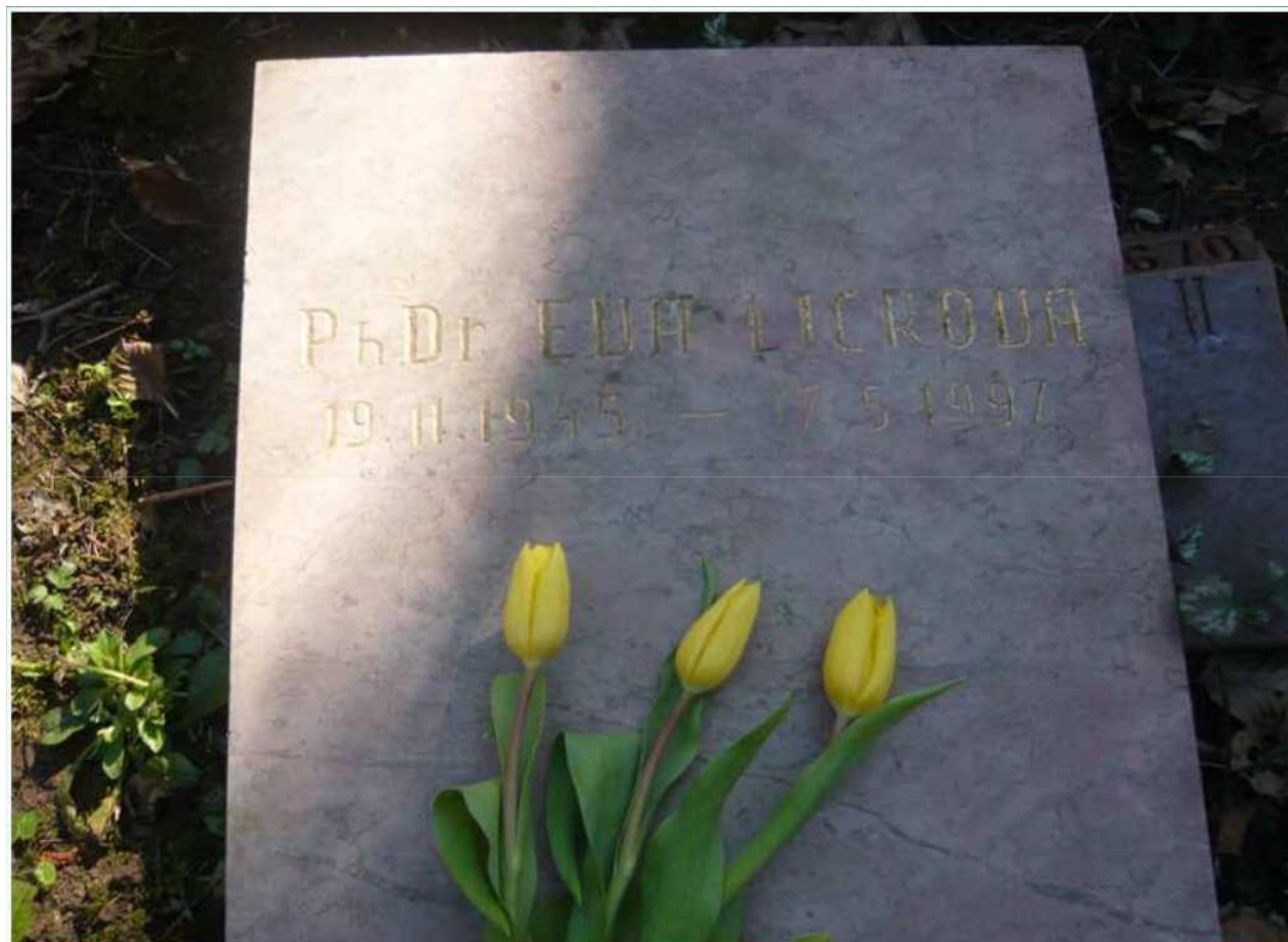


Someone special





(Speech at Eva's Funeral): To the bereaved, my dear guests in mourning,

we have gathered here today to say our last farewells to a person very close to us all,

Dr Eva Lickova, CSc.

For one of those present today, **Eva** was a close life partner, for another two, a mother, for most of us she was a widely appreciated, expert, and special colleague, who left us unexpectedly at the very peak of her professional career.

Eva Lickova's life began in 1945 in Mlada Boleslav, but she spent her youth in Brno, where she studied at secondary school and began her university studies. At some time in this period, her great and possibly life-long passion for the theatre was born, a passion which was probably initially enlivened by her girlhood dreams of a life in the theatre. As a student, **Eva** was practically a daily visitor of the Brno theatre. So it's no surprise that when in 1968 she completed her studies in theatre history and theory in combination with Czech, at the Philosophical Faculty of Charles University, her diploma work was dedicated to the dramatic works of Arthur Miller. Thereafter, she stayed close to the theatre, more specifically with creating drama, if not systematically, then certainly continually, so the number of television productions to which she contributed as an author, will certainly have been a surprise for those of you who knew her as a scientifically erudite expert in the field of research.

Eva Lickova gained the title PhDr in 1974, again at the Philosophical Faculty of Charles University with a CSc degree in Sciences. Then in 1983 on the basis of her dissertation work 'Dramatic works for television and a survey of their effect on society.' At that time **Dr Lickova** was already working in the Analytical Department of ěST (Czech T.V.), where she initially worked intensively on compiling a dictionary of television terminology. She then later devoted herself more and more to questions of sociological research and also partly to the theory of the television program. In 1990, she became the head of the department of program analysis in the formation of SAPA in what was then Czechoslovak, later Czech television, and from 1994, that is from the first year of broadcasting, she worked in NOVA television as head of the research department. With her immense industry, activity and professional authority, she was the main factor which ensured that the field of media research received the attention which was due to it. Moreover, she recently played a large part in the introduction of peplemeter research into the viewing figures for Czech television stations.

Dr Lickova's pedagogical activities were very significant. From 1982 she was an external lecturer on the theory of the television documentary, she co-operated with the faculties of Philosophy and Journalism at Charles University, whilst carrying out her diploma work in the fields of the television program and surveys of television viewers. She then worked at the current faculty of Social Sciences at Charles University as a full-time pedagogue in the branch of 'television and film in mass communication', specifically for the branch of research into mass media. Thus she managed to successfully combine her own practical experience from the field of television and media research generally with the education of the younger generation in an academic environment.

It is impossible, in a few sentences, to describe the life of someone as active as **Dr Eva Lickova** was. For example, she worked on SEDU, a committee for television theory and criticism, she was a member of the council of the Institute of journalistic theory and practice at the Faculty of Journalism, Charles University, she collaborated with a range of foreign institutions and organisations, especially in connection with EBU, a tally of the various seminars and conferences at which she participated would be extensive, and a list of her rich and wide-ranging publications would be equally long.

All of us who were lucky enough during the past few years to be in working contact with the deceased, or even to be her close colleagues, know very well how we have profited from her expert knowledge, drawn inspiration from her selflessly offered advice and information, found support from her, and basic humanitarian help in her life wisdom. Also an example to us all, was her enormous dedication to her work which sometimes even bordered on self-sacrifice. It is said that everybody is replaceable. This is more true for some and less for others. However it will be extremely difficult and will take a very long time to fill the space that **Eva** has left, both in NOVA and among us all.

Our respected colleague, dear **Eva**, beloved wife, dearly loved mother, may the earth shield and protect you.

Allow me, on behalf of the husband, the children and the other bereaved, to thank you all for your participation in the ceremony and for your commiseration.

Remembering Eva Ličková *(Media Industry specialists, experts, publicists)*

Eva Ličková, a sociologist who worked in the programme and audience analysis department of Czech Television at the beginning of the 1990s and, after the launch of TV Nova*, became one of the key figures in the creation of Nova's programme line-up as head of its research department, is sadly no longer with us, having died in 1997. Michal Zelenka remembered her fondly, perhaps because - this is my personal opinion - she, like him, was able to determine with analytical precision the viability of this or that format for this or that target group, which, of course, was not at all at odds with her own extraordinary artistic abilities and refined taste.

(Krupka.blog. mam.ihned.cz)

Remembrance of Eva Ličková

By a sad coincidence, in this issue we present the first results of the peplemeter research and at the same time we print three memories of its promoter - the recently deceased Eva Ličková.

We asked those who were in constant contact with Eva Ličková in recent years thanks to her profession to give us a personal look back at her life.

Karel Soukup, Head of the Press Department of TV Nova

Eva Ličková, who left us unexpectedly at the very peak of her professional career, was known to Strategy readers primarily as a widely recognized expert in the field of media research. I was fortunate that she was also an inspiring colleague and a rare person with whom I worked very closely because of her work at Nova.

Her life journey began in 1945 in Mladá Boleslav, but she spent her youth in Brno, where she graduated from high school and began her university studies. Sometime around that time, her great and perhaps lifelong love was born - theatre, a love that was probably initially fed a little by her girlhood dreams of becoming an actor.

As a student, Eva used to be an almost daily visitor to the Brno theatre. Therefore, it is not surprising that when she graduated from the Faculty of Arts in Prague in 1968 with a degree in History and Theory of Theatre combined with Czech, her thesis was devoted to the dramatic works of Arthur Müller. After that, she turned to theatre, or dramatic work in general, in an unsystematic but persistent manner, and so for those who know her primarily as a scientifically erudite researcher, it would certainly come as a surprise to see a list of television productions in which she participated.

Since 1994, the first year of the Nova television broadcast, Eva Ličková has worked at the television station as head of the research department. With her professional and organizational erudition, professional authority and human qualities, she was able to create an atmosphere of trust in the data she collected, and made a significant contribution to linking professionally informed research results with everyday television practice. Recently, she has contributed significantly to the introduction of peoplemetric research on the viewership of Czech television stations.

It is impossible to describe in a few sentences the life of a person as hectic as Ph.D. Eva Ličková, CSc. She cooperated with several foreign institutions and organizations, especially within the EBU and GEAR, her pedagogical activities were significant, and the list of her rich and versatile publications would be long. All of us who have had the good fortune to be her colleagues or even close collaborators in the last few years are aware of how we have benefited from her expertise and selflessly provided advice, drawn inspiration from her enormous work dedication, and found support and ordinary human help in her life wisdom.

It is said that every person is replaceable. This is truer of some, less true of others. However, it will be very difficult and will take a long time to fill the gap left by our Eva, not only in Nova.

**Jan Jirák, Department Mass Communication
Faculty of Social Sciences, Charles University**

There are people whose destiny is to start new things and find new solutions. With the instinct of a traveler, they wander through unknown lands and make immeasurable efforts to accomplish things for which they have to look for stimuli either far away or within themselves. They rely on themselves and their knowledge and take more risks than can be imagined: they put themselves on the line. I think that Eva Ličková was without exaggeration - at least as far as the field of mass communication and media studies in the Czech Republic in general is concerned - just such a traveler, in her unique efforts worthy of respect and in the results of her work worthy of admiration.

When the Department of Mass Communication was established at the Faculty of Social Sciences of Charles University in 1993 and its members began to build the field of Mass Communication and to outline the future of media studies in the country, the problem of how to make available to students the issues that had been little described until then - namely the background, technique, and interpretation of media research - naturally arose. It was an exceedingly arduous task, almost impossible without the available literature and during a turbulent and lively development of empirical research. The personalities who could take on such a task were few and far between in the whole of Czech society.

One of the few was Eva Ličková. She had worked for Czechoslovak Television, was at the birth of SKMO, was just having her first experience with private television and was looking forward to processing the results of the peplemetric measurements. She was over her head and certainly did not need to add more work. Nevertheless, she did not hesitate, and when the staff of the Department of Mass Communication approached her with a request to "build" a Media Research course, she set about this task with unprecedented vigor. In a short time, she was able to synthesize and evaluate her previous experience, to conduct theses tied to her topic, to participate in shaping the future destiny of the entire field. With the natural authority of her knowledge, she made a greater impact on the shape of the entire field than we could have imagined at the time.

Eva Ličková became a pioneer in the newly emerging field of Mass Communication in the best sense of the word. Not with great words and dazzling concepts, but with her unique knowledge, obvious matter-of-factness, and unrelenting diligence, she contributed more to the shape of this field and to the laboriously established tradition of media studies in the Czech Republic than most of us realized at the time.

Krystina Taberyová, Head of Programme and Audience Analysis at CT

In 1993, when I was put in charge of the Centre for Programme and Audience Analysis at ČT, where Dr. Ličková held the position of Head of the Broadcast Analysis Department, she was also accepted as a delegate of Czech Television to GEAR (The Group of European Audience Researchers) at the EBU. This was certainly a turning point in our work.

Thanks to her, we received extremely interesting and stimulating materials on various systems of measuring the audience through peplemeters, information on the principles and systems of organising such research and selection procedures, and the establishment of personal contacts with colleagues from other European public service broadcasters can be considered quite crucial.

All this set in motion a very crucial chain of events. Eva Ličková was commissioned to represent the interests of CT in the drafting and preparation of the basic material for the tender for electronic measurement of television viewing through peplemeters, in which colleagues from GEAR also participated to a large extent. In October 1993 the tender was announced and in March 1994 it was held with the result that was going through its first test steps in the days when Eva Ličková left us.

Behind this very brief recapitulation there is indeed a huge amount of work. However, we cannot fail to recall that alongside this huge and demanding project, Dr. Ličková was also responsible for the day-to-day running of the analytical department, participated in the innovation of programme descriptions and undertook several trips abroad in order to acquire the necessary know-how for further work at Czech Television.

Eva Ličková's departure from Czech Television to TV Nova was quite dramatic. I admit that I personally never thought that she would change her personal and professional world for such a different one. But surely it is also appropriate to remember that the conditions and environment that TV Nova offered her were probably reason enough. She was neither the first nor the last to find the green meadow and the clean desk, the unencumbered professional and personal relationships as a solution. I'm just terribly glad that we managed to bridge this problem together and that with a common and undivided hand, although each of us for a completely different institution, we brought the project of electronic measurement of TV viewership through peplemeters to the end. I cannot omit to mention the fatal circumstance that PhDr. Eva Ličková died exactly one year after the contract for this research was *signed*.

(Strategie, media industry magazine)

If someone really contributed to peplemeters, it was Eva Ličková, who worked on audience research (Media project, peplemeters) first in the Czech Television jersey and later as an employee of TV Nova. All those who knew her say that her untimely death was due to her extraordinary work commitment. She was neither the first nor the last fallen in the Nova journey, which is forgotten today.

(blog Louč.cz, Milan Šmíd)

**TV NOVA: the first private TV channel in the Czech Republic, the market leader*

