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Deutsche Welle - AMIC
Seminar on

RADIO PROGRAMMING IN A MULTIMEDIA AGE

COUNTRY PAPER – BANGLADESH

jointly organised by



Deutsche Welle Radio Training Centre
Köln, Germany

and



Asian Media Information
and Communication Centre (AMIC)

River View Hotel, Singapore
10 -15 May, 1999.

**NATIONAL BROADCASTING AUTHORITY
BANGLADESH BETAR**

(COUNTRY REPORT)

**DW-AMIC SEMINAR OF
"RADIO PROGRAMMING IN A MULTIMEDIA AGE"
SINGAPORE, MAY10-15, 1999**

Introduction: In Bangladesh, radio known as Bangladesh Betar has been shaping well and is continuing and growing as an effective and vital force of communication at the end of 20th century.

20th century is regarded as an era of an information technology. Multimedia is one of the most important issue now a days. Bangladesh Betar is forwarding ahead to its listeners using multimedia. Internet is recent technology that we are using for news and others programme production.

Bangladesh Betar is no doubt the most effective and powerful mass media. It acts as a watchman, widens horizons, focuses attention, helps raise aspiration and creates a climate congenial for development. In fact, it is the growing trend in the development countries to use Radio as a tools for programme support communication in different fields.

In the process of development Bangladesh Betar has the important contribution to disseminate information and to motivate social changes.

The main objective of the Bangladesh Betar is to disseminate (a) information (b) education (c) entertainment and to create awareness for the mass people to act in the process of development. In the structural organizations radio in Bangladesh has four divisions are as follows:

- a. Programme,
- b. News,
- c. Engineering and
- d. Administration.

Regional Stations of Bangladesh Betar.

Bangladesh Betar broadcast programme from its eight regional centres including National Broadcasting House (NBH), Dhaka, Chittagong, Rajshahi, Khulna, Rangpur, Sylhet, Thakurgaon and Rangamati. Thakurgaon and Rangamati are two new centers opened in the last two years with its modern technical facilities. National programmes like news, weather reports, religious programme, agriculture and population, health and Nutrition, Mother and Child based programme etc. are broadcast from Dhaka and transmitted to the other centers. The regional centers have their own programmes too. Bangladesh Betar on average broadcast 166 hours of programmes daily.

Different Units of Bangladesh Betar.

Besides the regional centers, different unit and services of Bangladesh are working for their listeners.

Commercial Service: Broadcast daily 16 hours 55 minutes commercial programmes and advertisement to entertain.

External Services: Broadcast daily 5 hours 30 minutes programmes in six languages and eight sessions. Programmes are on Bangladesh and its culture, history etc.

Transcription Service: Collect, preserve and distribute programmes. A collection of more than 12,000 different songs, drama, speeches, interviews etc enriched it.

Farm Broadcast: Broadcast 4 hours 30 minutes programmes daily on different agricultural aspects to give information and advice to the farmers.

Population Planning Cell : Broadcast 5 hours 55 minutes programmes daily on family related issues like early marriage, child care, nutrition etc.

Liaison and Research Cell: Co-ordinate in national and international level, exchanges information, facilitate training, survey and research on programmes and listeners view.

Music Cell : Co-ordinate music related works as enlisting and classifying the artists & musicians, supplying musical instruments etc.

Radio Publication Unit : Publish regular fortnightly magazine on radio programme and some other literary events.

Education Cell : Programmes related to primary education, mass education, distance education and other Non-formal educational programmes broadcast in total 6 hours 30 minutes.

FFL Project Cell : Broadcast daily 6 hours 30 minutes programme on the Mother and Children's health, Advocacy programme on CEDAW and CRC and nutrition from all units and regional stations with the help of UNICEF and World Bank.

News and Monitoring: News section of Bangladesh Betar broadcast 16 Bengali and 5 English news bulletin daily. Separate programmes on news analysis, commercial bulletin, sports news, local news etc are also broadcast. Monitoring Cell collect and monitor 24 hours news from 58 news bulletin of 18 different countries.

Engineering Department : Bangladesh Betar today enjoys the facilities which are not far behind many other developing countries of the world. At present radio in Bangladesh has quite a large network of radio transmitters like the number of Medium Wave transmitters are 13 (from 10 – 1000 KW) and Short Wave transmitters are 03 and F.M. transmitters are 2. The total studios for programme broadcasting is 61 with modern technical facilities. Other than six mobile van transmitters for the spot audience participation programmes. In a nutshell, we can say, Engineering section is working to facilitate the technical assistance, maintenance and transmission in the 13 transmitting units, 8 broadcasting center and other units of Bangladesh Betar. It is also working in Cox's Bazar and Comilla to establish new regional centers of Bangladesh Betar. Bangladesh Betar, Barisal is on the way of opening function very soon.

Impact on the media industry, the economy and on societies:

Bangladesh is a developing country. Without participation of general people it is not possible to be a developed country. With aiming this issue Betar broadcast the news objectively, recognized the state policy, close acquainted with socio-political values of the country, Bengali nationalism, sovereignty of the country, political and economical prosperity.

International activities: Bangladesh Betar participate in the activities of ABU, AIBD, SAVE, APDC etc. It has got several international awards especially in ABU competition.

New Channels: Bangladesh Betar has a different channel for broadcasting BBC programmes. The Government has given importance in the privatization of radio. A new private channel "Metro Wave Radio" has been opened on 26th March, 1999. More private channel will be opened in the future to make information free.

Total broadcasting hours of Bangladesh Betar:

Total Broadcasting hour	:	166 hours
a. Daily commercial programme	:	16 hrs. 55 mts.
b. Daily external programmes	:	05 hrs. 30 mts.
c. Farm Broadcast programme	:	04 hrs. 30 mts.
d. Daily Population programme	:	05 hrs. 55 mts.
e. Daily Educational programmes	:	06 hrs. 30 mts.
f. Daily programme on development, health, female and child issues	:	07 hrs.
g. Religious programmes(4 religion)	:	45 mts.
h. Daily entertainment programmes	:	52 hrs.

Programmes for the specific group

i. Women's programmes(weekly)	:	04 hrs. 30 mts.
ii. Children's programmes (weekly)	:	06 hrs. 30 mts.
iii. Rural programmes (daily)	:	03 hrs.
iv. Soldier's programmes (daily)	:	03 hrs. 30 mts.
v. Tribal's Programmes (weekly)	:	04 hrs. 40 mts.
vi. Youth's programmes (weekly)	:	03 hrs.
vii. Women & Children's health programme:	:	05 hrs. 25 mts.
viii. Health and Nutrition programme	:	01 hr 20 mts.

News Section:

- a. Daily news bulletin : 02 hrs. 25 mts.
- b. Weekly news analysis : 35 mts.

Legal and political implications: As radio and television are the most powerful means of communication, the present government framed a 'Commission' for the autonomy of the broadcasting system. The commission has submitted their report to the government.

Training facilities: The personnel of Radio in Bangladesh is needed more training with the modern equipments, programmes contents/methods and other discipline in terms of the human resources development. So that Betar is very much needed the help of other broadcasting training institutions/organizations.

In comparison with other multimedia channel Bangladesh Betar is trying to develop the nation special emphasis on moral, religious, cultural values, social norms and behaviour of the general people of the country towards development..



ASHRAFUL HAQUE
REGIONAL DIRECTOR
BANGLADESH BETAR