# Children of the ISS employees visited Chelyabinsk Television

**June 10, 2025**



**On June 6, children of employees from the MKC Group of Companies visited the leading regional TV channel — GTRK “Yuzhny Ural”. This is the largest media holding in the Chelyabinsk region, which will celebrate its 67th anniversary on July 17. The young energy enthusiasts witnessed how news is made, participated in an improvised press conference, and visited the channel’s unique multimedia television studio.**

“Wow!” — the children exclaimed more than once in the GTRK “Yuzhny Ural” studio. And it’s no surprise! The studio, ceremoniously opened two years ago, is multifunctional, high-tech, and the largest in the Chelyabinsk region. It spans 300 square meters! This is where the media holding’s key programs are produced.

“This studio allows for 360-degree camera work. There are no dead corners or blind spots. Today, it is one of the best television studios in the country,” said tour guide and TV channel employee Alexandra Mogilnikova.

In these futuristic decorations, it was hard to believe that the pavilion is actually 68 years old! That’s how old Chelyabinsk television is, having begun broadcasting in 1958. During the tour, the children visited the GTRK “Yuzhny Ural” museum, where they saw the first film cameras, early televisions, and photos of the first Chelyabinsk TV presenters.

But GTRK “Yuzhny Ural” is not just television (channels “Rossiya 1”, “Rossiya 24”, “Ural 24”). It is a vast media holding that also includes four radio stations! The children visited the “Radio Vanya” studio and tried themselves as journalists in the large “Vesti FM” studio.

They also participated in an improvised press conference! The children’s questions were answered by Maria Nevolina, Head of the Public Relations Department of the MKC Group of Companies, who once worked for more than 10 years as a correspondent and host of the “Vesti — Yuzhny Ural” program.

“Is it scary to work live on air?”, “How is the news created?”, “What’s the most interesting part of being a journalist?” — the children asked. Maria shared that her years in TV were vivid and creative, taught her to work with words and meaning, strengthened her character, and trained her to react quickly to unexpected situations.

At the end of the tour, the children visited the TV garden — the alleys where journalists relax between broadcasts, and where a “time capsule” has been placed under a large granite stone for future generations of GTRK “Yuzhny Ural” creatives. It is scheduled to be opened on the channel’s 100th anniversary — in July 2058!

We are confident that by then, television will still remain relevant, in demand, and captivating for its viewers!

*Photo by Pavel Kukushkin*