

## JULIANE HIELSCHER



### **Expert on Communication and Journalism TV-Presenter**

Juliane Hielscher is considered the pioneer of breakfast television. She is known to a broad public as the presenter of the ZDF-Morgenmagazin, which she hosted for almost ten years.

Juliane Hielscher studied philosophy, German and literature at the University of Hamburg and at the Universidad del Belgrano in Buenos Aire. From 1988 onwards, she gained her first professional experience as a freelance writer for Heinrich Bauer Verlag and as a radio reporter for "Radio 107" in Hamburg. In the same year she joined SAT.1, the first private television station in Hamburg at the time. In various editorial departments she got to know the television business in all its details. She was a permanent member of the editorial team at "Frühstücksfernsehen" for three years and a reporter for SAT.1 News for two years. In 1992 she moved to the local newsroom of "Regional Report Hamburg" and began her work there as a presenter. For two years, she hosted the programme every evening. She then took over as presenter of the SAT.1 breakfast magazine "Guten Morgen, Deutschland" and then hosted the ARD afternoon talk show "Juliane & Andrea" for one year. In 1998 she became a presenter of the ZDF morning magazine and lead the programme for ten years.

As a moderator, she is familiar with all formats: Stage programmes, panel discussions, congress management (also open space technology / large groups), interviews, press conferences, galas. Her many years of experience as a moderator for both technical and content-related preparation make her an reliable presenter. Thematically there are no restrictions for Juliane.