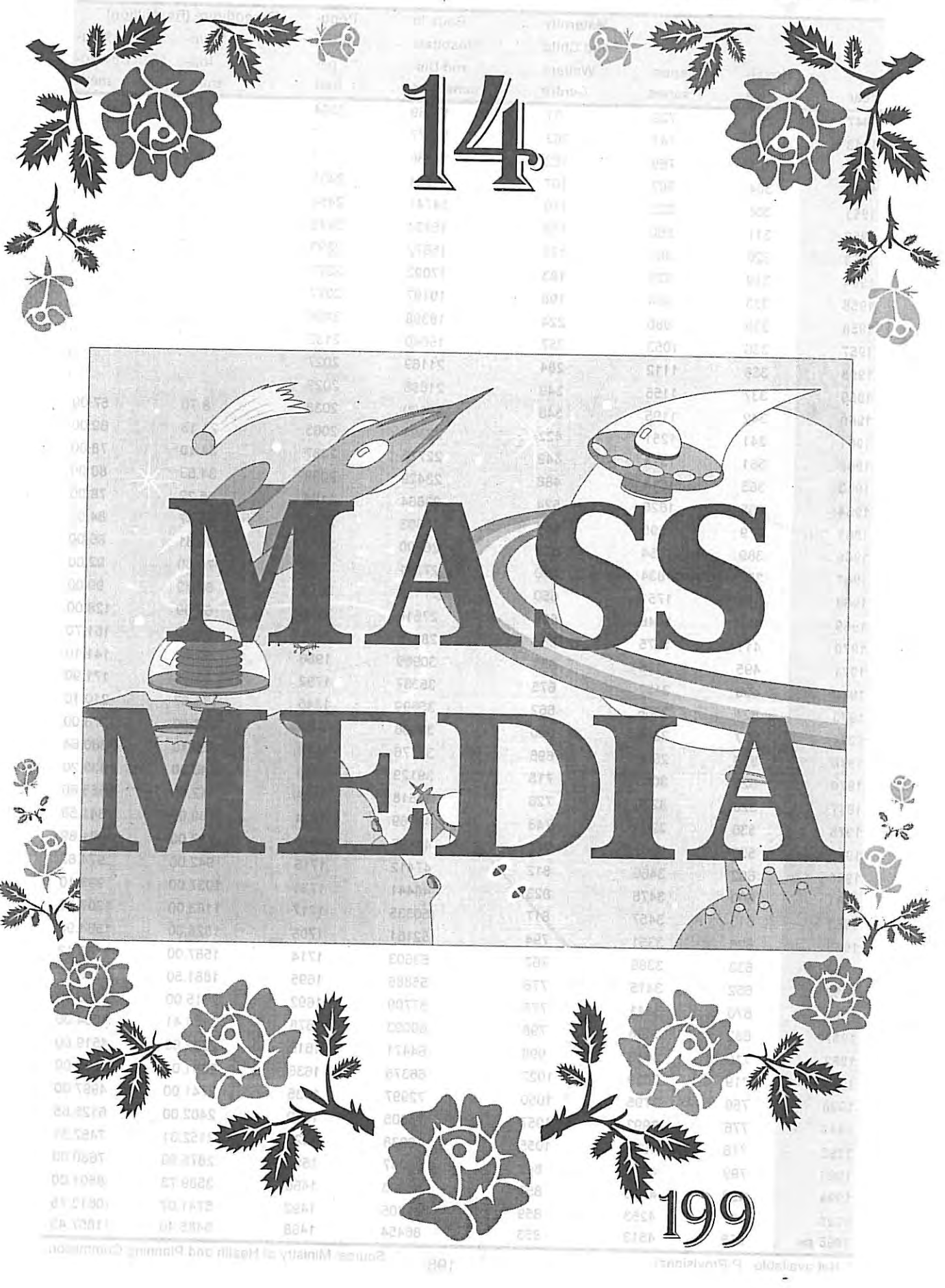


14

# MASS MEDIA

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## A: PAKISTAN BROADCASTING CORPORATION

It was exactly one minute past twelve at midnight of 14th August 1947, that the words "This is Pakistan Broadcasting Service" came on the air, which denoted the birth of a government organisation, later to assume the shape of Pakistan Broadcasting Corporation (PBC), with the objective of making it professionally more effective and autonomous, on 20th December 1972, as a statutory body governed by Board of Directors and Director General as its Chief Executive. The Board of Directors is composed of Chairman, Director General and Directors of Programmes, News, Engineering, Finance and Administration. Managing Director PTV is Ex-officio member of the Board.

It has a very modest beginning with two small transmitters - a 5 KW medium-wave transmitter at Lahore and a 10 KW medium-wave transmitter at Peshawar which, together, covered only 4.5% of the country's area and 6.7% of its population. Upto 19 December, 1972, Radio Pakistan continued to operate as an attached department of the Ministry of Information and Broadcasting. By then, it consisted of seven Radio Stations in major cities.

The PBC network, at present, consists of 23 broadcasting Units (21 Home Service Stations and 2 Azad Kashmir Stations) and the World and External Services. The transmitting power of these units ranges from 250 Watts to 1000 KW transmitters, both medium-wave and shortwave. The present coverage on mediumwave is 95% of population and 75% of area while coverage on shortwave and through Satellite is 100% in population and area.

Pakistan Broadcasting Corporation broadcasts News and Programmes totalling 322 hours every day on

mediumwave, shortwave and on FM. It broadcasts national news bulletins on the hour, besides regional news bulletins in the main provincial/regional languages. The Monitoring Unit of PBC monitors the broadcasts of foreign networks which are of direct or indirect concern to Pakistan. The External Services project the national image to 70 countries abroad for 20 hours of programmes in foreign languages every day. PBC has also established its National Sound Archives containing more than twenty thousand recorded tapes of audio material pertaining to all walks of national life.

With its ready access to the broad mass of people, Radio plays the pivotal role of integrating them into the mainstream of the nation's social, political and economic life through its broadcasts in national and various regional languages. According to a recent survey by Pakistan Agricultural Research Council (PARC), 60% of the information on agriculture reaches the farming community through Radio.

PBC has played a pioneering role in providing information and education to the category of listeners who are not literate and also providing healthy entertainment to the masses who do not even enjoy the benefit of electricity by allocating its time for folk and light music. Radio has a distinct role in grooming and developing artistic talent in the country.

## PROGRAMMES

## Duration &amp; Main Classification of Programmes

Radio Pakistan, through its 23 stations spread across the country and the External and World Service,

is on air for 322 hours daily in the Home Service using 20 languages and dialects and reaches 75% of the area and 95% of the population of the country. Nearly half the time is devoted to information and education and the remaining half to entertainment. In its programme-fare, PBC makes use of almost all the formats known to broadcasters. A broad classification of main programme categories alongwith the percentage of time devoted to them is as under:-

• Religious	12%
• News & Current Affairs	11%
• Rural & Farm	10%
• Women, Children & Labour	5%
• Forces	2%
• Youth & Students	3%
• Sports	2%
• Science, Technology, Health	2%
• Drama/Features	2%
• Publicity Campaigns	2%
• Music	48%

Pakistan Broadcasting Corporation covers development activities and policy/official statements of State functionaries. It meticulously avoids anything which is likely to fan parochial, racial, tribal, sectarian, linguistic or provincial prejudices. Programmes broadcast are aimed at promoting Islamic Ideology, national unity, principles of democracy, freedom, equality, tolerance and social justice. The country's relations with other States and steps taken in this connection are given coverage as per guidelines given by the Government.

#### External Services

The External Services of Radio Pakistan cover 71 countries in Asia, Africa and Europe with over 20 hours of broadcasts daily in fifteen languages. The Services are; Arabic; Bangla, Sylheti, Dari, Farsi, French, Gujrati, Tamil, Turki, Turkish, Hindi, Hazargi, Indonesian, Myanmar and Swahili. The main purpose of these services is to project Pakistan's point of view on various matters of national and international

importance, achievements of the country and its people, so as to promote goodwill between Pakistan and countries of target areas. These services also serve as an effective vehicle to stem the tide of hostile propanganda about Pakistan.

PBC commissioned its World Service on April 21, 1973 with the purpose to keep Pakistanies, living abroad, informed of the happenings in their mother country. Five transmissions are targeted to various parts of the world, including, South East Asia, the Middle East and Europe. The World Service broadcasts 10 hours of programmes a day in Urdu and English and present a comprehensive picture of what is happening in Pakistan in ideological, religious, social and cultural fields.

#### CENTRAL PRODUCTION UNIT

The Central Productions Unit, set up in 1960 as Transcription Service, is concerned with the production and preservation of quality programmes and is the biggest custodian of our heritage in the medium of sound. With over 10,000 hours of recordings, covering all aspects of national life, it has about 20,000 tapes and 62,000 manuscripts of talks, plays, features, etc. relating to different aspects of life by eminent personalities. It preserves recordings which include speeches of the Quaid-e-Azam, Presidents, Prime Ministers and national figures in different fields. The catalogue of recordings has been computerised.

#### PUBLICATIONS

The Publication Unit, set up in 1948, brings out two monthly periodicals viz. Ahang and Pakistan Calling. The monthly Ahang which is in Urdu carries details of programmes of different stations besides selected reading material. Pakistan Calling with sections in Urdu, English, Arabic and Persian reflects programmes in the External Services.

## FM CHANNELS

Radio Pakistan started its FM Channels in April, 1993 in Islamabad, Lahore and Karachi, introducing local listeners to real high fidelity sound in the country for the first time.

## NEWS & CURRENT AFFAIRS

The Central News Organisation (CNO), located in Islamabad, is the nerve centre of all news collection and broadcasting activity of PBC. Regional Units of CNO are located at 16 places all over the country. Apart from Current Affairs Programmes, CNO broadcasts 102 news bulletins daily in the Home and External Services.

The Central News Organization of Radio Pakistan, computerised itself. It was a revolutionary development on the technical side for the dissemination of news. Now in the Central News Organization the news is being received from various domestic and international sources through computers. It is being edited on computer. The broadcast system is also computerised. Similarly, the monitoring of various foreign radio stations has also been computerised with the result that the news material so received and broadcast can also be made available to all those who have PCs and internet connections. The computerisation of the Organization has made the receiving, editing, broadcasting and preservation of news material very quick and authentic.

### Home and External News Bulletins

From 6 a.m. till 11 p.m. 18 national news bulletins are presented, on the hour, in Urdu and English. A total of 102 news bulletins with a total duration of 606 minutes are put out every day in the Home Service, External Services and the World Service. Of these, 82 news bulletins are in the Home Service including Regional and Local.

Seventeen news bulletins in Urdu, English, French, Mitali

(Bangla), Farsi, Burmese, Indonesian, Turki, Dari, Turkish, Arabic, Hindi, Gujrati, Swahili, Tamil, Sylheti are broadcast in the External Services and World Service for listeners in various target areas and for the Pakistani citizens working abroad.

### Overseas Slow Speed Bulletins

Three General Overseas Service Slow Speed bulletins detailing developments in Pakistan are also broadcast for Pakistani Missions in the Far East, Middle East and Europe. A Special Daily News Summary is also sent to Pakistani Mission in New York for the information of Pakistani community there.

### Current Affairs

The Current Affairs programmes of CNO provide indepth treatment of main news events. This is done through three news commentaries, a daily 15 minutes Current Affairs Programme titled Gird-o-Pesh and a 10-minute presentation of editorials of leading newspapers. A daily resume of the proceedings of Senate/National Assembly is broadcast in the National Hookup at 10.30 p.m. for 15 to 25 minutes whenever the Parliament is in session. Discussion programme on national and international issues is another important feature.

### CENTRAL MONITORING

At present 21 foreign radio stations are monitored in 7 languages by the Central Monitoring Unit with the total duration of broadcasts listened to and monitored about 2263 minutes daily. Monitoring includes items of news, commentaries and features, discussions, interviews etc. Copies of this Monitoring Report produced in a book form containing 60 to 80 pages are supplied to VVIPs, sensitive organisations and top officials. The material is used in news bulletins.. It is also utilised in countering anti-Pakistan propaganda and evaluating the

policies of foreign government about events in Pakistan.

#### PAKISTAN BROADCASTING ACADEMY

PBC has a fairly advanced training Academy, called Pakistan Broadcasting Academy, in which Training / refresher courses are conducted for newly inductee/in-service staff as well as upgrading the technical / professional knowledge of Senior Staff. The Academy is recognised by various reputed international Broadcasting and Training Institutions who frequently sponsor and conduct training courses in PBA with participants from the whole South Asian region.

#### MISCELLANEOUS

In the field of Engineering, 10 KW MW transmitters of Peshawar has been replaced by 100 KW MW transmitters, which has been commissioned since April, 1996. Such schemes will materialise very soon for Karachi and Rawalpindi.

Transmitters of 0.25 KW station has been replaced by 10 KW MW at Faisalabad, Gilgit and Skardu while at Khuzdar it has been replaced by 300 KW MW transmitter. A work on two 10 KW MW transmitters and Broadcasting House planned for Loralai and Zhob have been completed and the stations have been commissioned since April, 1996. The Loralai station was inaugurated on 20.7.1996.

#### BASIC FACTS

- Radio Stations 23
- Total Employees 4950
- Population covered 95%
- Area covered 75%

23 Radio Stations broadcast programmes in 21 languages/ dialects with a total duration of 322 hours daily in the Home Service as detailed in boxes 14.1, 14.2 and news.

Box 14.1 RADIO STATIONS AND BROADCASTING LANGUAGES

STATIONS	LANGUAGES/DIALECTS
• Islamabad	Urdu, Balti, Shina, English
• Lahore	Urdu, Punjabi, English
• Rawalpindi	Urdu, Punjabi, Potohari, Kashmiri
• Rawalpindi-II	Urdu, Kashmiri, Pahari, Gojri
• Rawalpindi-III	Urdu, Kashmiri, Gojri
• Faisalabad	Urdu, Punjabi
• Multan	Urdu, Saraiki, Punjabi
• Bahawalpur	Urdu, Saraiki
• Peshawar	Urdu, Pushto, Hindko, Chitrali, Kohistani
• Chitral	Urdu, Chitrali
• Abbottabad	Urdu, Hindko
• D.I. Khan	Urdu, Saraiki, Pushto
• Karachi	Urdu, Sindhi, Gujrati, English
• Hyderabad	Urdu, Sindhi
• Khairpur	Urdu, Sindhi
• Larkana	Urdu, Sindhi
• Quetta	Urdu, Pushto, Balochi, Brahvi, Hazargi
• Turbat	Urdu, Balochi
• Khuzdar	Urdu, Balochi, Brahvi
• Sibi	Relay Islamabad
• Loralai	Relay Quetta
• Gilgit	Urdu, Shina, Brushinshki, Wakhi
• Skardu	Urdu, Balti
• Duration of External Services:	Over 9 Hours daily
• Languages:	14 (Arabic, Bangia, Dari, Farsi, French, Gujrati, Hindi, Hazargi, Indonesian, Tamil, Turki, Turkish, Chinese, Russian)
• Duration of World Service (Urdu & English):	10 hrs daily

Box 14.2 CENTRAL PRODUCTIONS (national sound archives)

• Recorded programmes (No.)	10,11,236
• Tilawat-e-Kalam-e-Pak	30,000 mts
• Duration of Tafseer-o-Taleemul Quran (Urdu)	6,050 mts
• Duration of Tafseer-o-Taleemul Quran (Kashmiri)	7,500 mts
• Hamd-o-Naat	5,550 mts
• Interviews (leaders and workers of Pak. Movement)	3,082 mts
• Speeches of National leaders (Governor-Generals, Presidents, Prime Ministers)	8,15,000 mts
• Music	1,10,744 mts
• Drama	32,050 mts
• No. of Foreign VIPs recording	282
• No. of historians/intellectuals' recordings	200
• No. of Countries on CPU regular mailing list	55

## NEWS

• Home Service Bulletins	82 daily	462 mts
• External Services Bulletins	15 "	97 mts
• World Service Bulletins	10 "	55 mts
• Overseas slow speed Bulletins	3 "	45 mts
• Current Affairs Programmes	7 "	70 mts
• Total Bulletins	104 daily	606 mts

## MONITORING

• Number of Foreign Radio Stations monitored	20
• Number of Broadcasts	70
• Number of languages : 6 (English, Urdu, Pushto, Arabic, Persian, Sindhi)	

## ENGINEERING

• Transmitters	Nos.	Power
• Medium-Wave	27	2611 KW
• Short-Wave	13	1131 KW
• F.M.	4	12 KW
• Medium wave coverage, population wise		95 %
• Medium-wave coverage, area wise		75 %

## EQUIPMENT PRODUCTION UNIT

• Manufactured MW Transmitters (ranging 10-300 KW)	8
• F.M. Transmitters 50 Watts (for use as STL)	32

## SPORTS COVERAGE

• Air time on Cricket and Hockey (1995-96)	4164 hrs
• Commercial time on cricket and Hockey (")	57 hrs 4 mts

## B: PAKISTAN TELEVISION CORPORATION LIMITED

**A**n important day in the history of communications in Pakistan is 26th November. The country's first pilot television station went on air from Lahore that day in 1964.

Television was introduced in Pakistan to promote an enlightened awareness of the world as well as to foster a consciousness of Pakistan's own heritage, the social and economic growth of the country and to provide inspiration and guidance for progress

and prosperity. Television was considered necessary also for bringing about a genuine revolution in the social and cultural life of the masses, apart from its role as an instrument and most effective medium of education, entertainment and information.

In October, 1963, it was decided to establish a general purpose television service with the participation of private capital and

under the general supervision of the Government of Pakistan. The first step towards the introduction of television was taken when the Government of Pakistan signed an agreement with the Nippon Electrical Company of Japan, allowing it to operate two pilot stations in Pakistan. The first of these went on air in Lahore on November 26, 1964. The era of the electronic medium of mass communication had arrived.

On the completion of the experimental phase, a private limited company called Television Promoters Ltd. was set up in 1965. This Company was later converted into a Public Limited Company in May 1967, when the Pakistan Television Corporation came into being. PTV is a Public Limited Company, registered under the Companies Act 1913 (replaced by Companies Ordinance 1984), with an authorised capital of Rs. 2000 million and a paid up capital of Rs. 1592 million. The entire shares of the Corporation are held by the Government of Pakistan. Headquarter of the Corporation is at Islamabad.

With modest beginnings, PTV quickly progressed to become an established TV network, recognized as one of the leading TV organizations in South East Asia.

Today in its thirty-third year, television has a National Network covering six main programme producing and transmitting Centres at Lahore, Islamabad, Karachi, Peshawar, Quetta and ETV centre, Islamabad (PTV2). These are linked with thirty-six high powered re-broadcast stations (Boosters). The Telephone and Telegraph Department of the Government of Pakistan has established a microwave link connecting all these five Centres and their re-broadcast stations to form the PTV hook-up, known as the National Network.

The coverage now extends to about 90% of the total population and 38% of the area and is viewed by people in all the four Provinces of the country. Millions more are expected to be brought under the

viewing range with the establishment of more re-broadcast stations. The area under the umbrella of TV signals has steadily risen, from 8,029 sq.km in 1964 to approximately 275,618 sq. km. in 1986, an increase of nearly 3500 percent over 1964 or 156% annual increase in area coverage since inception. The PTV signal also covers some parts of Azad Kashmir.

The total estimated TV set count now stands at nearly 2.8 million, viewership and is higher in semi-urban and rural areas, as also on special including live transmissions via satellite and telecast of sports events.

Majority of programme are relayed on terrestrial microwave network, provided by the Pakistan Telecommunication Corporation (PTC). The network links PTV's five television centres and 36 transmitters called Re-broadcast stations (Boosters). Programmes are also telecast via satellite (Asia-SAT 1).

The national network carries most of the telecasts while individual Centres put on air programmes of regional interest. Transmissions via satellite, which commenced as early as 1972, are now a regular feature and cover important international events, including sports of interest to the viewers in the country.

Colour television came to Pakistan in 1976, and has added immeasurably to the viewing pleasure of the masses.

During the early years of PTV, a Central Training Institute was set up for the training of programme producers and engineering personnel. This Institute has been elevated to a full-fledged PTV Academy, located at H-9 sector, Islamabad, imparting training to television personnel in all fields i.e., news, engineering, management, finance, current affairs, programme production etc. Besides arranging a number of local courses for on-the-job training of PTV producers, engineers, designers, cameramen and accountants. PTV Academy



has conducted 94 courses in collaboration with Asia-Pacific Institute for Broadcasting Development (AIBD). Participants from members countries including China, India, Bangladesh, Indonesia, Thailand, Nepal, Malaysia, Singapore, Sri Lanka, Philippines, and Brunei attended some of these courses.

PTV is a member of various international/regional broadcasting organizations including Asia-Pacific Broadcasting Union (ABU), Arab States Broadcasting Union (ASBU), Islamic States Broadcasting Organization (ISBO) and Commonwealth Broadcasting Union (COMBROAD). PTV is also an associated member of European Broadcasting Union. Participation in these organizations helps PTV project abroad Pakistan's cultural heritage.

PTV is a commercial organization and bulk of its income (63%) comes from advertisements. Besides Central Sales Office at Karachi, sales offices are also located at Lahore, Islamabad, Peshawar, Quetta, Faisalabad, Hyderabad and Gujranwala.

#### **FEDERAL TELEVISION COMPLEX, ISLAMABAD**

The Federal TV Complex is under completion and presently serves as the PTV-Headquarters and accommodates the various Divisions of PTV as well as the Managing Director's office.

#### **PTV-LAHORE**

The first television station in Pakistan made its appearance through a pilot transmitter at Lahore, in November, 1964. A permanent transmitter was installed in December, 1968 and the main building was inaugurated in December, 1976. Over the years its productions flowered and achieved high standards of professional skills. In 1964, 4 millions were covered, while today the coverage has increased many times through the Re-broadcast Stations at Shujaabad, Sahiwal, Jamal Din Wali, Faisalabad, Pasrur.etc.

#### **PTV-RAWALPINDI-ISLAMABAD**

This Centre went on air on January 15, 1967. Later, a powerful transmitter, installed at a height of 7,000 feet at Murree Hills in March, 1969 boosted its range of transmissions. As expansion plans gradually progressed, Re-broadcast Stations installed at Sakesar, Thandiani, Mangla etc further enhanced its coverage.

#### **PTV-KARACHI**

The Karachi Centre commenced its transmissions on November 2, 1967 and was the first full-fledged station housed in its own building fully and properly equipped with better technical facilities.

Facilities for the transmission and receipt of programmes in colour via satellite through the earth satellite station at Deh Mandro also exist at this Centre. These can be fed to the other Centres via satellite programmes through the national network link. The PTV-Karachi Centre, Re-broadcast through its Stations at Thana Bulla Khan, Shikarpur, Noorpur and Tando Allah Yar etc.

#### **PTV-QUETTA**

The era of audio-visual broadcasting began in the scenic capital of the province of Balochistan when television signals started beaming out to the masses of the Quetta valley in November, 1974. This Centre now originates and contributes programmes to the national network link from its new building-commissioned in early 1985 which houses all the facilities necessary for a modern Television Centre with a re-broadcast centres at Sibi.etc.

#### **PTV-PESHAWAR**

The Peshawar Centre of the Pakistan Television Corporation Ltd.

was inaugurated in December 1974. The Centre, fully equipped with modern and sophisticated facilities as well as professional colour studios, provides coverage through Re-broadcast Stations at Cherat, Razmak, Mingora, Morasar Chitral.etc.

#### NEWS AND PROGRAMMES

In 1975, it was decided to handle the newscasts centrally, and the National News Bureau was set up. It has its headquarters at Rawalpindi-Islamabad Centre, while full-fledged news units function at television centres of Lahore, Karachi, Peshawar and Quetta. In addition to these, PTV has News Units located at Faisalabad, Hyderabad, Multan, Muzaffarabad, Sukkur and Abbottabad. Major News Bulletins are telecast from National News Bureau at Islamabad.

News are telecast in 10 languages which are Urdu, English, Sindhi, Punjabi, Hindko, Pushto, Balochi, Brahvi, Kashmiri and Arabic.

Programmes are telecast in 10 languages which are Urdu, English, Punjabi, Sindhi, Seraiki, Pushto, Hindko, Balochi, Brahvi and Kashmiri.

#### EDUCATION TELEVISION

PTV holds the cause of education very close to its heart, and today it is in the forefront of the nation's fight against illiteracy. PTV has a separate Educational Television Division which started functioning as early as 1973. The main production unit of ETV is based at Lahore.

PTV-2, located at H-9 Islamabad was inaugurated on 26 November, 1992 with the objectives to

- Help eradicate illiteracy
- Supplement formal education
- Provide non-formal education in social sectors

Mode of Telecast of PTV-2 is via Asia SAT-1. Transmission is also relayed by PTV's 16 conventional transmitters. Its coverage (terrestrial) of Population is 56% (64 million) and of Area is 24%. Its coverage (via Satellite) is 100% (Footprints available from Indonesia to Turkey).

Literacy tele-lessons are produced and telecast as required by the Literacy and Mass Education Commission (LAMEC). ETV also produces and telecasts programmes for Allama Iqbal Open University for its distance-teaching target audiences.

Table 14 PRESS IN PAKISTAN BY PROVINCE

YEAR	TOTAL	DAILIES	WEEKLIES	FORTNI-GHTLIES	MONTHL-IES	QUARTER-LIES	REST
<b>PAKISTAN</b>							
1953	370	46	175	25	119	5	-
1960	840	61	269	100	330	50	30
1969	1332	91	279	85	466	181	230
1972	839	90	284	82	383	-	-
1980	1468	115	350	107	516	173	-
1990	3883	379	972	252	1848	432	207
1995	889	141	249	83	367	44	-
<b>PUNJAB</b>							
1972	479	43	163	49	224	-	-
1980	938	58	200	66	284	124	206
1990	2197	192	600	120	970	315	-
1995	422	27	113	49	211	22	-
<b>SINDH</b>							
1972	286	34	83	27	142	-	-
1980	454	36	111	33	225	48	1
1990	1558	156	317	118	850	117	-
1996	259	40	48	23	135	13	-
<b>N.W.F.P.</b>							
1972	49	8	24	3	14	-	-
1980	46	13	23	5	5	-	-
1990	57	19	20	3	15	-	-
1995	93	48	33	-	12	-	-
<b>BALUCHISTAN</b>							
1972	25	5	14	3	3	-	-
1980	30	8	16	3	2	1	-
1990	71	12	35	11	13	-	-
1996	125	28	62	-	34	1	-

Source: Provincial Information/Public Relation Departments