general programs. This situation attracts our attention, if we take into account the potential of a community such as Castile-Leon that has nine provinces with numerous events and themes to report on, as explained in the analysis of earlier years.

In the year 2008, coinciding with the drop in the production of regional information, in the month of November, the regional government of Castile-Leon [Junta de Castilla y León] announced the invitation to public tender for the management of two channels of Digital Terrestrial Television. This public tender prompted the presentation of a joint offer from Canal 4 Castilla y León and Televisión Castilla y León. The offer was made under the name of RadioTelevisión Castilla and León S.A., RTVCYL, which with Óscar Campillo at the helm, started its broadcasting on 9 March 2009. That year entailed the presentation on the audiovisual panorama of both Castile-Leon and Spain of a mixed system of television that linked the regional area with private capital, although it had an important economic contribution from the regional government of Castile-Leon in the form of subsidies, sponsorship and direct publicity.

This television chain of private capital and broadcasting to regional areas, controlled by the businessmen Antonio Méndez Pozo and José Luis Ullbarri, came to supplement, at the level of news broadcasting, the area of public reference that the news and current affairs programs produced by TVE in Castile-Leon had, up until then, occupied.

We have to centre on the information from the Informe de Servicio Público [Public Service Report] on that year produced by RTVE, if we are to analyse 2009. Since that year up until the end of the period under analysis, 2012, we find that the information was inconsistent when discussing the production of Territorial Centres that are defined in those terms in that Public Service Report of 2009 (RTVE, 2010, p.89) and in subsequent years:

The Territorial Centres of TVE offered the public information that was closer to home, in its Autonomous Community, the events of interest that occurred within its Community. In addition, they contributed, in a fundamental way, to national news programming. They therefore constitute and in accordance with the general principles of public service, a prominent means of diffusion of the identity and diversity of Spanish society and a factor of territorial cohesion and the promotion of plurality.

A novelty of the news programs prepared by the Territorial Centres was that, as from May of that year, they started to be included in the contents of the RTVE portal: www.rtve.es. Their inclusion meant the initiation of a unique offer within the audiovisual panorama of Spain that informed the public, from any part of the world and at any time, of the latest news on any Autonomous Community.

As in earlier years, many of the Territorial Centres, such as Aragon, Cantabria, Galicia, the Basque Country, Extremadura and La Rioja produced special programs to be broadcast as regional variations. In the case of Castile-Leon, this additional programming was completed in October with one broadcast: the Cristóbal Gabarrón Foundation 'Prize Presentation' ceremony. This program was the only one that the Territorial Centre broadcast, while others such as that of Extremadura and Cantabria completed three special regional variations and produced seven special programs, respectively.

With regard to the contributions from the regional delegations to national programming, in the first place, it is worth highlighting that these included a total of 4,528 news items in the 'Telediario' newscasts which meant 17.9% of all newscasts in these slots.

Although no specific data on the work of each Centre is available in this Report, more detailed information is found on the programs produced by these Centres and on the type of content they offered. In the first place, one slot completed its ninth season of broadcasting that year "España en Comunidad [Spain in Community]"; "España 24 horas [Spain 24 hours]" was a daily news service that covered social and cultural aspects of current affairs in all of the Autonomous Communities, which were not included in 'Telediario' newscasts.

Another of the programs the content of which was prepared at the Centres was "Agrosphere" which, as in the earlier seasons, returned to focus on information related to agriculture, fishing and food. During 2009, the program increased its thirty-minute duration to 45, which meant that other matters related to rural tourism and with its associated leisure activities could be aired. One fact that stands out in this Report and in which for a further year there was no presence of the work from Castile-Leon, is the broadcasting of reports from Cantabria, with a total of 10, and from Aragon that presented four reports.

Despite this situation in which the presence of the delegation of TVE in Castile-Leon had been limited in the regional circuit to completing regional reports, it should be highlighted that TVE continued to be the most watched channel in this Autonomous Community.

The figures on regional variations for 2009 are unavailable, because they were not included in the Annual Report of the Advisory Council of that year, but not having widened the bands of regional variation with regard to 2008 and having only completed a special regional variation, we can affirm that a minimal downturn occurred with regard to the situation in 2008.

In 2010, there was a five-minute increase in the duration of the regional news, caused by the withdrawal of all advertising slots on the channel, which meant that each Territorial Centre, included in Castile-Leon, produced 252 editions of regional news, with a hundred hours of local and regional news, almost 20 hours more than in 2009 (Informe del cumplimiento de servicio público, 2010). During this year, no regional variations were produced in Castile-Leon for the broadcast of festivals of interest for its citizens.

In this annual report, we find more data on what happened in the Territorial Centres. In this case, it is specified that there were 14 Centres, with their 35 news units, as well as those located in Ceuta and Melilla, and those that depend on the Management of Territorial Centres attached to the News Management of TVE. This designation can help us to understand that the intention of the Corporate Management of RTVE was to convert regional delegations into correspondent news services for the news services of RTVE, at a time when resource optimization and synergies were on the agenda that should be produced between the professionals of RNE and TVE when producing news programs. We can also assume that the contribution of the Centres to entertainment programs on the public television chain was not expected as its line management was with the News managers. Without a doubt, this situation did not favor greater strengthening of the productive capability that had been achieved in earlier years in Castile-Leon with the completion of spaces for regional variations that mixed news and entertainment.

In this year under analysis, the territorial network of TVE contributed a total of 4,373 news items to the various editions of the newscasts, with a duration of 104 hours, which meant 15% of the news was broadcast in these slots. In this report, the contribution to other slots of national programming was also analysed. It amounted to a total of 240 hours distributed over 6,300 news programs and reports. With regard to the Territorial Centre of TVE in Castile-Leon, this Report is more generous than the earlier ones and specifies the most important news that took place in the Autonomous Community and that had greater coverage by professionals from the delegation. A news report was produced that year on Castile-Leon Day from the locality of Villalar. In addition, the eight News Units that contributed their work to the Valladolid delegation modernized their technical equipment to be able to broadcast live.

The Report that covered the activity of RTVE in 2010 offered data on the individualized contribution of each Centre to the Newscasts of TVE. In the case of Castile-Leon, its participation was 187,38 news items, a total of 4 hours, 29 minutes and 39 seconds, which implied that the Centres contributed 0.65% and 4.33% of news items to the global calculation of the news in the newscasts of that year. This presence of the community of Castile-Leon to the Newscasts is a long way off Catalonia with 42%, and even Andalusia, with 12%; but above Communities such as Murcia that had a participation of 1.03% or Navarra with 0.98%.

It has to be highlighted at this time that the participation of the Centres in Newscasts is clearly due to the criteria on news that is followed within RTVE and the decisions that are determined by the newsworthy events of each day. However, it is clear that the specific weight of news items from this Community is not much, taking into account their appearances in the news items of a national scope, not only from this channel but from the other generalist channels.

In 2011, and as it appeared in the Report on public service compliance, each Territorial Centre produced 254 editions of the Regional News, with a total of 105 hours of local and regional news. These regional variations that are equal for all the Centres except for the Production Centres of Catalonia and Canaries, were extended in the regions of Extremadura, La Rioja, Aragon, Cantabria and Galicia that had additional slots in their regional areas. In addition, during that year, various elections were held that assisted the increased production of the Territorial Centres: the municipal and regional elections of May 2011 and the general elections of November of that same year (Memoria sobre el cumplimiento de la función de servicio público RTVE, 2011).

With regard to the contribution of these Centres to the information offered in the 'Telediario' newscasts, the Report stated that a total of 3,995 news items were produced, 13.3% of the total, of a duration of 93.5 hours of broadcasting. With regard to their participation in other news slots, the figures correspond to 460 hours, almost 5,000 news items and reports. If we analyse the presence of Castile-Leon in these Newscasts, the volume is less than the previous year and we find that only 101 newscasts were broadcast, 0.34% of all news issued in these slots, with a total duration of 2 hours and five minutes. However, some more positive data are available, if we analyse the contributions to other programs among which some other news or sports slots; in this case, participation rises to 550 with a duration of 35 hours and 21 minutes.

The 2012 Annual Report from RTVE was much less explicit than those of two years earlier when covering, both globally and individually, the work completed at the Territorial Centres. Thus, in 2012, we find that there is no information on the contribution of each delegation of TVE made to the different TVE Newscasts and programs. We only find some data that indicate that 248 programs were made of the first edition of the Regional News and that, in the last week of the month of September of that year, a second edition of this newscast was completed of a duration of 10 minutes of which a total of 65 editions were broadcast that year.

With this slight enlargement of the regional variations, communities such as Castile-Leon started to enjoy 35 minutes every day, from Monday to Friday, of direct information on their community. With regard to the total production of the 15 Territorial Centres, in addition to Catalonia, Canaries and the News Units of Ceuta and Melilla, a total of 2,460 hours of production. The sum total of production in the Castile-Leon Centre for regional variations came to 114 hours and 23 minutes, for newscasts alone, because no regional variation was made for the broadcasting of any program of a regional character.

When analysing this year, there is no data with which to evaluate what the participation of Castile-Leon was in the 'Telediario' newscasts and in other news and non-news programs of TVE. The lack of interest when publishing these data not only of the delegation under study but of the others, except for the Production Centres of Catalonia and the Canary Islands, might be a symptom of the scant attention that is lent to the work that comes from all or certain Centres and that limits their contribution to the news, when incidents and high-profile events occur or to give contents to spaces such as the one dedicated to meteorological information where there is a succession of images from various provinces.

With regard to the events of 2013, the RTVE Annual Report covers the production of the Territorial Centres, where it records 3,839 hours for Castile-Leon. A broader production than in the previous year in which the broadcasting of a new 10 minute newscast is included that had been initiated in the previous year. The data corresponding to the years 2014 and 2015 are similar to the 2013, as there had been no enlargement of programming for the different regional circuits of RTVE.

5. Conclusions

As may be inferred from the figures presented in this paper, there has been a significant reduction in the production of the Territorial Centre of Castile-Leon from 2005 up until today, above all, taking into account the data gathered both on the first years of the functioning of this Centre and in the years of its consolidation and the implementation of the agreement that facilitated the expansion of its programming. In the case under study, the situation was even worse as, in this Delegation, an agreement had been in place over the years prior to 2005 that had meant a significant extension of its own production and, therefore, of interesting contents close to the inhabitants of this Community.

This reduction in production centred on the midday regional newscast and its 10-minute version broadcast at four in the afternoon, has meant that the information from many of the regional provinces cannot be included and, at the same time, it has caused another effect: the presence of Castile-Leon in the regional programming has been relegated to the mere reporting of events and the weather.

Having analysed these data, it can be affirmed that this Territorial Centre of Castile-Leon has been converted into a mere correspondent news service of TVE in the Autonomous Community as its production has fallen greatly with regard to the data analysed in the years prior to 2005, which limits the inclusion of

information in the regional broadcasting slot and for productions of a national character. This situation greatly limits the production capability of the delegation and the news from this Community in the national programming of Spanish public television. As the Centre has not asserted its presence, through increased production, there are provinces in the Community that have no complete news units, which limits the coverage of last-minute news items.

Although the object of study of this article is the Territorial Centre of TVE in Castile-Leon, we can note that the figures are similar in all the Territorial Centres, as the Annual Reports of Public Service that RTVE edits do not break down the distribution of production for national broadcasting in a detailed way, but it does list the duration of the newscasts which is equal for all the delegations except for Catalonia and the Canary Islands that are production centres.

In the situation in which RTVE finds itself, it is difficult to determine what the future of their Territorial Centres might be, because there is no planning that indicates that these centres will have extended programming or that specific slots will be included in the programming schedule of Spanish public television for content of a regional nature.

The investigation that was conducted to prepare this article was based on the compilation of data that, although available to the public, is not the object of research that looks in depth at the production of these regional delegations that constitute the regional structure of RTVE, so to carry out a detailed study of the history of public television in Spain, it is necessary to narrate and to explain, in figures, the work that these Centers and their professionals perform.

6. References

- [1] Berzal de la Rosa, E. (coord.). (2010). *La autonomía a través de sus protagonistas*. Valladolid: Fundación Villalar Castilla y León.
- [2] Bustamante, E. (2013). *Historia de la radio y la televisión en España. Una asignatura pendiente de la democracia*. Barcelona: Gedisa.
- [3] Cortes de Castilla y León (2003). *Memoria del Consejo Asesor de RTVE. 2002*. Valladolid. Archivo Central de la Consejería de la Presidencia, ES-CYL -01.01-47008.
- [4] Cortes de Castilla y León (2004). *Memoria del Consejo Asesor de RTVE. 2003*. Valladolid. Archivo Central de la Consejería de la Presidencia, ES-CYL -01.01-47008.
- [5] Cortes de Castilla y León (2005). *Memoria del Consejo Asesor de RTVE. 2004*. Valladolid. Archivo Central de la Consejería de la Presidencia, ES-CYL -01.01-47008.
- [6] Cortes de Castilla y León (2006). *Memoria del Consejo Asesor de RTVE. 2005*. Archivo Central de la Consejería de la Presidencia, ES-CYL -01.01-47008 RTVE.
- [7] Estatuto de Radio y Televisión 1980. BOE nº 11, de 12 de enero de 1980, pp. 844-848. Obtenida el 10 de junio de 2014 de www.boe.es
- [8] Ley 17/2006 de 5 de junio. BOE nº 134, de 6 de junio de 2006, pp. 21207-21218. Obtenida el 20 de junio de 2014 de www.boe.es
- [9] Memoria 2009 sobre el cumplimiento de la función de Servicio Público RTVE. Obtenida el 29 de septiembre de 2014, de <http://www.rtve.es>
- [10] Memoria 2010 sobre el cumplimiento de la función de Servicio Público RTVE. Obtenida el 20 de septiembre de 2014, de <http://www.rtve.es>
- [11] Memoria 2011 sobre el cumplimiento de la función de Servicio Público RTVE. Obtenida el 29 de septiembre de 2014, de <http://www.rtve.es>
- [12] Memoria 2012 sobre el cumplimiento de la función de Servicio Público RTVE. Obtenida el 20 de septiembre de 2014, de <http://www.rtve.es>
- [13] Monjas Eleta, María y Domínguez Jiménez, Carmen (2014). *Televisión y Autonomía: los primeros programas del Centro Territorial de TVE en Castilla y León (1983-1986)*. *Estudios sobre el Mensaje Periodístico*, 20, 59-71. http://dx.doi.org/10.5209/rev_ESMP.2014.v20.45091
- [14] Palacio, M. (2005). *Historia de la televisión en España*. Barcelona: Gedisa.

1 Demetrio Madrid was the first president of the regional government of Castile-Leon



Revista MEDITERRÁNEA de Comunicación
MEDITERRANEAN Journal of Communication