

Sri Lanka broadcasting corporation

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By

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(39)

**WORKSHOP ON RADIO BROADCASTING MANAGEMENT:
ORGANIZATION & PERSONNEL MANAGEMENT**

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COUNTRY PAPER

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The Sri Lanka Broadcasting Corporation as a revenue earner has several constraints. It does not receive a government grant or funds from the Treasury. It is dependent on revenue from commercial advertisements and from revenue from obituary notices. It has also to face competition from television.

Structurally the SLBC is not ideally organised for maximum revenue earning capacity. It lacks staff trained in personnel management and business administration. Many officials functioning in these capacities are doing so by way of experience. The Broadcasting Corporation should select officers on the basis of capability and have them trained both locally and abroad in the specialised areas of operations viz. personnel management and commercial operations.

Equipmentwise, the Corporation has somewhat obsolete equipment and is not quite up to date with the latest technology such Compact Discs etc. There is also a lack of standardised equipment. Therefore the accoustics are different, in the various studios.

Studio complexes ugent need updating with more modern and

sophisticated equipment and the respective technical and programme staff should be trained in how to work within the parameters of modern science and technology.

Project management and planning strategies should be done under the guidance of capable, experienced and properly qualified experts. The organizational structure should also be overhauled and re-structure should also be overhauled and re-structured so that optimum output could be obtained quantitatively and qualitatively and with maximum revenue. This would make possible the provision of better salaries and bonuses and other perks. A satisfied staff would lead to increased output workwise.

Computerisation in radio is imperative at the present juncture. It will lead to better management and higher output especially in the commercial sector. The personnel department should evolve a scheme whereby it is possible to monitor and assess the performance of each officer and to evaluate and remunerate them accordingly. This would lead to interest and enthusiasm among staff to reach these goals and the listening public will have better programmes.

Some staff are overburdened with too much work while others have comparatively little to do. Staff vacancies should be filled and an even and fair system of work distribution should be evolved. Senior staff at Directorate level should oversee this equitable distribution.

Salary structure should be consonant with work output and seniority. Radio broadcasting is as demanding as television

although the techniques are different. Broadcast personnel in the engineering division and per programme divisions are trained abroad with modern techniques which they cannot apply when they return home. The Japanese government is helping with a new studio complex. Their operations in these modern complexes are more complicated. Hence sophisticated and advanced training is necessary to avoid damaging the equipment.

There should also be cross-fertilisation of ideas by staff exchanges among broadcasting stations in the Asia Pacific region and outside so that programme content and ideas could be expanded in the desired directions.

Less government control and greater autonomy is advocated to improve the infrastructure and broadcast performance in the future.
