

pakistan television

**Submitted to:
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FINAL PROJECT “PAKISTAN TELEVISION”

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EXECUTIVE SUMMARY

The Pakistan Television Corporation is Pakistan's national television broadcaster. The first live transmission of PTV began on November 26, 1964, in Lahore. The PTV family includes six channels. Originally broadcast in black and white, PTV began color transmission in 1976. With this new upgrade in techniques and equipment, the Pakistan Television Academy was founded and opened in 1987 to teach students who wished to work in the medium. The broader perspective to start electronic media in the country was to inform and educate the people through wholesome entertainment and to inculcate in them a greater awareness of their own history, heritage, current problems and development as well as knowledge of the world at large. In fulfillment of its broad and main objectives, PTV's telecast policy concerning various matters of national and international interests has always been motivated and guided by the cardinal principles of educating viewers about the values that are vitally important in building a united, integrated and disciplined society. These objectives have successfully been achieved through a variety of programs on religion, education, entertainment and culture.

CHAPTER 1:

1.1 INTRODUCTION

Pakistan entered into Television Broadcasting age with a small pilot TV Station established at Lahore from where transmission was first beamed in Black & White with effect from 26 November 1964. Television centers were established in Karachi and Rawalpindi/Islamabad in 1967 and in Peshawar and Quetta in 1974.

While introducing the sophisticated branch of the electronic media in the country, the broad perspective kept in mind was to inform and educate the people through wholesome entertainment and to inculcate in them a greater awareness of their own history, heritage, current problems and development as well as knowledge of the world at large.

1.2 HISTORY OF THE ORGANIZATION

Pakistan Television Corporation Limited (PTV) is a public limited company. Government of Pakistan holds all its shares. The decision to establish a general-purpose television service with the participation of private capital and under the general supervision of the Government of Pakistan (GOP) was taken in October 1963. Subsequently the GOP signed an agreement with Nippon Electronic Company of Japan, allowing it to operate two pilot stations in Pakistan. The first of these stations went on air in Lahore on 26 November 1964. On the completion of the experimental phase, a private limited company, called Television Promoters Limited was set up in 1965, which was converted into a public limited company in 1967. Television centers were established in Karachi and Rawalpindi/Islamabad in 1967 and in Peshawar and Quetta in 1974.

PTV satellite transmission is round the clock. The transmission includes ETV and PTV world transmission.

The Karachi center commenced its transmission on November 2, 1967 and was the first full-fledged station housed in its own building fully and properly equipped with better technical extensive equipment for production by electronic methods it has four main color studios, including one designed and equipped for News.

The professional quality of its varied program fare, be it music or drama has been of a top standard. The PTV-Karachi Center along with four Re-broadcast Stations at Thana Bola Khan, Shikarpur, Noorpur and Thando Allahyar, connected to other RBSs in the country through Microwave link cover about 90% of the population. With the opening of PTV World, Pakistani programs are now being viewed in other parts of the world via satellite.

PTV Lahore, pilot center started in collaboration with N.H.K. Company in a very small studio known as Studio 'C' (with three Cameras, one Tape recorder, one 35mm Telecine, one 16mm Telecine and one Opaque Project.) Studio 'C' was situated inside the Pakistan Broadcasting Corporation, Lahore area, was started on 26-11-1964 six days in a week (Monday off-day) is black & white with a very limited staff. At that time, all studio programs were telecast, "LIVE" as no VTR Recording machines were available, which were made available in the year 1968.

A Pilot TV Center was formally inaugurated on December 5, 1974 at 2-Fort Road, Peshawar. It was Black & White Production/Transmitting Center consisting of Recording Studio and a Booth for News/Announcement.

On February 18, 1982 Main Color TV Center was inaugurated at 58 Shahrah-e-Quaid-e-Azain with Two Production Studios, One Announcement / News Studio, an Outdoor Broadcast Van & 07 Nos. of portable outdoor recording units for News/Current Affairs and Programs.

PTV Quetta was established during 1974 in the abandoned Masonic Lodge, Quetta Cantt and was formally inaugurated on 26th November 1974 (26th November, on the 10th Opening anniversary of PTV in Pakistan, as the first PTV Center was established in Lahore on 26th November, 1964 and later on too, most of the Centers were established on 26th November).

The main project of the Academy was approved in 1981 with an estimated cost of Rs. 33.9 million from the Government, whereas PTV had to contribute Rs. 9.7 million in the form of old/used equipment. Engineering Training Cell was established in 1978 to train PTV Engineers.

A similar cell was established for Production Training in 1984. Both these divisions had been working in rented buildings before moving to Academy's building in 1988.

1.3 OBJECTIVES

To give entertainment to people of Pakistan and out side the country by arranging different movies, plays and sports programs. To keep its viewers in touch with changing circumstances of world and give them current affairs information like news.

To increase the literacy rate by producing educational programs. As Pakistan is an Islamic Republic, therefore to convey the message of Islam and teachings to people of all religions with the help of religious programs. To bring social and cultural awareness in the people. Political and social security Provide information about science and technology.

1.4 Operational Areas

In the overall structural set up, the corporation, consists of the following units:-

- (a) A head quarters office at Islamabad.
- (b) A central sales office at Karachi.

At present Pakistan Television has been working with six television stations which are located in

- | | |
|-------------|---|
| 1. Lahore | 2. Islamabad |
| 3. Karachi | 4. Quetta |
| 5. Peshawar | 6. ETV Center at Islamabad for
2 nd Channel |

And 31 rebroadcast station which is located in different regions all over the Pakistan which are very powerful and are linked with National network of Micro waves offered by Pakistan Telecommunication Corporation.

This network of Pakistan Television covers about 87% of population, which is about 120 million, and 37.5% of area inside Pakistan and Azad Kashmir.

National News Bureau at Islamabad News units at all Television Centers and at:

- | | | |
|------------------|-----------------|---------------|
| (1) Hyderabad | (2). Faisalabad | (3) Multan |
| (4) Muzaffarabad | (5) Sukhar | (6) D.I. Khan |
| (7) Abbottabad | | |

- | | |
|---|----------------|
| (1) Sales office at all Television Centers, | (2) Faisalabad |
| (3) Hyderabad | (4) Multan |
| (5) Gujranwala. | |

1.5 BOARD OF DIRECTORS

A Board of Directors appointed by the Government of Pakistan manages its affairs. The Managing Director of the Corporation, duly appointed by the Government of Pakistan and approved by the Board of Directors, is the Administrative and Executive Head of the Corporation. He is the competent authority to implement rules for the Corporation and its employees.

When PTV came into existence in 1964, there was a staff of 30 employees, which has now risen to more than 6000 persons at all Units of the Corporation. The employees of PTV are divided into 09 groups and every group has a separate pay scale. There is a regular channel of promotion for almost every post with the exception of a very few.

PTV, the national broadcasting corporation had been in dire straits and continuously declining for many years. When the current management took over the reins, the organization was at the verge of bankruptcy. Losses had been incurred, income from all spheres was restricted, viewership had reduced and the overall morale of the institution was in shambles.

The energy, innovation and vitality exhibited by the new leaders has, within a short span of one year, transformed PTV into a profitable organization with a leap of Rs. 287 million from Rs. 1431 million to Rs. 1718 in advertising income; from Rs. 148 million net operating loss to Rs. 38 million net operating profit.

Programming with significant changes in presentation style. The promotion of programs has been totally revamped in lieu of improved re-packaging and tailor made programming along with energized marketing strategy. PTVs endeavor for initiative has surfaced with a number of milestones of particular significance.

Deserving Special mention here are the daily programs of Tilawat & Tarjuma of the Holy Quran; programs highlighting the cause of Kashmir;

PTV World, a new satellite channel was launched in the face of tough international competition. The objective of providing a homely atmosphere to family viewers has been well achieved. The audience driven programs have given PTV a new look and dramatically changed the views about Ptv. PTV has surged ahead of its competitors and as such PTV-2 has been turned into a viable project. Generation of more than Rs. 56 million within a span of five months of the implementation of the new idea speaks of this unparalleled achievement.

Technical improvement of PTV is evident from the change in screen presentation. The public has greatly appreciated this cosmetic transformation not only in programs but also in News & Current Affairs. Recent usage of Computer Technology to facilitate the generation of virtual sets is a significant landmark in the history of PTV.

On the other hand active participatory programs have supplemented the authenticity of Current Affairs programs and generated a lot of public interest. Live Open Forum; PTV has taken a lead over its contemporaries by introducing Audio-Text and Tele-text services in the region. The live cricket and hockey quizzes and the recently held PTV Awards are few examples of mass public participation through Audio text. Availability of on-line Flight Information, live surge and fall of stock exchanges, news updates etc. on normal home TV sets are few references of Teletext application.

Every new idea brings with it the opening of whole new vistas of creativity. Prime TV is yet another ventures in this regard, which resulted in the generation of additional income. Mideast Time, an extension of PTV World, targets Pakistani expatriates in the Middle East at a time when people need to relax with family entertainment.

PTV has a lot to be proud of. Its lists of accomplishment are ever increasing and every achievement is a milestone in itself, like:

- ❖ Salaat-o-Tarawih direct from Makkah during Ramadan
- ❖ Launching of PTVs Web site on Internet
- ❖ Special live interviews from Dubai, Saudi Arabia & New York
- ❖ Taji Mori at 12,500 ft, one of the world's highest transmitters

1.6 DEVELOPMENT

Rapidly growing into a modern TV network, PTV introduced via satellite transmission in December 1972. It was during the year 1975 that PTV started using National Microwave Link of the T&T Department linking transmissions of its TV Centers with each other. As a further step towards modernization, PTV transmission was switched over from Black and White to Color in December 1976. PTV established the Second TV Channel for Education, which was formally inaugurated on 26 November 1992. PTV World launched its transmission from ETV-Centre Islamabad in 1998. It was during the year 2000 that PTV started the transmission of Channel-3 on STN. PTV launched the new channel "PTV National" on 12.06.2003 for telecasting of program in regional languages. PTV launched AJK TV Centre Muzaffarabad on 05.02.2004. Pilot services of "PTV Bolan" started from TV Centre Quetta on 14.08.2005.

1.7 MAIN DEPARTMENTS

- ❖ Admin & Personnel
- ❖ Information Technology
- ❖ Training Academy
- ❖ Security
- ❖ Current Affairs
- ❖ International Relations
- ❖ Engineering

- ❖ Marketing
- ❖ Program
- ❖ Public relations
- ❖ Finance
- ❖ News
- ❖ Sports

1) ADMINISTRATION & PERSONNEL DIVISION

The Administration & Personnel Division is responsible for implementation of the Corporation's policies pertaining to its sphere. The broad functions of this Division are to provide logistic and general administrative services and to provide and maintain the necessary manpower for other Divisions. Administration & Personnel Division consists of the following Departments:-

Administration Department Responsible for formulation and implementation of Administrative policies, co-ordination with Centers, overseeing administrative services throughout the Corporation and to deal with the legal matters instituted for and against PTV in various Courts of Law. This Department is also entrusted to deal with the Union matters. Personnel Department Responsible for formulation and implementation of personnel polices, overseeing personnel functioning all over the Corporation, manpower planning including recruitment, promotion, transfer etc. Training and Delegation Department Responsible for training of staff within the country and abroad, dealing with the delegations, sending PTV coverage teams abroad for VVIP coverage. Security Department Responsible for security arrangements and material. Company Secretariat Responsible to deal with corporate affairs, preparation of agenda for meeting, to arrange meetings of the BOD, to record & circulated the minutes of BOD and to ensure implementation of the Corporation is headed by the I) director Administration & Personnel who is assisted by a Controller Administration & Personnel. The Controller has two Deputy Controllers and one Manager Training & Delegations with other

subordinate staff for implementation of the administrative and personnel functions. At Center's level Administrative & Personnel Managers are responsible to look after the administrative and personnel needs of the Centers under the supervision of the General Manager.

In order to achieve the goals and targets identified by the Ministry of I&B, on the instructions of the Prime Minister, the Admin. & Personnel Division initiated a process for induction of qualified professionals in the field of Production, News, Current Affairs, Information Technology, Marketing, Engineering and Human Resource. The Board of Directors of Pakistan Television Corporation had also approved induction of fresh and experienced professional in its 163rd meeting held on 26.10.2004.

In pursuant to policy approved by the Board of Directors and the Secretary Information & Broadcasting, various positions for induction of professionals were displayed on the website of PTV and also advertised in the Urdu/English daily newspapers. In the first instance 12 qualified professionals were inducted in the targeted 1st quarter of 2004-2005. Through continuing process, 208 professionals/trainees in the fields of Production, News, Current Affairs, Information Technology, Marketing, Engineering and Human Resource have been inducted up to 2nd quarter of 2005-2006. The process for induction of some more qualified professionals is undergoing and hopefully it will be completed in 4th quarter of 2005-2006.

Going further into the induction of qualified professionals the BOD resolved in its 166th meeting held on 5th September, 2005 that a data the newspapers so that required Human Resource could be picked up from that data base as and when required. The first data base has been maintained for a period of 6 months.

Besides the induction of qualified professionals, the Management of PTV has restricted its Programs, News and Current Affairs Department. Programs Division has been bifurcated into Planning/Administration and

Event Management while the News & Current Affairs Division has been merged to achieve the optimum level of excellence. This target has also been completed in 2nd quarter of 2005-2006.

SET UP

Administration & Personnel

