

Abstract (in English):

Vladimír Dvořák (14 May, 1925 – 28 December, 1999) is mainly known to the public as the presenter of *Televarieté*, a TV entertainment programme, and older generations may also remember him as a music programme presenter and an author of lyrics to pop-music songs of the 1960s. However, this limited perception calls for a correction, as Vladimír Dvořák was, without exaggeration, a universally talented man. As this text aims to show, Dvořák was strong in fine art and literary disciplines (wrote a number of librettos), as well as on the script-editing, programme presenting and acting sides, and all these artistic talents were sheltered with and maybe even shadowed by his organisational skills (completely unknown to the public) combined with enormous proactivity and high ambitions.

During his presence at ČST Vladimír Dvořák created a TV entertainment development strategy that he worked on until his death. He was diplomatic and creative at the same time, and he introduced a number of very successful TV formats to feature many big names, at least those tolerated by the totalitarian regime. Vladimír Dvořák knew how to manoeuvre his way through the clearly demarcated world of communist TV broadcasting without having to make dirty compromises with the regime's officials. Moreover, although he was never a member of the Communist party, he usually got away with satirically ridiculing various phenomena of socialist realism - in a minimalistic but tolerated form.

The objective of this text is to summarise Vladimír Dvořák's creative efforts before he joined ČST, highlight his first three years as Head of ČST's Entertainment Programmes Department, i.e. the ground-breaking period between 1968 and 1970, map out programme-related changes proposed and implemented by Dvořák and explain how the upcoming "normalisation" affected such changes, as well as outline the reasons and circumstances that led to Dvořák's dismissal from the post of Head of the EPD. Another goal is to describe the overall context of those times, the programme-production conditions, circumstances and plans and also the limited boundaries of Czech TV entertainment shortly before and after the Russian invasion in August 1968. The information gathered in this connection is used to form Dvořák's professional biography.

As archive materials show, Vladimír Dvořák played an instrumental role in showing the way for Czech TV humour in the following two decades until the November 1989 revolution. He spent 23 years at ČST as a full-time employee - eight years as Chief Editor of the Entertainment Programmes Department and fifteen years as a script editor & consultant. The importance of his work is particularly apparent these days when TV entertainment is changing dramatically, i.e. TV screens are dominated by reality shows and their derivatives - it was as early as the mid-1960s that Dvořák made use of his visionary talent and inventiveness to produce a number of programmes for ČST that resemble today's popular talent shows.

The history of Czech TV entertainment with Vladimír Dvořák behind the helm is one of many areas of ČST's history that have not been explored in detail so far, although Czech Television's studios offer a huge quantity of archive materials towards this end.