

## Report on radio broadcasting industry of Vietnam

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## REPORT ON RADIO BROADCASTING INDUSTRY OF VIETNAM

All the media organisations in Vietnam are state-owned and controlled. Among those, radio broadcasting is one of the first media organisations set up right after the Independence of Vietnam. Radio the Voice of Vietnam (VOV) was directly established by President Ho Chi Minh following the success of Vietnam's August Revolution in 1945. In the same year, VOV's first programme was broadcast at 11.30 hours on 7 September 1945. The first broadcast over the radio was the Declaration of Independence read by President Ho Chi Minh at the Ba Dinh Square in Hanoi on 2 September 1945.

Over the past half a century, the Vietnamese radio broadcasting industry has undergone continuous development even during the periods of wars. Now it boasts a unified radio broadcasting network from the central to grassroots levels.

Radio the Voice of Vietnam is in charge of unified management of local radio broadcasting throughout the country in terms of technology, professional human resources and international relations. Vietnam now has 61 provincial radio stations, 528 district radio stations including 319 FM stations and 5000 public address systems at village level. These provincial and city stations are responsible for rebroadcasting national news bulletins, and producing their own programmes including local news and features.

Radio the Voice of Vietnam, as the national radio station, responds to the Government. As such, it is assigned the task of communicating and disseminating the Vietnamese Party's and State's lines and policies, and managing technical radio broadcasting system throughout the country, serving for the cause of industrialisation and modernisation of the country.

Over the past few years, Radio the Voice of Vietnam has been developing rapidly in all areas such as programme production and transmission technology, professional training, improving content quality and diversity and so on. At present, Radio the

Voice of Vietnam broadcast in 6 channels comprising 4 domestic and 2 external channels, with a total daily airtime of 141 hours.

*Channel 1:* includes 20 programmes on news and current affairs, politics, foreign affairs, economics, security, national defence, legislation, science and technology with a daily airtime of 18 hours.

*Channel 2:* includes cultural, social, educational, literature, arts and music programmes with a total daily airtime of 18 hours.

*Channel 3:* Includes news, music and foreign language teaching programmes with a total daily airtime of 19 hours.

*Channel 4 :* consists of programmes for the ethnic minority people in 6 languages with an airtime of 11 hours a day. Much efforts has been taken by Radio the Voice of Vietnam to reach people within 54 ethnic minority groups living throughout the country.

*Channel 5 :* with a total daily airtime of 15 hours 50 minutes, includes programmes for expatriates in Vietnamese, French, Russian and English for Hanoi, Ho Chi Minh city and neighbouring areas.

*Channel 6 :* consists of programmes in 12 foreign languages including English, French, Russian, Spanish, Japanese, Mandarin, Cantonese, Indonesian, Thai, Lao, Khmer and Vietnamese.

Apart from these 6 channels, Radio the Voice of Vietnam also has a website updated on a daily basis including programmes in Vietnamese and English which receives about 9,000 hits everyday.

According to a survey jointly conducted between Radio the Voice of Vietnam and the Central Ideological and Cultural Commission in 1998, 87.3% of Vietnamese people listen to the radio. Results of a survey conducted in March 2000 showed that 97% of people in rural areas listen to the radio and receive information on politics, culture, science, health and education through the radio. VOV's Weekly "Radio the Voice of Vietnam" has been published and distributed throughout the country, attracting a wider audience to VOV.



The past few years can be seen as the period of rapid development of Vietnam radio broadcasting industry in terms of technology. Modern technology is little by little introduced replacing old technology from programme production to transmission: digital technology is increasingly used to produce programmes, new high-power transmitting stations were built using state-of-the-art technology, via-satellite transmission method has been used to improve the audio quality and the stable operation of radio broadcasting.

Now with a total staff number of 1550 including 447 producers and reporters, a network of regional and overseas bureaux in key areas, Radio the Voice of Vietnam is producing a number of 452 programmes of all formats dealing with all issues of the social life for domestic and overseas listeners, with the content quality is improved day by day. With a network of 12 transmitting stations throughout the country, the national coverage by Radio the Voice of Vietnam is more than 75% with the population coverage of 87,3%. And VOV's waves have reached listeners in various key locations in the region and the world such as Asia, Europe, America and so on.

Implementing the Party and State's open-door policy of "befriending all nations", VOV has established and developed relations with 29 nations, regional and international broadcasting organisations. VOV is a member of the Asia-Pacific Broadcasting Union (ABU), the Asia-Pacific Institute for Broadcasting Development (AIDB), International Broadcasting Council of Francophonie countries (CIRTEF), UNESCO, International Alliances of Francophonie countries (AIF), Canadian International Development Agency (CIDA) and Swedish International Development Authorities (SIDA). VOV's role in the regional broadcasting community has been enhanced with the organisation of training courses, workshops, and seminars for Vietnamese, Southeast Asian and ASEAN broadcasters in collaboration with AIDB, AIF and the French Embassy in Vietnam. VOV has exchanged music and news programmes with international radio stations such as NHK of Japan, Deutsche Welle of Germany, Bulgaria and ASEAN, contributing to improving understanding between countries.

Along side with technology development, training is also a priority of Radio the Voice of Vietnam. VOV has 2 Broadcasting Training School to train technicians and reporters for local radio stations. The Phu Ly Broadcasting Training School about 50 km south of Hanoi enrolls students in 32 provinces in the north of Vietnam and the Ho Chi Minh City Broadcasting Training School enrolls students in 29 provinces in the south. In collaboration with the Hanoi University of Technology, the Journalism Faculty, the Hanoi Foreign Languages College of the Hanoi University of Sciences and Humanities, they also provide professional in-house training to hundreds of managers, reporters and producers in telecommunications, journalism, foreign languages.

In the framework of the Swedish SIDA-assisted project, VOV has carried out training on live broadcasts for local radio and television stations. VOV now has a Centre for Broadcasting Training in the seaside resort town of Sam Son, Thanh Hoa province which serves as a venue for workshops, seminars, professional training and recreation for its staff. VOV has also coordinated with other international broadcasting institutions to open training courses for Vietnamese broadcasters. The current major and overall objectives of Radio the Voice of Vietnam are to modernise its technology, and improve the quality and effectiveness of its programmes. The target in 10 years to come is to increase the national coverage to 100% and each household has at least one radio set.

With Vietnam's foreign policy of "befriending all nations", Radio the Voice of Vietnam is extending its outreach, constituting a friendship bridge between Vietnam and friends near and far.