

National television of Kampuchea

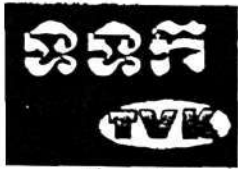
Him Suong.

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Paper No. 12



អគ្គនាយកដ្ឋាន ទូរទស្សន៍ជាតិកម្ពុជា

National Television Of Kampuchea

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Country Paper

Excellency,
Distinguished participants,
Ladies and gentleman,

First of all, I would like to thank very much indeed to the AMIC (Asian Media Information and Communication Center) invited me to attending to the Workshop " Media and Economic Development in Cambodia, Laos and Vietnam "

I'm sure that this Workshop provides me a lot of knowledge, which I will contribute to our broadcasting.

This opportunity let me to introduce a short history of National Television of Kampuchea.

In Cambodia, television station had been founded In 1962. From 1970 National Television was completely destroyed, many staff were lost. In 1983, TV was reestablished service. In 1994, TVK increased his transmission with high power transmitter of 10 KW. At the present, there are 6 Television Channels in Cambodia. Channel 3,5,9,11,and 27 are commercial stations. Channel 7 is only public station, but also broadcast commercial films, advertisement. TVK is transmitting VHF frequency and located in Phnom Penh.

There are about 270 employees. Its services reach almostly the whole outside Phnom Penh area which enable 3 millions of the population to tune TVK.

TVK broadcast 9 hours dally with various programs such: News, Education, Culture, Sport, Children program and entertainment. In house production of program are 40%. There are 60% of foreign production. TVK also produces daily news program, which content of local news and foreign news. There are two news bulletins standing with news noon at 12 IS and news at 7 PM. All programs are broadcast in Khmer language, but at night news French and English are shown with 25 minutes.

Currently, TVK has two operation studios which are capable of producing drama, news, variaty show, with the most up-to-date equipment is in use.

Cambodia has a population of about 11,4 million with most of people living in or around Phnom Penh, the capital of Cambodia. Between 95% to 90% of the people are ethnic of Khmer which about 90% being follower of Buddhism.

TVK broadcast within 100Km radius of Phnom Penh. Within this area, it is estimated that there are two million television sets and about three million people view TVK. For audiences outside Phnom Penh, TVK provides programming by tape to the regional Government station at Battambang and Sihanukville for broadcasting.

TVK as the National broadcaster of the Royal Government of Cambodia, receives most of its funding from the Government and earns a small amount from advertising and program sales. In Phnom Penh, TVK competed with other 5 commercials stations, which operated in local station and international satellite television services.

Now, I would like to talk about the Media:

The mass media has a power and a responsibility to inform, to educate and to entertain. In addition, it can act as the conscience-keeper of society by exposing wrongdoing. It can supply an informal, expeditious and inexpensive grievance-remedial instrument to the public.

Today the media performs its role in society to a degree effectiveness that would have been difficult to imagine just a few decades ago. So, its main objectives are:

A/- To give information to the general public about the projected tasks (long term and short term) which are to be carried out in live. With the policy of the Government.

B/- To educate and organize the people for the improvement of their knowledge and skill, using mass communication means:

- There objective are published through television.
- TV airs the various subjects, on information and general knowledge.

Moreover, public Libraries and reading room have been opened, so that people can read newspapers, journal and news articles. Ministry of Information has printed and published books, weeklies, monthlies and every encyclopedias as well as informative periodicals. It is essential to have development of mass media's in proportion with that of the country wide.

The economic crisis affective all areas of Cambodian life has equally

hit the mass media. Because of the shortages, for example: the delivery of newspapers and other printed materials leaves much to be desired. Under circumstances the Media plays on ever to increasing role in the prompt delivery of information to the countries, populations, but the fact that the majority of the equipment and even if the media had the money to upgrade technically, the fact that most of the staff including engineers, technician and journalist are graduated from institute, mean that very few of the face two problems that need addressing agency:

- The first is the implementation of a policy of technological renewal.
- The second is the training and retraining of persons.
(Problem in the field of economic)

Please let me report you about another information:

At a time when Cambodia moving to a free market economy system. The role information's and news broadcasting is although growing. For that reason the urgent renewal of the media. Technologies up to the world standard have become high priority. The public demand for information and news has grown has considerably and media is commuted to meeting this demand.

There is a saving that the modern world gets increasingly smaller the smaller world is made partly by modern transport and communication especially electronic media.

In the field of the communication, news and in formation nowadays go around the world in just of short time. We learn about incident and development activities in order continents in only of few minutes through television. Therefore, every country tries to develop the economic, social and educational aspect of that as a whole.

News presentation on most television program nowadays is done quickly and up the date throughout the days.

If take a look at the present situations, we can see that the competition among the electronic media likely to became even more in time in the future.

That would benefit the general public as a whole, because it would enable the audience to get up to date all the time. The Government, development will be continuing to improve and extent it TV station throughout the country. Its goal are to serve the people and the Government with accurate and up-to-date news and goal program promoting the development to the country and help making the Government policy became materialize.

We are proud to play a role in the development in our country as well

as strengthening friendship and good relation among nation in the region of the world.

Special attention should be also paid to:

- Global approach to the media issues instead of particularly.
- Preparation of strategy which would embrace all kind of media including news media.
- Implementation of media education in schools.
- Pay special attention to local and regional media counter-balance to global services.
- To deal with specific area of economic activities.
- To cooperate with other related international in the field economic.
- To produce mass communication medium and develop news mass media technique.
- To cooperate with both the private sector and government agencies.
- To help the mass media. Government and civil society in maintaining and strengthening freedom of expression and democracy principle in communication.
- To monitor the content of mass media on periodic bases and analyze the volume and quality of coverage given to different subjects of interest to audiences, including the country's development economic, democracy, human right and civil society.
- To publish or broadcast a document on a program periodic bases on describing economic documents.
- To build coalitions of cooperation in order to achieve objectives.

In conclusion, I would like to express our firm belief the workshop will do its best and take active part in realizing into life media to achieve its role.

Thanks for your attention.

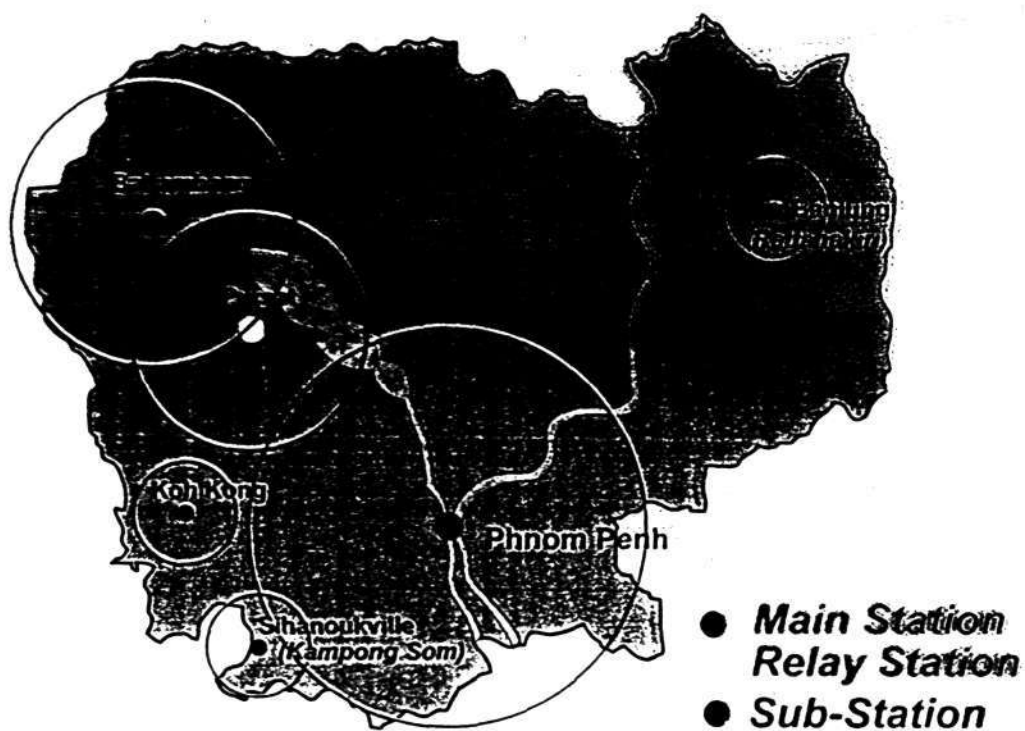
Mr. HIM SUONG

Deputy Director General

Of National Television of Cambodia

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TVK'S FOOTPRINTS



BREAKDOWN-TVK BROADCAST

