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<th><strong>Title</strong></th>
<th>Country report : Vietnam.</th>
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<td><strong>Author(s)</strong></td>
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Paper No. 19
PREFACE

In 1945, while preparing for the historic Declaration of Independence, President Ho Chi Minh decided to set up a National Radio. Vietnam's radio The Voice of Vietnam was hence established on Sept. 7, 1945. The first information that was broadcast over the radio was the Declaration of Independence read by President Ho Chi Minh at Hanoi' Ba Dinh Square on September 2, 1945.

Over the past half a century, the Vietnam broadcasting industry has undergone continuous development, even during the periods of war. Now it broadcasts a unified broadcasting network from the central to grassroots levels.

Every day, VOV broadcasts through 5 channels for domestic listeners and 1 channel for foreign listeners in 12 different languages. VOV is also assigned by the Government the task of managing radio broadcasting technical systems throughout the country.

The current major and overall objectives of VOV are to modernize its technology, and improve its staff's skills and qualifications to keep up with their colleagues in the region and the world.

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

LAWS AND REGULATION ON RADIO BROADCASTING

* Radio broadcasting in Vietnam is subjected to the Law on the Press promulgated in Dec. 1989. Article 23 of the Law which is about copyright, stipulates the responsibility of broadcasting in archiving of manuscripts, audio tapes and record. Article 25 of the Law regulates advertisements over the radio, stipulating that advertisement content should be different and separate from broadcast programs.

* Radio broadcasting should also abide by regulations concerning broadcasting activities issued by the Ministry of Culture and Information which is in charge of state management of information.
* The Government Decree 53/CP stipulated VOV's operation State management of local broadcasting and transmission activities.

* VOV is a member of the National Committee of Frequency Management which defines and regulates frequency management in Vietnam including broadcasting frequency. VOV has worked closely with the Directorate of Standard and quality to promulgate technical standards of broadcasting equipment.

**VOV IN BRIEF**

<table>
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<tr>
<th><em>Total number of staff:</em></th>
<th>1,400</th>
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<tbody>
<tr>
<td><em>Producers, reporters:</em></td>
<td>300</td>
</tr>
<tr>
<td><em>Number of studios:</em></td>
<td>24</td>
</tr>
<tr>
<td><em>Number of transmitters:</em></td>
<td>11</td>
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<tr>
<td><em>VOV regional</em></td>
<td></td>
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<tr>
<td>Ho Ch Minh City</td>
<td></td>
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<tr>
<td>Dac Lac Province</td>
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<td>Da Nang City</td>
<td></td>
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<td><em>Targets for 2000:</em></td>
<td></td>
</tr>
<tr>
<td>Total transmitting capacity</td>
<td>7030 Kw</td>
</tr>
<tr>
<td><em>National Coverage:</em></td>
<td>70%</td>
</tr>
<tr>
<td><em>Population Coverage:</em></td>
<td>60%</td>
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**BROADCASTING CHANNEL**

Radio Voice of Vietnam now broadcasts simultaneously in five channels on the Domestic Service.

**Channel 1N:** News, current affairs; economic and music programs over seven medium waves (MW), and two short waves (SW), with a daily airtime of 18 hours.

**Channel 2N:** Culture, social, educational, literature, arts and music programs over seven medium waves and two short waves, with a daily airtime of 18 hours.

**Channel 3 N:** This channel is in service of ethnic minority people. Radio Voice of Vietnam broadcasts in five ethnic minority languages; H’ Mong, Khmer, Ede, Giarai and Bana. Meanwhile 20 provincial radio stations broadcast in 20 ethnic languages.
Chanel 4N: General programs are broadcast from Ho Chi Minh City over medium wave with a daily airtime of two hours of separate program to the national service.

Chanel 5N: News and music programs are broadcast around the clock 24 hours a day. Besides music programs, there are also five minutes news bulletins in Vietnam, English, French and Russian and foreign language lessons, and Vietnamese language Lessons for foreigners in Vietnam.

Radio Voice of Vietnam's Overseas Service broadcasts over one medium wave (AM), (MW) and eight short waves (SW) in 11 foreign languages: English, French, Russian, Spanish, Japanese, Mandarin, Cantonese, Indonesian, Thai, Lao, Khmer and in Vietnamese for overseas Vietnamese.

Education 31%
Advertisement 2%
Music and News 15%
Entertainment Art Programs 52%

PROGRAMING

News And current affairs programs
Voice of Vietnam provides prompt and comprehensive coverage of national and international news including political, economic, social and international highlights.

Total news hours:
285 minutes/day
12 news bulletins of from 5 to 15 munites duration.
5 news bulletins on FM of 5 munites
7 news and current affairs programs of from 15 to 60 munites.
2 press review.
The News and Information Center, which was put into operation in 1996, is equipped with modern Basys system and D - Cart sound editing system. It promptly supplies news sources for news bulletins. The one - hour news and music program at 12.00 hrs is one of the most favoured radio programs of VOV.
The News and Current Affairs program one of VOV is listened to by large numbers of listeners, especially listeners in remote and rural areas.

DISTANCE EDUCATION AND FOREIGN LANGUAGE TEACHING

The Voice of Vietnam in coordination with the Ministry of Education and Training now broadcast distance education programs on Business Administration three times a day. Vietnamese and foreign languages teaching programs including: English, French, and Chinese are produced in collaboration with professors and lecturers of the Hanoi Foreign Language College, the Hanoi Foreign Language Teacher's Training College and Hanoi University, Embassies of France, Great Britain and Canada in Hanoi.

To encourage foreign language learning by radio, contests are organized for learners. Each contest is participated by thousands of learners in many areas of the country. The entries prove to be of high quality. This is an effective way for VOV to increase number of listeners.

NEWS AND MUSIC PROGRAMS ON FM

Since 1990, the News and Music programs have been broadcast on FM on the VOV. These programs have been broadcast 24 hours a day since the end of 1995. The programs play mainly music. There are also 5 minute news bulletins in Vietnamese, English, French and Russian and commercials.

Four studios are equipped with the modern X-track for FM music program production. The system has facilitated the editing, producing and storing of music programs to be broadcast around the clock. One of the music studios is using a state-of-the-art mixer with digital music recording, thus greatly improving music quality at the Voice of Vietnam. Music programs on FM such as Top Twenty and Top France are favorite programs of many listeners.
Besides News and Music program, foreign language teaching programs have also been broadcast on FM. Since 1996, the program "Music and Advertisement" has been launched on FM.

RADIO LISTENING

Radio listening has become a habit to many Vietnamese. Recent surveys showed that 80% of people interviewed answered they did listen to the radio, either the Voice of Vietnam or their local broadcast. A survey conducted with a team from the Australian Broadcasting Corporation (ABC) in an area 20 km from Hanoi in March 1997 found that 85.6% of interviewees, most of the farmers listen to VOV daily, 14.4% listen once a week and only 0.4% never. The people interviewed also said they preferred VOV to their provincial station. 66% of the interviewees said they like the news.

Another survey conducted under the sponsorship of the Swedish International Development Authority (SIDA) in 1993 in Hanoi and Hue also concluded that even in urban areas like these two cities, radio is still an important source of information.

In a country with 80% the population living in the countryside like Vietnam, radio still plays an important role. However, these 80% own only 20% of the total 7 million radio sets. The Government has approved a strategy to get radio accessible to every remote and mountainous areas. This is an ambitious plan and very costly with the ultimate target being one radio set for every Vietnamese household by the year 2000 so that 95% of the population can listen to VOV.

ENGINEERING AUDIO CENTER.

The Audio Center is an important link in the production chain of radio programs. This is where the broadcast programs are recorded, mixed, edited and completed in both content and audio signal.
The Center now broadcasts 24 studios including 2 music studios equipped with analogue and DAT facilities and three one-man studios. Everyday the Center broadcast 101 hours. It can transmit 8 programs at the same time.

Digital technology is being introduced in replacement of obsolete analogue equipment. News rooms and workstation have been gradually computerized which has greatly improved the quality work.

**TRANSMISSION DEPARTMENT.**

With 600 staff, the Department is in charge of managing central and local transmitting stations throughout the country. It also gives advice on issues concerning transmitting technology and broadcasting.

VOV’s programs are transmitted through microwave and cable. They are broadcast on FM, AM, and SW. Satellite is use for transmitting programs to provincial and local stations for rebroadcast. During the war, VOV’s transmitting station was bombed. VOV is on the air again only after 9 minutes of interruption.

The Master Plan on National Radio Coverage of VOV was approved by the Government in 1994. In 1997, 2 major transmitting stations in the North and South Vietnam are built, increasing the transmitting capacity of VOV to 7,039 KW.

**INTERNATIONAL RELATIONS.**

Radio the Voice of Vietnam plays an important role in strengthening relations and cooperation with regional and international countries in the field of broadcasting.

VOV is member of the Asia-Pacific Broadcasting Union (ABU) and member of the Asia-Pacific Institute for Broadcasting Development (AIBD). VOV also actively takes part in other broadcasting and communication organizations such as the International Council for Francophone Radio and UNESCO. VOV has signed cooperation agreements with 28 broadcasting organizations from 24 countries in Southeast Asia and the rest of the world.
VOV also exchanges its programs, especially music programs, with other radio such as BBC, Deutsch Welle, ABC, RCI and NHK. It participates in major radio and television activities in the world including broadcasting, festivals, exhibitions and the annual international broadcasting fairs in Asia.

At present, VOV relays its programs to Europe and Northern America through Indonesia’s Palapa satellite and transmitting stations in Russia.

THE SONG AND MUSIC ENSEMBLE

The Song and Music Ensemble of the Voice of Vietnam was officially set up in 1949 at the Viet Bac Resistance far northern Vietnam.

Since 1954, when the Voice of Vietnam to Hanoi, the Ensemble has attracted many artists from all parts of the country. In the 60's, it was the largest artistic ensemble of the State with more than 120 staff. It is divided into two sections; traditional music and songs and modern music and song.

Over the past 50 years, the Song and Music Ensemble through the radio VOV has played an important role in encouraging and mobilizing the Vietnam people in their struggle for independence and freedom and national construction. It has made great contribution in enhancing musical knowledge and provided music entertainment for the public.

TRAINING

VOV has two school training technicians, operators, radio producers and reporters for local radio stations throughout country.

The Broadcasting Training School was established 40 years ago. Every year it recruits 300 students. After graduating, they are sent to work at local radio stations. A UNESCO - assisted project worth US$ 209,954 has been approved to help upgrade the Phu Ly Broadcasting Training school for human resource development.

The Broadcasting Technical School is located in Ho Chi Minh city, graduating staff working in technical fields for local radio stations. The two school also organize retraining for broadcasting managers, reporters and Producers.
VOV has cooperated with several national radio stations and regional and international broadcasting organizations to open training courses for Vietnamese broadcasters.

LOCAL RADIO BROADCASTING

Vietnam now has:
+ 61 provincial radio stations
+ 528 district stations including 39 FM stations
+ 5,000 public address systems at village level
+ All remote and mountain district are equipped with RRO and FM transmitters for 19 to 15 km radius.
  + Half of district stations in mountainous areas have been upgraded to achieve better coverage.

These provincial stations are responsible for rebroadcasting national news bulletins, and producing their own programs including local news and features. Total air-time varies but averages about 5 - 6 hours a day. In case of the two radios of Hanoi and Ho Chi Minh city, the airtime is 14 hours.

As far as studio equipment is concerned, most of the facilities are analogue and, as always, obsolete. Many were from Hungary. The same situation is for transmitters.

VOV is using Palapa 4 to broadcast national programs and supplying local stations with RRO to pick up these programs. VOV also helps design annual plans, provide training, technical assistance and supervise annual budgets.
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- **VOV regional**
  - Ho Ch Minh City
  - Dao Lac Province
  - Da Nang City
- **Targets for 2000:**
  - Total coverage 95%
  - Each household to have one radio set

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