

EVOLUTION OF TELEVISION IN PAKISTAN AND TURKEY

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Pakistan in Brief:

The Islamic Republic of Pakistan has in the north-east a common border of about 370 miles with China, in the west it has a common border of 1400 miles with Afghanistan, there is a common border of about 500 miles with Iran. To the east is the Indo-Pak border extending to about 1000 miles. The Arabia-Sea lies in the south. The total area of Pakistan is about 310,403 square miles. Pakistan has a population of over 130 million. Pakistan shares the 6000 years history of the sub-continent. Pakistan as a state came into being on August 14, 1947 upon the partition of the British held territories of India. The majority of the population is Muslim. Urdu is the national language, while a number of other languages are also spoken. The major regional languages are Punjabi, Sindhi, Pushto and Balochi.

Pakistan has four provinces each with its own administrative set-up existing under the federal framework. Each of the provincial capital and federal capital has a TV centre. About %75 of the population live in the villages. Pakistan is basically an agrarian country. And its major exports are cotton, rice, textile, leather products and handicrafts. Pakistan has parliamentary form of government. The literacy rate in Pakistan is approximately %25.

TV in Pakistan:

Television once only a dream, then a wonder of wonders- is now a familiar phenomenon of the modern age that is taken for granted throughout the developed countries of today and is increasingly becoming a part of everyday life in the developing world also. It is an integral part of the world of communications as also of art and entertainment: In a country like Pakistan, where leisure is little for the masses and entertainments are few, television brings a way of sunshine into the lives of the people.

The foundation of Pakistan TV was laid in October 1963, when a bill was passed to establish TV in the country with the assistance of private sector. The Government of Pakistan then concluded an agreement with the Nippon Electric Company, Japan to allow it to run two pilot projects for ninety days. On November 26, 1964 the first pilot station went on the air from Lahorre followed a month later by another at Dacca, now in Bengladesh.

On the completion of the experimental phase, a private limited company was set up in 1965 in partnership with the Nippon Electrical Co. and the Goshu Company LTD. of Japan, Thomson Television (International) of U.K., the Government of Pakistan holding the controlling shares. This private company was converted into a public limited company of 29 May, 1967, when the Pakistan Television Corporation came into being.

The next station to go on the air was that of Rawalpindi-Islamabad at Chaklala which started on January 15, 1967 and it was followed by Karachi Station on November 2, 1967. A permanent transmitter was provided to first pilot centre (Lahorre) on 29 th of December 1966. A powerful transmitter was installed at a height of 7000 feet at Murree Hills on March 23, 1969 to boost the transmissions from Rawalpindi. Two new TV stations at Quetta and Peshawar, the provincial capitals, were set up in 1974.

PTV began by broadcasting 21 hours of programmes in a week. Today the weekly quantum is around 90 hours. At first %60 of the programmes consisted of imported material, while today over %70 percent are locally produced. All the five stations are operating all seven days of the week while in the start the two first TV stations (Lahorre and Dacca) were operating six days a week. Pakistan Television is presenting its programmes through five stations with the help of 19 transmitting stations and microwave system. PTV was quite limited in its scope during its early stage but now the range of its viewers

has widened to all the corners of the country. PTV has also started coloured transmission. This has added the glory of PTV programmes. Now PTV has two channels. Channel I is general and normally starts from 15 hours till 01. Channel II starts from 13 hours to 19 hours. Channel II is basically educational channel.

ORGANIZATIONAL SET-UP:

PTV is a public limited company registered under the Companies Act 1913. The majority of the shares of the corporation is held by the Government of Pakistan. The Secretary, Ministry of Information and Broadcasting is the Chairman of the Television Corporation. He is also responsible for administrative and programme policy.

The executive head of the corporation is the Managing Director who is responsible for advising the Board on the formulation of Policy on the one hand, and for implementation of the policy relating to all fields of PTV on the other.

The corporation at present consists of:

1- Headquarter office at Islamaabad

2-Central Sales Office at Karachi

3-Television Centres at

3.1 Lahorre

3.2 Islamabad

3.3 Karachi

3.4 Peshawar

3.5 Quetta

1-Headquarters office of the corporation comprises 8 divisions:

1.1 Programme Division

1.2 News and Current Affairs Division

1.3 Overseas Relations Division

1.4 Engineering Division

1.5 Finance Division

1.6 Educational TV Division

1.7 Administration and Personnel Division

1.8 Pakistan Television Academy Division

All the divisions are headed by a whole time director.

2- The Central Sales Office Karachi is headed by a controller of Sales who implements the sale policy and directs the sale efforts.

3-Each of the five TV centres is headed by a General Manager, who is responsible to the Director of Programmes Administration and also to the other Directors with regard to their respective fields for the efficient functioning of his centre.

Brief Introduction Of Various Divisions:

1-Programme Division:

The Programme Division is primarily responsible for conceiving, planning and production of programmes. The Director is headed by the Director Programme Administration, assisted by a controller and two deputy controllers among other staff. The Programme Administration division also co-ordinates related activities of all the units of PTV. This division formulates rules and watches the standard of programmes. The quarterly and special schedule for the centres are also made by it. Important activities of P.A. Division also include the analysis and scrutiny of programmes proposals and programme charts of individual TV centres.

2-News and Current Affairs Division:

This division headed by a Director, assisted by controllers before

1982. In 1982, this division was converted into two separate divisions, news and current affairs. Now each division is headed by a Director. There are at present 5 news units and 5 current affairs cells, one of both at each TV center. National circuit for news bulletins is established. All the news bulletins (except those in regional languages) as well as major current-affairs programmes are televised on the national circuit. On national circuit the news bulletins are normally in Urdu and English.

3- Overseas Relations Division:

This division is headed by a Director is responsible for a broad spectrum of functions. Besides co-ordination and exchange of programmes with foreign TV networks, the division also orders film series, feature films, documentaries and assorted films from a host of countries for scheduling at the PTV centres. It also handles arrangements for not infrequent via-satellite transmissions. It also maintains liaison with the government appointed Film Censor Board to get the films cleared for screening on PTV. It maintains a ready stock of exportable programme material. The Division also explores the market abroad and is responsible for meeting the demand in foreign countries for PTV productions.

4- Engineering Division:

The PTV Engineering Division headed by a Director includes three departments

- 4.1 Research and Development
- 4.2 Project
- 4.3 Operations and maintenance

Each of them is looked after by a controller, responsible to the Director.

4.1- The highly important task of planning and designing new TV centres and rebroadcast stations is being looked after by this department. Training of employee engineers and technicians is another function of this department.

4.2- Implementation of the projects, planned by the Research

and Development Department and approved by the directorate is the main function of this department.

4.3- The daily operation and maintenance of the installations and equipment and spares are handled by this department.

5-Finance Division:

The Finance Division is mainly concerned with budgeting and expenditure control appraisal of all projects and long range planning. Collection of the TV licence fees, supervision of the sales organization and collection of programme rating and viewers' surveys also fall within its preview.

It is headed by a Director Finance assisted by Controller Finance and Chief Accountant. The Division comprises three departments

5.1 Finance

5.2 Revenue

5.3 Accounts

Each headed by an Assistant Controller responsible to the Chief Accountant. All matters pertaining to accounts or finance are dealt with by the Finance division.

6-Educational TV Division:

A separate Educational Television (ETV) Division was formed in August 1973. The Division is responsible for the planning and production of the educational programmes. Now a separate channel (Channel II) is functioning for educational purpose. Different type of programmes i.e. adult social education, primary school teachers training, rural development programmes, family planning, child education are being televised from the Educational Television Division.

7- Administration and Personnel Division:

This division is headed by a director who is responsible to the Mana

ging Director. It is concerned with all administrative matters including service regulations and trade union problems. The service records of all the employees of the corporation, in all its units, are maintained in this division. The administration department at the various units are also functioning under the division.

8- Pakistan Television Academy Division:

Pakistan Television Academy Division is also headed by a full time Director assisted by Controllers. In 1966, The Central Television Institute at Rawalpindi was established for training programme and engineering personnel of various categories required for TV centres. The Institute was set-up with the assistance of the Federal Republic of Germany. Later a full fledged Television Training Academy was established at Islamabad. At present, training is given to the producers, engineers and technicians for specified periods depending upon the requirements of a particular field. Experts from foreign networks have also been associated with PTV at various times to train the staff. Foreign scholarships are also provided for specialized training.

Private TV Channel In Pakistan:

In Pakistan, there is only one private TV channel. Private TV Channel (STN) came into being in 1990. The Private recording company, Shalimer Recording company, is the owner of this Private TV Channel. At the first stage the transmission was started from Islamabad and Karachi. Now four new stations are established in Lahorre, Peshawar, Quetta and Faisalabad. The transmission only covers the same city where the short circuit unit of TV station is installed. No more private channels are functioning due to the government policies.

THE EVOLUTION OF TELEVISION IN TURKEY:

The Turkish Radio and Television Corporation (TRT)

During the foundation period of the Republic, the Telegramme and Telephone Law was enacted on February 21, 1924, regulating radio broadcasts. Three years later, the first radio broadcasts were made following the installation of two 5 Kw. transmitters in Ankara and Istanbul. The Telegramme and Telephone Law granted the sole privilege of communication by wireless telephone to the PTT. On September 8, 1926, the first radio concession for broadcasting was granted to the Turkish Wireless Telephone Co., in

which the PTT Directorate was a partner for a period of ten years. The Ankara and Istanbul radio transmitters were operated by this company until 1936, when they became a state monopoly. A transmitter of 120 kw. power was installed in Ankara on October 28, 1938, and the radio broadcasting services were entrusted to the General Directorate of Press Affairs attached to the Prime Ministry. In 1949 a new 150 kw. transmitter installed in Istanbul, began its first broadcasts.

The 1961 Constitution stipulated that an autonomous public agency should operate and supervise radio and television services, for which purpose the Turkish Radio and Television Corporation (TRT) was set up on May 1, 1964.

However, with the advent of television broadcasts on January 31, 1968, difficulties began and eight years later these grew into complaints about a lack of autonomy in the TRT. As a result, in 1972 the government was obliged to act in response to what was seen in response to what was seen as irresponsible broadcasting with a constitutional amendment (Article 121) that redefined the status of the TRT as being "impartial" rather than "autonomous".

The most recent changes in this regard were made in the 1982 Constitution, approved by means of a referendum on November 6 of that year. Article 133 of the Constitution says that only the state can establish radio and television stations for operation in Turkey. Again, "impartiality" was established as the overriding principle in broadcasting management and control.

Parallel to this constitutional amendment, a new law (number 2954), which was instrumental in the creation of a new high level board in the field of broadcasting, was brought into effect on January 1, 1984. This new authority, called the "High Board of Radio and Television" was given extensive powers and still controls, inspects and reports on television and radio broadcasting activities in Turkey.

Another important amendment in the law governing the TRT (number 2954) was proposed on January 12, 1989, and this led to further proposals involving other laws, (mainly number 3517) currently concerning the transfer of all TRT transmitters, stations, equipment and personnel to the PTT. Due to the rejection of this transfer proposal later by the Constitutional Court, a new draft proposal is currently in the process of being prepared.

The 1982 Constitution stipulates that radio and TV stations can only

be established by the State, and that their administration will be undertaken by an impartial public corporate body. The TRT Law stipulates that radio and TV broadcasts should not contradict the principles for national policies. The High Board of Radio and Television is composed of twelve members. The Chairman of the Board is appointed from among the twelve members by the President. Each member has a term of six years. The Board has a permanent secretariat as well as broadcast evaluation and administrative units.

The headquarters of the TRT are in Ankara, and consist of the Executive Board, General Director and the Coordination Council.

The TRT has the following duties as defined by law:

- 1- To set up radio and TV stations, to make radio and TV broadcasts and to expand and develop them.
- 2- To set up the necessary units related to radio and TV broadcasting.
- 3- To regulate and maintain relations with international radio and TV networks and organizations, and with the approval of the Prime Ministry to sign agreements, contracts, and protocols with such organizations.
- 4- To conduct surveys and research into instruments and equipment to be used in TRT facilities.
- 5- To give priority to programmes which contribute to national education and culture in national broadcasts.
- 6- In international broadcasts to produce programmes promoting the Turkish State in all aspects.

The TRT still has a monopoly when it comes to television and radio broadcasting. The only exception is the permission given to police and meteorology departments for special announcements. Due to technological developments in the communications field, many foreign channels are available to TV viewers in Turkey via satellite. Broadcasting via satellite is not against the law, so a Turkish company has started television broadcasts in Turkish from Germany that reach Turkey via satellite links. On the other hand, the PTT has started a cable TV system that provides subscribers with access to a

number of foreign channels.

In addition, a number of local municipalities have set-up their own broadcasting and relay stations by installing satellite dishes in and around the cities they are responsible for. Private broadcasting in this way is a growing trend among the nation's local authorities, and due to these and similar developments, both the government and the opposition parties are working on drafts for new laws that will bring to an end the monopoly of the TRT.

TRT TELEVISION BROADCASTS

The first television broadcasts on a regular basis started in Ankara on January 31, 1968. Programmes were screened for three hours three times a week in black and white. Colour TV began in 1984, leading on to a series of remarkable developments and achievements in domestic TV: a second channel, TV-2 began in 1986, then in 1989 came TV-3 and GAP-TV. Later the same year came TV-5 or TRT-INT (International TV) along with teletext programmes and similar services. TRT television currently provides 50 hours of viewing every day including teletext news and information programmes.

TV-1

This is probably the most popular channel with a large audience throughout the country. The channel tries to reach people of all ages with programmes about culture, education, national values and light entertainment.

TV-1 endeavours to upgrade cultural levels by means of dramas, music, sports and educational programmes directed towards deepening viewers' appreciation of national values. Regular news services and commercials are a feature of this channel. Broadcasts are made through 36 main transmitting stations and 1004 relay stations and reach %96 of the total population.

TELEGÜN BROADCASTS

This is a teletext programme that started on January 10, 1990 and is televised through TV-1. Telegün provides information about current news events, sports, reports on air and road transportation, travel conditions, exchange rates, market developments and the stock exchange, cultural and regional activities.

TV 2

This channel is primarily devoted to directing people's attention to cultural developments, economic changes and keeping audiences informed about national cultural values through music, news programmes and entertainment that has an educational aspect. It is designed to meet the needs of various age groups and those of differing cultural levels.

Including dramas, commercials, sports, features, news and entertainment, TV-2 reaches %82 of the population through 36 transmitting stations and 775 relay stations.

TV -3

Covering %70 of Turkey, this is a channel reserved for music programmes, foreign dramas, soap operas and documentaries.

Programmes are broadcast through 28 main stations and 26 relay stations, reaching about %73 of the nation's TV audiences. Apart from its current programmes, TV-3 is planning to provide a new pay-TV system for subscribers only. A foreign company has shown a lot of interest in this project and negotiations have led to an initial protocol.

TV-4

Although this channel is rather limited in the number of viewers it reaches- only %40 of the population- it is primarily an education oriented service. Geographically it covers the eastern and southern regions of the country with ten transmitters and nine auxiliary relay stations. Programmes mostly consist of educational subjects for students of secondary school and university levels, documentaries, features and talks.

TV-5

Also known as "TRT-INT" (TRT International), TV-5 is the first Turkish television channel designed to serve viewers abroad. This channel first came into operation on February 28, 1990 with the aim of strengthening ties with Turkish communities living abroad, contributing to their education, supporting them where possible and building morale.

Programmes are varied and include music, entertainment, sports, news, culture, drama, commercials and some educational services. Although some regions of Turkey receive TV-5 via ground links, viewers abroad receive their programmes via the EUTELSAT II. F Satellite. With the inauguration of TV-5, a cable TV system was started in twelve areas, also in February of 1990.

Subscribers to cable TV and viewers in Holland, Belgium, Britain, France, Sweden, Denmark, Switzerland, Yugoslavia, Greece, Germany, Italy, Spain and Portugal are also able to tune into the channel, which broadcasts for 45 hours a week. It is hoped that in the future duration and area of coverage will be increased.

GAP-TV

This is a regional TV broadcasting service, the objective of which is to bring the social and cultural levels of the Southeast Anatolian provinces up to those of the rest of the country. It is part of a massive project to develop this part of the country, and contributes to this with music, cultural, educational and sports programmes that include news, current affairs features and commercials especially for the people living in the region.

SATELLITE BROADCASTS

On the map, Turkey is found at 36-42 degrees north and 24-45 degrees east. This means that a 1.2x4 metre dish antenna is needed to receive satellite broadcasts in Turkey. With the proper equipment an average of thirty different channels can be received by a home television.

STAR-1

(The first private commercial Turkish television company broadcasting via satellite)

The privately owned Star-1 first started broadcasting on a trial basis from Ludwigshafen in Germany on May 7, 1990. It is owned by the Magic Box Company which is a subsidiary of the Rumeli Holding Group, and can be watched even in remote parts of the country using a parabolic antenna. This private enterprise is now introducing twenty-four hour non-stop broadcasting.

The main resource of revenues for Star-1 is commercial advertising. Star-1 fully complies with international broadcasting standards, and also distributes programmes through the PTT cable TV system.

A number of local authorities have also made it possible for local people to watch Star-1 using their present antennas by using small but powerful relay transmitters. Star-1 thus reaches almost all parts of the country although official statistics are not available to say just how many can watch Star-1 programmes.

Star-1 has changed its name to Inter-Star. HBB, TGRT, SHOW, Kanal-6, Kanal-D, ATV, Flash are the other private TV stations.

Cable TV

Cable TV was comparatively recently introduced to overcome the problems of poor satellite broadcast reception in some parts of the country. Cable TV really came into its own when satellite channels were fed into the system, and very quickly television shopping, banking services, teletext and similar services were added to the system as a result of wide-spread use of computers in communications.

First run by the PTT on a trial basis, the PTT is now the main agent for cable TV, which currently covers all the TRT channels, Star-1 and other channels picked up by the "Satellite Ground Station" in Gölbaşı near Ankara.

Although the PTT runs cable TV, it pays for private companies to install the system, and presently the majority of installation services are being carried out by a six-company consortium that should complete the work within eighteen months, bringing the number of subscribers thus far at least, to something like three million.

LAWS AND REGULATIONS ON RADIO AND TELEVISION BROADCASTING

THE CONSTITUTION

Article 133 of the 1982 constitution, which provided the legal framework for radio and television broadcasting stated:

Radio and television stations shall be established only by the state, and

shall be administered by an impartial public corporate body.

The law shall provide that broadcasts are made in a manner that safeguards the existence and independence of The Turkish state, the indivisible integrity of the country and nation. The peace of society, public morals, and the fundamental characteristics of the republic as outlined in article two of the constitution: it shall observe the principle of impartiality in the administration and supervision of the corporation, in the formation of its administrative organs, and in all radio and television broadcasts.

The principles governing the selection, treatment and presentation of news and programmes, the fulfillment of the task of assisting national culture and education and the principles for ensuring the accuracy of news, and the election, functions and responsibilities of the organs shall be regulated by law.

The provisions of paragraph two above shall also apply to these news agencies having the character of state economic enterprises, and to those receiving financial aid from the state or other public corporate bodies.

TURKISH RADIO AND TELEVISION ACT

The first two articles of law no. 2954 (January 1984) state the principles and purpose of radio and television broadcasts:

Article 1. This law states the principles for the establishment of radio and television stations, their management and broadcasts as well as the duties, powers and responsibilities of Turkish Radio and Television.

Article 2. This law states the ways, techniques and methods of electromagnetic broadcasting, radio-diffusion and television broadcasts both abroad and in Turkey.

Basic Principles

Article 4 of the law states that radio and television broadcasting both in Turkey and abroad is a right given only to the State. This right is legally used by the TRT. The only exception is the broadcasts of the police and meteorology authorities made in order to inform the public about their activities and to make announcements. On the other hand, such activities are also considered radio broadcasting and they are subject to the TRT's permission.

Radio and Television broadcasts should give a vast variety of choice and should be made through several channels.

Closed circuit TV stations belonging to private or state agencies are subject to the High Board of Radio and Television's permission.

Both domestic radio and television broadcasts and closed circuit radio and television programmes are subject to the High Board of Radio and Television's control, evaluation and inspection.

Frequency planning, registration and similar processes are subject to law number 2813 (The Wireless Law), dated April 5, 1983.

Essentials Broadcasters:

Shall obey the national and economic needs of the State's "National Security" principles,

Shall respect national traditions, and values and principles of public morality,

Shall obey the basic principles, purpose and policy of Turkish National Education,

Shall use a clear and understandable Turkish,

Shall refrain from negative broadcasting which may cause depression, violence, pessimism and fear in the public,

Shall respect people's privacy and honour,

Shall use contemporary techniques to collect information and obey certain rules such as objectivity, justness and accuracy,

Shall differentiate between commentary and news, and mention the source of commentaries,

Shall inform the public independently in every sense by not being partisan or giving one-sided information.

Constitutional Article 133 relating to the Radio-Television in order to abolish state monopoly on Radio-Television field was amended in July 1993

and thus all private TV companies were legalized by Constitution.

HIGH BOARD OF RADIO AND TELEVISION (HBRT)

The HBRT was founded in 1984 as an organizing body. It has 12 members of which three are directly appointed by the President and three appointed by the Cabinet. The other 6 members are chosen from among outstanding personalities in art, culture and academic fields. They serve for 6 years and every two years four new members are appointed. Members can be re-elected. They cannot be members of political parties. The head of the HBRT is selected from among its members by the President. Fiscal support of this unit comes from the Prime Ministry budget. Essential duties of HBRT members are as follows:

They state the principles of broadcasting.

They prepare reports evaluating radio and television broadcasts every three months and they present these reports to the President, Prime Ministry, National Security Council and Broadcasters,

They sue for legal action if they think that broadcasting principles and objectivity are being violated,

They nominate 12 names for the TRT Higher Board and three names for the TRT Presidency, and forward those names to the Cabinet to decide,

They make decisions on the TRT's organization/charter plans,

They provide advice on TRT broadcasting principles and related rules and regulations.

BALANCING THE PROGRAMMES

Article 17 of the law says that radio and television programmes should have variety.

GOVERNMENT ANNOUNCEMENTS AND SPEECHES

Article 18 of the law says that the TRT can broadcast government an-

nouncements and speeches only by stating beforehand what they are. This also includes emergencies like martial law or war.

INFORMATION ON GOVERNMENT ACTIVITIES

Information on government activities can be broadcast via radio and television unless it causes political benefit or leads to others having the right of reply.

Such programmes cannot be longer than 30 minutes. It is up to the government to use this time at once or divide it into two or three segments. The TRT is not allowed to prepare such programmes.

ANNOUNCEMENTS ON GOVERNMENT AND POLITICAL PARTIES AND THEIR ACTIVITIES

Announcements on government and political parties and their activities can be given only if they have the value of information. They should not lead to others having the right of reply and they are limited to the parties which are represented in Parliament.

The High Board of Radio and Television further adds that political parties outside Parliament can give their announcements to the TRT only if they are informative.

In April 1994 the new law on Radio and Television put under the control of all private Radio and Television stations under the supervision of the Supreme Council with functions replacing to HBRT in Turkey, and similar to FCC (Federal Communications Commission) in USA and CSA (Le Conseil Supérieur de L'Audovisuel) in France.

PROGRAMMES ABOUT PARLIAMENT

The work of Parliament can be presented on radio and television in an objective and balanced way. Live broadcasting during parliamentary debates is subject to the Turkish Grand National Assembly's permission.

EDUCATION PROGRAMMES

The TRT makes education programmes together with the Ministry of

National Education. It also presents educational programmes to the public. All this should comply with the TRT's broadcasting standards and technical criteria.

COMMERCIALS

Commercials shall not be deceptive, contain misinformation and/or create unfair competition. Political propaganda in commercials is prohibited. Tobacco and alcoholic beverage commercials are also prohibited.

RESPONSIBILITY

In case of an illegal situation or crime taking place as a consequence of the TRT's broadcasting, the text-writer and/or reader, the director of the programme and the controller of the programme before it goes onto the air held responsible before the law.

Those who think that they have suffered loss because of TRT broadcasts can sue the TRT, the establishment, but not the personnel.

BROADCASTING CONTROL

The final stage in controlling the programmes is the Board of Programme Control Office, directly attached to the TRT Director General. TRT programmes cannot be inspected by anyone outside the TRT before they are aired.

TRT REVENUES

The biggest share of the revenues (%25) comes from commercials. The second comes from electricity bills, of which the TRT makes %1. Another source of revenue for the TRT is the registration fees which come from all radio and television sales.

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