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<th>Pakistan broadcasting corporation</th>
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<td>Author(s)</td>
<td>Qurban Ali Shah</td>
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Pakistan Broadcasting Corporation

By

Qurban Ali Shah

Paper No.9
COUNTRY REPORT

Pakistan Broadcasting Corporation

Radio Pakistan has been broadcasting programmes for the information, education and entertainment for the listeners since it came into existence of 14th August, 1947. It has only two broadcasting stations, one at Lahor and the other at Peshawar which radiated programmes on low power 5kw transmitters.

The number of broadcasting stations in the country has now risen to 22. Its' medium wave coverage, population-wise is now 95% and area-wise it is 75%. Short wave coverage within the country is 100% area-wise as well as population-wise. The organization's objective is public service broadcasting but commercially sponsored programmes and advertising is accommodated. A code for commercial advertisers defines the contents and products about which advertising is permitted as also the taste and balance of the commercial programmes.

The Radio Pakistan was a Government Department and after that it became a corporation named "Pakistan Broadcasting Corporation". The new stations are completed but there is no relevant library has been formed in or better manner. Pakistan Broadcasting Corporation shows the best performance of the different programme and corporation had formed the more sections/unit was made time to time especially, CPU, EPU, CNO and sales section but there is no library in these sections has been properly working.
Radio Pakistan in its role of Pakistan's major national institution of oral communication has the responsibility of preserving, propagating and popularising the best in all vehicles of oral expression, prevalent in the country. The purview of Radio Pakistan's works in this context includes the propagation of the national consensus, the evolving thought process and the norms of social behaviour. The sound archives preserves the folk love oral history and traditional heritage of Pakistan in the medium of sound. The earthy wisdom, Islamic values, time-honoured traditions, age-old customs, intellectual pursuits and the sensibilities that combine to flower into the ethos of our homeland is projected in the programmes of the PBE.

CENTRAL PRODUCTION AND SOUND ARCHIVES

The Central Productions of Pakistan Broadcasting Corporation previously called as Transcription Service of Radio Pakistan was established in January, 1960 at Karachi. Its purpose was then to capture in sound the life of Pakistan touching on every aspect of activities. This recorded material is required to be made available to 22 broadcasting stations in Pakistan and also to 59 foreign broadcasting organisation including 09 Ethnic Broadcasting Services. Recorded programmes are sent to all of them for use in their local broadcasting system.

Two central productions are now functioning at Lahore and Karachi while its Head Office is located at Islamabad which contains sound library/archive, the biggest sound archives of the country.
We have built up a sound library of material representative of many aspects of life which is now running into 17,000 tapes of about five hundred seventy thousand minutes of recording. Consequently, central productions sound archives figures among the biggest sound archives in Pakistan.

Syed Qurban Ali Shah
Custodian of Archives
PAKISTAN

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