

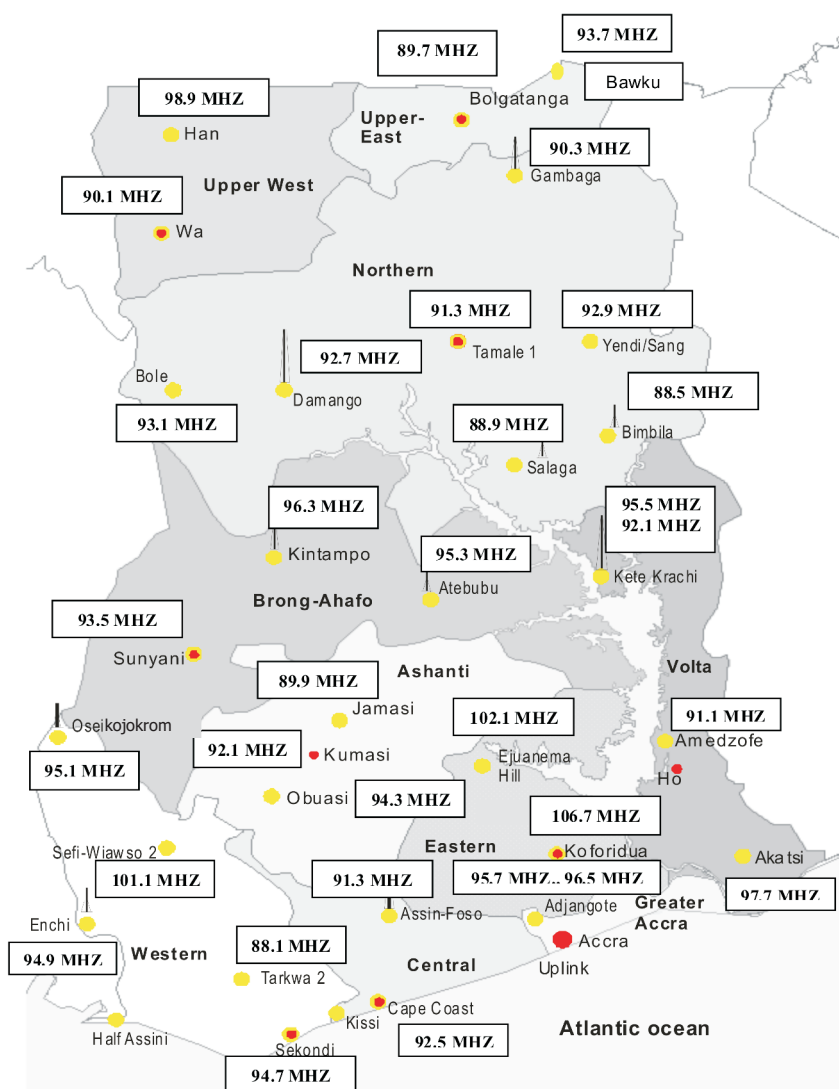
GBC NEWS

No. 27 SEPTEMBER, 2013 FREE

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**THE PUBLIC SERVICE
BROADCASTER**

GBC FM TRANSMITTER FREQUENCIES



The Ghana Broadcasting Corporation is a giant electronic media (Radio and Television) organization tasked with a mission to lead the broadcasting industry through quality programming, which promotes the development and cultural aspirations of Ghana as well as undertaking viable commercial activities.

GBC has one National TV Station and three Digital Terrestrial TV Channels, which are currently being piloted in Accra and Kumasi as well as one National Radio and 15 FM stations spread over the length and breadth of the country.

GBC has 31 FM and TV transmitter sites. GBC also has (10) Transposer sites as well as 50 KW-HF Transmitter in Accra to serve the whole nation.

GBC's main line of business activity is the production and delivery of Television and Radio Programmes on its airwaves to consumers. The Corporation's Programmes are funded wholly from internally generated funds (IGF) mostly through adverts, sponsorship, transmission mast and space rentals.

For more information contact:

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GBC ORGANISES CORPORATE RETREAT FOR KEY INTERNAL STAKEHOLDERS



A group photograph of the participants

A three-day corporate retreat has been organised for the Governing Board, Executive Directors and the Unions-SMSU/Divisional and Local Unions of GBC at Prampram to deliberate on pertinent issues that affect the State Broadcaster and offer solutions. The retreat offered an opportunity for its stakeholders to understand the issues of GBC, as well as develop good working relations with some of the key internal stakeholders. At the meeting, the following decisions were made;

Television Licence Fee

GBC shall put in place a lobbying machinery to lobby its stakeholders for an early revision on the TV license.

Electricity Bills

Government shall be persuaded to foot electricity bills of all transmitter sites.

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ANNIVERSARY



1935 - 2013



Authentic and Trusted
Voice of Ghana



Authentic and Trusted
Voice of Ghana

UNIQ 95.7 AND
REGIONAL FM STATIONS



Total Sports Channel



All News Channel



All Life Channel



Authentic and Trusted
Voice of Ghana



Authentic and Trusted
Voice of Ghana

UNIQ 95.7 AND
REGIONAL FM STATIONS



Total Sports Channel



All News Channel



All Life Channel

THE MAN: MAJOR RTD. ALBERT DON-CHEBE



Major (Rtd.) Albert B. Don-Chebe took office on Tuesday, May, 14, 2013, and has used his early days in office to tour the regions to have first hand information and also to familiarize himself with some of the activities there. This was after, the National Media Commission (NMC), in consultation with the President, had appointed him as the Director General of Ghana Broadcasting Corporation (GBC) for a three-year term of office. The appointment was made known by a statement signed and issued to the media by Mr. George Sarpong, Executive Secretary of the NMC.

Major Albert B. Don-Chebe said he is coming to GBC with an open-door policy to fix some of the challenges the corporation is currently going through. He said, he would make time to listen to the various stakeholders of GBC to find solutions in order to put the Corporation on the pedestal that would make it the flagship of Public Service Broadcasting in the country and to continue to serve its public service mandate.

Major (Rtd.) Don-Chebe said this on Radio Ghana, and at a meeting where he was introduced by Mr. Kabral Blay-Amihere, Chairman of the NMC, to Executive Directors, Senior Management and both Divisional and Local Union Executives in the Boardroom. At the meeting, the afore mentioned Directors and Executives welcomed the Director-General and called for effective collaboration between GBC and NMC.

Major Don-Chebe attended St. Augustine's College, Cape Coast and Tamale Secondary School for his O'

and A' Level respectively. He holds a Bachelor of Arts (BA) degree from the University of Ghana Legon, a Master of Arts (MA) in English from the University of Manchester, United Kingdom and a Postgraduate Diploma in Public Affairs from the Defence Information School, Indiana, USA. He is a lawyer and was called to the Bar in 2003.

He has come with varied experience, first as a lecturer in English at the University of Ghana. He also served in the Directorate of Public Relations of the Ghana Armed Forces for 15 years. "Upon his voluntary retirement in 1999 after distinguished service, during which he participated in five peacekeeping operations under the auspices of the United Nations, he was appointed the Corporate Affairs Manager at Ghana Breweries Ltd."

Major Don-Chebe later worked at the Ministry of Public Sector Reforms in 2005, as the communications consultant. He became the Head of Corporate Communications and Customer Care at Ghana Telecom and Vodafone Ghana. He joined the Millennium Development Authority as the Director for Community and Public Outreach in 2009. Until his appointment as Director General of GBC, he was the Director, Corporate Planning and Communications, at the Export Development and Agricultural Investment Fund (EDAIF). He is the current President of the Institute of Public Relations (IPR), Ghana, and a member of the Ghana Bar Association.

GOVERNMENT TO SUPPORT GBC TO REVISE TV LICENCE FEE



(Left) Hon. Mahama Ayariga, Minister for Information and Media Relations and (right) Major (Rtd) Albert Don-Chebe, Director General and some Directors

Hon. Mahama Ayariga, Minister of information and Media Relations, said government is committed to support the State Broadcaster through the revision of the TV Licence to an appreciable rate, to generate enough revenue to offer quality service to the people of Ghana. He said GBC has a great potential, since it is the only station that provides opportunity for people to get the information to unite and develop as a nation. "In the quest to develop as a nation, GBC is a powerful tool, whose capability cannot be underrated".

Hon. Ayriaga made these statements when he paid his first visit to Broadcasting House since he became the sector minister to know the challenges facing the state broadcaster. He urged GBC to concentrate on providing the best programme to the people of Ghana, rather than depending on making profit.

Major (Rtd.) Albert Don Chebe, (Rtd) Director General, said revenue generated by GBC is not enough to deliver quality service to the people. He therefore, called for the revision of the TV Licence Fee and re-establishment of Radio One and Two in order for the state broadcaster to offer proper public service broadcasting to regain its status in the media landscape.

In other development, Major (Rtd.) Don Chebe disclosed that GBC is to change all its relay stations into community radio stations to serve the people better in their respective districts. He said he would hold talks with the District Assemblies to support this initiative. He made this known on both radio and TV breakfast Show programme in BH. The programme was in commemoration of GBC's 78th Anniversary celebration.



Mr. Oscar Nchor, Ag. DDG and DTP explaining a point to Mahama Ayariga, Minister for Information and Media Relations

THREE GBC STAFF HONOURED



The three are displaying their awards (left-right) Ms. Rebecca Ekpe, Dr. Ronald Affail Monney and Rev. Victoria Elorm.

The Pan African Bible Seminary has organised a programme in Accra to award distinguished personalities in society for their contribution to mankind and development of the country. Three of the awards were given to GBC radio staff.

Dr. Ronald Affail Monney, DOR and President of Ghana Journalists Association was awarded Doctorate Degree in Humanity, Rev. Victoria Elorm and Ms. Rebecca Ekpe were both given Certificate of Recognition. It is expected that the award would spur them on to do more for society.



Members of NMC and Management at GBC24 Studios

CORPORATE STATISTICS

REGIONAL REVENUE RANKING: JANUARY – DECEMBER, 2012

VOLTA STAR RADIO

RADIO SAVANNA

OBONU FM

RADIO UPPER WEST

TWIN CITY RADIO

GARDEN CITY RADIO

RADIO BAR

RADIO CENTRAL

URA RADIO

SUNRISE FM

ANNUAL BROADCAST TIME 2012

VOLTASTAR RADIO

Total Annual Broadcast Time was given as 6936 Hours in 2011 and 6977 Hours in 2012. Allocation of broadcast time in 2012 was 21.5% to Education, 15.79% to Entertainment, 21.5% to Information, and 15.79% to Commercials.

RADIO CENTRAL

Total Annual Broadcast Time was given as 7644 Hours in 2011 and 7644 Hours in 2012. Allocation of broadcast time in 2012 was 15.24% to Education, 36.80% to Entertainment, 22.59% to Information, and 11.02% to Commercials.

TWIN CITY RADIO

Total Annual Broadcast Time was given as 8736 Hours in 2011 and 7644 Hours in 2012. Allocation of broadcast time in 2012 was 26.5% to Education, 9.9% to Entertainment, 26.8% to Information, and 10.7% to Commercials.

RADIO BAR

Total Annual Broadcast Time was 6935 Hours in 2011 and 6935 Hours in 2012. Allocation of broadcast time in 2012 was 29% to Information, 15% to Commercials, 32% to Education, and 12% to Entertainment.

RADIO UPPER WEST

Total Annual Broadcast Time was 6480 Hours in 2011 and 6480 Hours in 2012. Allocation of broadcast time in 2012 was 13.0% to Information, 19.0% to Entertainment, 16.0% to Education, 29.0% to Commercials and 6.0% to Religion.

URARADIO

Total Annual Broadcast Time was 6916 Hours in 2011 and 6916 Hours in 2012. Allocation of broadcast time in 2012 was 24.0% to Information, 25.0% to Education, 23.0% to Entertainment, and 12.0% to Commercials.

SUNRISE FM

Total Annual Broadcast Time was 6708 Hours in 2011 and 6708 Hours in 2012.

Allocation of broadcast time in 2012 was 13.2% to Information, 20.90% to Education, 28.7% to Entertainment, 19.40% to Commercials.

RADIO SAVANNA

Total Annual Broadcast Time was 6945 Hours in 2011 and 6945 Hours in 2012.

Allocation of broadcast time in 2012 was 40% to Information, 14% to Commercials, 12% to Entertainment, 10% to Education

GARDEN CITY RADIO

Total Annual Broadcast Time was 8760 Hours in 2011 and 8760 Hours in 2012 as well. Allocation of broadcast time in 2012 was 22.26% to Information, 24.93% to Education, 12.85% to Entertainment, 10.20% to Commercials.

UNIIQ FM

Total Annual Broadcast Time was 8740 Hours in 2011 and 8064 Hours in 2012. Allocation of broadcast time in 2012 was 33.0% to Entertainment, 26.0% to Information, 21.0% to Education and 4.0% to Commercials.

OBONU FM

Total Annual Broadcast Time was 8014.56 Hours in 2011 and 7739 Hours in 2012. Allocation of broadcast time in 2012 was 20.3% to Information, 23.6% to Education, 15.6% to Entertainment, 14.15% to Commercials.

TELEVISION

Total Annual Broadcast Time for 2011 was **7297** Hours and 2012 was **7270** Hours. Broadcast time allocation in 2012 was 35.9% to Information, 26.9% to Entertainment, 10.6% to Education, and 2.9% to Women/Children

GBC ORGANISES CORPORATE RETREAT FOR KEY INTERNAL STAKEHOLDERS

Cont. from Page 1

Identity Crisis

To solve the problems which are associated with our identity, all GBC network names shall be attached to GBC. For instance GBC-Uniiq FM, GBC-Volta Star, as well as changing the corporate rider from *the pulse of the nation* to *GBC, the authentic and trusted voice of Ghana*.

Revenue Generation

GBC shall be strategically placed to continue to play its role as a public service broadcaster, as well as generating more revenue to boost its operations. Again, for accounting purposes, all coverage for government programs shall be invoiced and charged to government.

Debt Collection

Marketing shall provide Finance with client's contacts to enable it to write to all our debtors to confirm and pay the amount they owe to GBC.

Training Schools

GBC's Training Schools shall be affiliated to University of Ghana, Legon through the National Film and Television Institute to start awarding diplomas and degrees on a commercial basis.

Launch of Digital Channels

The existing digital channels- GBC Life, GTV Sports Plus and GBC 24 shall be launched to create the needed awareness of their existence and commence as

strategic business units. GBC 24 was also identified to be a complete news channel and shall be handled by TV news, as well as commencing test transmission of GBC Governance digital channel.

GBC Clinic

The clinic shall be completed and commissioned as one of the strategic business units to offer essential services to the public as well as the staff.

Training and Staff Audit

Extensive training and staff audit shall be conducted to know the training and staffing needs of the corporation. This includes interns and National Service Personnel who have over stayed their allotted time, realigning and transfers of staff. Managerial training needs and succession plan shall also be put in place.

Land

An audit will be carried out on all GBC's lands, to those with documents and those without documents to assess what we can use them for and strategize on ejecting encroachers.

Equipment

An equipment audit shall be conducted on all our existing equipment and structures to know what GBC has in terms of asset. The resuscitation of Radio 1 and 2 shall also be pursued to handle the needed public service broadcasting mandate.

Digital Migration Road Map

An internal digital migration road map shall be put in place to direct the way forward to prepare GBC to meet the international timeline.

Refurbish the Frontage

The frontage shall be refurbished to attract the needed respect for GBC. Some of the activities to undertake are; tarring of the road, putting directional signs with maps at the entrance and in the compound to direct visitors, visuals on the walls, provision of streetlights, garden chairs and summer hut, and snack bar.

Long service award

An audit shall be conducted on long service award to know those who are qualified to be paid. Again there shall not be any payment postponement for those who qualify. Money should be found to pay them off as soon as possible.

One-Stop-Printing

There shall be one major printing office which would network all the offices to print their documents. However, provision will be made for exclusive printers for Directors to take care of confidential matters.

Regions

Three of the regional stations- shall be transformed and piloted as strategic business units.

Vision and Mission

There shall be propagation of GBC's corporate vision and mission by the Corporate Affairs Division.

Refresh GBC's Image – A committee shall be established to work towards refreshing GBC's image through a number of activities including launching digital channels, revising punch line on TV and commissioning image-enhancement programmes.



Participants at the retreat

Credit : Research Department

WHAT YOU NEED TO KNOW ABOUT DIGITAL TV

1. **What is digital television (DTV)?**

Digital television (DTV) is a new type of broadcast technology which transmits information used to make a TV picture and sound as “data bits” (digital) and provides better picture and sound quality.

2. **What is analogue television?**

Analogue television service is the traditional method of transmitting TV signals and has been the standard broadcast technology since the inception of television. Analogue technology transmits information used to make a TV picture and sound as continuously varying electrical signal with time. Analogue television service isn't as efficient as DTV because it uses up much more valuable spectrum; one frequency is used for one channel in analogue whereas one frequency is used for over ten channels in digital.

3. **What are the benefits of digital television?**

Digital TV offers vastly improved picture and sound quality. It is also more efficient than analogue TV technology so broadcasters will be able to transmit several TV channels concurrently using one frequency. DTV technology can also be used to provide additional services such as interactive video (i.e. games) and data services (internet), Electronic programme Guide (provides the consumer with present and future programme information) and high definition television (the highest picture quality in DTV) that are not possible with analogue technology.

4. **What is digital TV transition?**

Digital TV (DTV) transition is the switch from traditional analog TV to digital TV, a modern technology with many benefits. Analogue television sets which currently receive free, over-the-air programming will still work after the analogue switch off, but owners of these TVs will need to acquire Set Top Boxes (decoder or converter boxes) to change digital broadcast signals back into the old analogue format for analogue TV set reception. Set Top Boxes (STB) will be available from consumer designated distributors at that time.

5. **When will the DTV transition be complete?**

A national transition timetable would be fixed by the government. At the national switch off date, broadcasting of the current “analogue” channels will end and the spectrum that had been used for analogue transmission will be put to other uses. Until the transition to DTV is complete, television stations will continue broadcasting on both their digital and analogue channels.

6. **What is Digital Terrestrial Television?**

Digital Terrestrial Television (DTT) is the broadcasting of digital television signal over radio spectrum by means of Terrestrial Transmitters, where signals are received by consumers using a required aerial antenna.

7. **Will I need a new TV?**

Your current television will work as it does now until analog broadcasting stops. Even after the transition is over, your current TV will not become obsolete. A set top box (decoder) can be used to receive broadcast DTV signals and change them into the format of your current television.

8. **How do I get a set-top converter box for my analogue television?**

Set-top boxes (STB) will be available for purchase on the Ghanaian market when digital transmission begins.

9. **If I have more than one television set can I receive DTT on the other television sets in my house?**

You can receive on the other sets by splitting the output of a single set top box to serve all or serve each set with a separate set top box.

10. **Will the entire population be able to receive DTT?**

The expectation is that DTT coverage would be nationwide but to do that DTT coverage will roll out by gradually expanding from a few sites.

11. **How can I find out if where I live has DTT Signals?**

The authorized operator will provide this information to the general public.

12. **How can I prepare for the DTV transition?**

Preparing for DTV transition is easy and requires the consumer to do either one of the below by the switch off date:

- Purchase a new television set with a built in digital tuner.
- Purchase a Set Top Box (a digital-to-analog converter box) that plugs into an existing television.

HISTORY OF TELEVISION LICENCE

By: Samuel Kotei Nikoi

As GBC seeks the authority of Parliament to revise its TV Licence, the Publications Department brings to you a research report on TV Licence from some countries.

The early days of broadcasting presented broadcasters with the problem of how to raise funding for their services. Some countries adopted the advertising model, but many others adopted a compulsory public subscription model, with the subscription coming in the form of a broadcast licence paid by households owning a radio set (and later, a TV set).

UK was the first country to adopt the compulsory public subscription model with the licence fee money going to the BBC. It was formed on 1 January 1927 by Royal Charter to produce publicly funded programming yet remain independent from government, both managerially and financially. The licence was originally known as a radio licence.

With the arrival of television, some countries created a separate additional television licence, while others simply increased the radio licence fee to cover the additional cost of TV broadcasting, changing the licence's name from "radio licence" to "TV licence" or "receiver licence". Today most countries fund public radio broadcasting from the same licence fee that is used for television, although a few still have separate radio licences, or apply a lower or no fee at all for consumers who only have a radio. Some countries also have different fees for users with colour or monochrome TV. Many give discounts, or charge no fee, for elderly and/or disabled consumers.

Faced with the problem of licence fee evasion, some countries choose to fund public broadcasters directly from taxation or via other less avoidable methods such as a co-payment with electricity billing. National public broadcasters in some countries also carry supplemental advertising. The Council of Europe created the European Convention on Transfrontier Television in 1989 that regulates among other things advertising standards, time and the format of breaks, which also has an indirect effect on the usage of licencing. In 1993, this treaty entered into force when it achieved 7 ratifications including 5 member states. It has since been acceded to by 34 countries, as of 2010.

The Museum of Broadcast Communications in Chicago notes that two-thirds of the countries in Europe and half of the countries in Asia and Africa use television licences to fund public television. In some countries, radio channels and broadcasters web sites are also funded by a radio receiver licence, giving access to radio and web services free of commercial advertising. The actual cost and implementation of the television licence varies greatly from country to country.

Ghana

Commencement of TV licence in Ghana, Television

Licensing Decree, 1966 (N.L.C. D. 89) came into force on the 1st day of July, 1966 and Gazatted, on the 28th day of September 1966. This was done under the reign of LT-GEN J. A. Ankrah, Chairman of the National Liberation Council. Date of Gazatte notification was 1st October, 1966. The Television Licensing Decree of 1966 (N.L.C.D. 89) was amended and came into force on the 1st day of January 1990, under the reign of FLT.-LT. JERRY JOHN RAWLINGS Chairman of the Provisional National Defence Council. Date of Gazatte notification: 5th July, 1991.

TV licence fee payment in Ghana is divided into three categories: (a) Domestic Users- owners of one set is Thirty Peswas [GH¢30] per year and owners of two or more sets is Fifty Peswas [GH¢50] per year, (b) Commercial Licence-hotels, restaurants, video theatres and rentals is Thirty Peswas [GH¢30] per set per year and (c) Dealers Licence-persons who carry on the business of repairing TV receiving sets is GH¢50 Peswas per set per year and persons who carry on the business of TV receiving set, that is sell or TV sets on hire is Two Cedis [GH¢2.00] per set per year. The fee is used to fund the Ghana Broadcasting Corporation (GBC).

Any person who contravenes any provision of the TV Licence Law (TELEVISION LICENSING (AMENDMENT) LAW, 1991, P.N.D.L. 257 thereunder shall be guilty of an offence and shall be liable on conviction to a fine not exceeding ten cedis (GH¢10,00) or to imprisonment for a term not exceeding one year”

Cateoory		Chargeable Fees Annually	
A	Domestic Users	Old cedis	(GHc)
(i)	Owners of one set	3,000	0.3
(ii)	Owners of two sets or more	5,000	0.5
B.	Commercial Licence Hotels, Restaurants, Video Theatres, Video Rentals	3,000 per set	0.3
C.	Dealer Licence		
	(i)Persons who carry on the business of repairing TV receiving sets	5,000	0.5
	(ii)Persons who carry on the business of TV receiving set, ie. Sell or let TV sets on hire	20,000	2

CORPORATE STATISTICS

STAFF STRENGTH AS AT JUNE, 2013

REGION	Greater Accra		Central				Eastern		Brong Ahafo		Ashanti		Volta		Western		Northern		Upper East		Upper West		TOTAL
	HQ																						
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	
DIVISION																							
Audit	9	6	1	0	1	0	1	0	1	0	1	0	1	1	0	1	0	1	0	1	0	0	24
Corporate Affairs	16	53	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	71
Engineering	152	4	3	0	4	0	4	0	6	0	8	0	4	0	3	0	3	0	3	0	4	0	198
Finance	46	29	4	1	2	0	1	1	2	0	5	1	3	1	1	0	1	0	3	0	1	1	103
Human Resource	119	93	6	1	10	2	13	3	11	2	17	6	9	3	8	2	4	3	6	3	4	0	325
Marketing	20	14	1	1	2	0	1	0	3	0	4	1	3	0	2	0	2	1	2	0	2	0	58
Radio	95	71	13	15	5	5	13	5	11	4	11	6	9	2	4	7	5	3	13	6	5	3	311
Technical Production	230	11	5	1	17	0	13	1	19	2	25	5	13	1	20	0	27	1	6	0	8	0	405
Television	216	143	5	1	3	0	2	1	6	0	5	2	2	0	4	1	3	0	2	0	2	0	398
TOTAL	902	423	38	21	44	7	48	11	58	9	75	22	44	8	43	10	46	8	36	9	26	4	1893

Credit: Statistics Department

13. What is the difference between integrated DTVs and DTV monitors?

An Integrated DTV set is a digital television with a built-in DTV receiver. If you have an integrated DTV and live in an area served by a DTV broadcast station, you won't need any additional equipment, with the exception of an antenna to receive over-the-air DTV broadcast programming. Integrated TVs can usually receive and display current analogue signals. In contrast, a DTV-Ready monitor is not capable of receiving over-the-air DTV broadcast programming without additional equipment. A DTV set-top-box (decoder) must be connected between the antenna and the monitor to receive and display over-the-air DTV programming.

14. What do DTV sets look like and what will they cost?

Most DTV sets have wider, more rectangular screens than current analogue TVs. This widescreen format allows for images that are more like those shown in a movie theater. Like current TV sets, a range of sizes is available. As with most new consumer electronics technologies, DTV sets have become less expensive since their introduction. Prices are expected to continue to decrease over time and will vary depending on screen size, display technology, and other features.

15. Will I need a special antenna to receive DTV over-the-air?

In Ghana, a UHF (Ultra High Frequency) antenna will be required to receive DTT signal.

16. Are DTV and HDTV the same thing?

No. HDTV, or high-definition television, is the highest quality digital television (DTV) available, offering more than five times the sharpness of today's analogue television, along with digital surround sound capability. DTV is also available as EDTV (enhanced definition TV) or SDTV (standard definition TV), each with improved pictures and sound over today's analog televisions.

17. In analogue TV one looked for PAL B/G specification to buy a television set. What would be the buyers guide for DTV?

You should ensure that your equipment is of DVB-T standard and capable of decoding MPEG-4/H.264 Video.GGroup photograph of



A Group photograph of the first batch



A group photograph of the second batch

GBC ORGANIZES PERFORMANCE TRAINING FOR MANAGERS

Management has organised a three-day Performance Training Course in two batches for Sixty-five (65) Senior Managers, comprising Regional Directors, Divisional Deputies and Union Executives. The course which was in line with the Public Service Commission performance management programme was to afford the participants the requisite skills to measure productivity and performance.

The topics covered were Performance Planning, Performance Evaluation, Appraisal Decision Making/Progress Review, Review and Appraisal and Productivity Improvement

Ralph Avornyoh, Volta Regional Director and the course prefect of the first batch said the programme gave them another opportunity to challenge themselves in a rather challenging environment to contribute their quota to position GBC in a highly competitive market. He recognized the critical role of performance planning and evaluation for productivity and wished the participants well.

He said GBC needs restructuring to effectively implement some of these corporate imperatives, adding that new ideas, concepts and initiatives are being floated around and hoped it would materialize to give GBC a new outlook.

Tony Osei, Marketing Manager and course prefect for the second batch said the programme has enlightened the participants on current trends in performance management, which identified the need for effective management of individuals and teams in order to achieve organizational performance and productivity. He said the course also highlighted means of implementing goals in the face of responsibilities to serve stakeholders.

Mr Osei, also made the following recommendations: GBC should organize more of such courses to sharpen skills of staff, GBC should arrange for each staff to undertake responsibility courses and MDPI should expand the scope of the course in future.

Resource personnel of the course were, Dr. Jerome Rudolf Awortwe-Abban, Deputy Director and Michael Kosi Principal Consultant of MDPI respectively.

. Participants at the training session



OFORIWAA – MURDER IN THE NAME OF TRADITION

A new Drama series making waves on GTV is Oforiwaa, murder in the name of Tradition, a brain child of Mama Oye Nunoo, a veteran writer, Producer and Director of Drama Productions.

Briefing the news letter, Mama as she is affectionately called was enthused about such a quality drama production on GTV. She said that GTV as a pioneer station in airing drama series in the country, a tradition she feels should not be broken, should organize more of such programmes to project Ghanaian culture and tradition. Programmes like Villa Kakalika, Avenue 'A' keteke on GTV in the 70s and 80s made the station the heart of the nation', a tradition she feels should be maintained to enable GTV maintain its position as the best in drama.

Oforiwaa is the voice of all the "silent sufferers" in our society. A young girl was given out into marriage at the tender age of 14 years a tradition practiced by her

tribe, when she couldn't take the harsh constraints of marriage life, she runs away from her marital home and went to the city. In the city, Oforiwaa was confronted with other social problems which she had to contend with.

The programme also looks at other negative practices in Africa such as female genital mutilation, child enslavement (Trokoshie), child prostitution, child labour and child rape.

Oforiwaa the main character is played by Rachael Mercy Aryin a student from the School of Journalism Accra. There are other seasoned actors like Monica Quarcopome, Rev. Eddie Coffie, Solomon Sampah and Vivian Atsor.

The Gender Departemnt at the University of Cape Coast (UCC) has used the programme as a case study for its students

SMSU ELECTS NEW EXECUTIVES

Senior Management Staff Union (SMSU) has held an election to elect a ten-member new executive to run the affairs of the Union for a two-year term of office.

They are Fred Kumassey (Chairman), Francis Magnus-George (Vice Chairman), James Ampem-Darko (Secretary), Alex M. Ahulu (Asst. Secretary), Emmanuel Yanney (Treasurer). The rest are Simon Akli (Financial Secretary), Henry G. Okine (Organising Secretary), Esther Asinor (Asst. Organising Secretary). Joseph K. Danso and Yao Apaloo are members.

At the induction ceremony in Studio 4, Veronica Tetteh Ashong, immediate past Vice Chairperson said a Standing Joint Committee had been put in place to address salary distortions of members. She said the Union has not been able to organize send off parties for members for two consecutive years (2009 and 2011). She said the lapse was due to the problem associated with the migration of GBC's salary to the Controller and Accountant General Department.

Fred Kumassey, Chairman, said he will use the tenure to achieve the following targets: support members who have genuine cases to battle with, create avenues and platforms for members in the regions to be part of decision making and also making soft copies of the Union's Constitution available to them as well as laying structures to ensure proper administration. He urged members to eschew factionalism, but rather support the executive to achieve its set target.

Mensah Nyarkoh, Deputy Director of Corporate Affairs was the electoral commissioner for the elections and also swore-in the officers into office.



Executives of SMSU



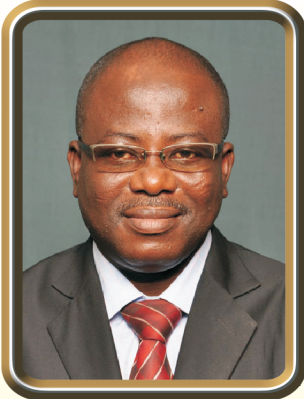
A group photograph of the Executives and Members of the Union

Know Your Board Members

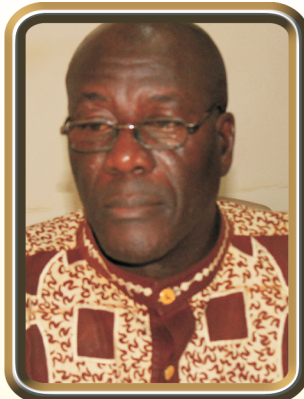
2013 - 2015



Mr. Richard Kwame Asante
(Board Chairman)



Mr. Akwesi Afriyie Badu
(Member)



Nii Addo Kwei Moffat
(Member)



Ms. Irene Duncan-Adanusa
(Member)



Mohammed Amidu Futa
(Member)



Ms. Valentina Bannerman
(Member)



Mr. Prince Ankrah
(Member)



Mr. Oscar Bruce
(Member)



Major (Rtd.) Albert Don-Chebe
(Director-General)



Francisca Ashietey-Odunton
(Snr. Legal Officer/Ag. Board Secretary)



The Board Chairman Chronicles GBC Problems



The Board is taking the oath at the inauguration



The Board Chairman, Richard Kwame Asante

The acceptance speech delivered by Richard Kwame Asante, the Board Chairman of GBC at the inauguration of the Board in GTV's Studio 1 on 14th May, 2013.

It is a special honour for me to say a few words on the occasion of the inauguration of the Board of Directors of GBC, which I am happy to chair. I am remotely aware of the challenges and difficulties in GBC occasioned by mounting debts to other State Institutions, the demand by workers for better conditions of service and better equipment to work with. The need to provide service across the length and breadth of the country, the great expectations from the general public in view of GBC's public service broadcasting mandate, where sometimes GBC is called upon at very short notice to interrupt regular programming though covered by contracts, to provide coverage for Government and state activities with no due regard for costs and loss of revenue.

Notwithstanding the mixed feelings, I believe I speak for all the members of the Board when I say that we recognize this responsibility as a call to national duty. My colleagues are all seasoned professionals from various walks of life, and together, one could not have wished for a more accomplished team to steer the affairs of GBC over the next two years.

We are not unaware of the challenges confronting GBC, neither are we intimidated by the difficulties affecting the Corporation. GBC may be suffering from numerous ills including inadequate funding, old equipment, huge

overheads in respect of personnel and plant and stiff competition from new and more agile competitors. In spite of these challenges, we are convinced that there could be some ready answers and quick fixes to GBC's challenges and difficulties.

One sure means of quickly improving GBC's finances is to prevail upon all stakeholders including parliament to ensure the speedy review of the TV licence fee which has been pegged at GH¢0.30 for almost eighteen years. A slight improvement in this licence fee will yield enough revenue to fill the coffers of GBC and also lift the burden of central government. If the TV licence fee in Namibia and South Africa is €23.00 respectively, then there is no reason why the fee in Ghana should still remain at the current rate of GH¢0.30.

Mr. Chairman, I want to reassure you that we shall diligently work to steer the GBC ship through calm seas and we will ensure cooperation, consultation and coordination in the management of GBC affairs over the next two years. We pledge that by the expiration of our term in 2015, we shall be reporting to you a much healthier GBC with brighter prospects and a stronger financial outlook.

On behalf of the Board of Directors, I want to thank the NMC for the honour done us, and also reassure the Management and staff of GBC of our readiness to join hands with them to open a new chapter of progress, development and success for GBC.

GBC LADIES ASSOCIATION USHERS IN NEW EXECUTIVES

GBC Ladies Association has ushered in ten new executive members into office at a short ceremony. This was after an election conducted among the ladies in GBC.

They are Gloria A. O. Laryea-President, Margaret M. Hayford-Vice President, Alice Yayara Dapatem-Secretary, Agnes Braimah-Asst. Secretary, and Jemima Amartey-PRO. The rest are Faith E. Awuah-Treasurer, Florence Mac-Gatus - Financial Secretary and Cynthia Wyetey-Kunge-Organising Secretary. Araba Maison, Winifred Darko Eshun and Diana Ephraim are Ex-officio members.

Gloria Laryea, stated the following as part of the new administration's aims and objectives: to empower women through the use of the media to fight for the right of the voiceless, promote the image of womanhood, enhance their efficiency as well as advance the cause of ladies in GBC.

She said the executive would firmly stand by the constitution to successfully discharge its duties and responsibilities to the very members it was elected to serve particularly with welfare issues. Ms. Laryea promised to enhance the capacity of individual members through sensitization workshops, seminars and internal and external symposia.

Berifi Apenteng, former D-G, some of the Divisional Directors, Senior Managers past executives of the Association, notably Gertrude Opere-Addo, Alivira Tanoh and Betty Apua-Oppong, Head of TV-News were there. Invited guests included Rt. Rev. D. S. M. Torto, Anglican Bishop of Accra Diocese, Naa Aforkor Moedru, Katamanso Warrior Queen-residing in London, Naa Yaaley Ajorbo, Queen mother of Nai We, Ga Mashie.



The Executives



Some of the members at the inauguration

STOP MEDIA OWNERS WHO OFFER THEIR PLATFORMS FOR DENIGRATION

Mr. Hassan Ayariga, presidential candidate of the People's National Convention, 2012, has called on the National Media Commission (NMC) to "banish" media practitioners who allow their platforms to be used by politicians to denigrate public officials. Speaking on one of the sister radio stations in Accra, he urged producers and presenters of radio and television stations to eschew that culture for the development of the country.

Government Should Strengthen NMC

Dr. Charles Wereko-Brobey, former Chief Executive Officer of VRA has called on the government to transfer the regulatory role of the media to the National Media Commission (NMC) to have teeth to bite. He described the supervising powers of the National Communication Authority (NCA) as being in bad faith as it is in direct contradiction to Article (163.2) of the Constitution which states "there shall be no impediments to the establishment of a private press or media," adding that there shall be no law requiring any person to obtain licence as prerequisite to the establishment and operation of a newspaper, journal or other media for mass communication or information.

He said the country can boast of over 275 radio and 16 Television stations and this calls for a legal framework to regulate the establishment of the stations. He said this at a public lecture organised by the Ghana Journalists Association to mark this year's Press Freedom Day. The theme for the lecture was: "Media Freedom and an Informed Public: the 1992 Constitution and the Liberalisation of the Airwaves."

Parliament Approves Over GH¢2.5M for NMC

Parliament has approved GH¢2,560,322.00 for National Media Commission to enable it to execute its mandate for the 2013 financial year. As part of its activities within the year, the NMC is to focus on improving media regulations, especially in conflict-sensitive areas, to promote peace, harmony and national development. It is also to monitor the media and enforce the operational guidelines of the electronic media as well as ensuring the passage of the Broadcasting Bill.

THE DIFFERENCE BETWEEN HEAD OF GOVERNMENT BUSINESS AND HEAD OF STATE

Under the 1992 Constitution of the Republic of Ghana, the President is both the Head of Government Business and Head of State. The difference between the two is that as Head of Government Business, the president is the senior most employee of the Ghanaian State entrusted with the responsibility for maintaining law and order, and implementing policies and programmes to improve the lives and enhance the career opportunities of all Ghanaians. In performing this role, the President employs Ghanaians he has confidence in to help in effective administration and public service delivery.

The Head of Government Business dimension of the President's function is the most ubiquitous, and reflects in the day-to-day administration of the country, as well as the orderliness of our society.

On the other hand, as Head of State, the President is also the highest-ranking official in all respects in Ghana. He is the only one vested with powers to act as the chief public representative of the state both in and

outside Ghana. But the position of Head of State also comes with important ceremonial responsibilities and duties as well.

Being Head of State requires the President to preside over ceremonial functions. The ceremonial functions of the President as Head of State are divided into two main categories. The first consists of the President representing Ghana to the rest of the world through activities such as receiving foreign ambassadors and high commissioners, presiding over the entertainment of visiting Heads of State, and making state visits to other countries, in support of diplomatic and economic relations, all of which constitutes what is known as the outward duties.

The second includes presenting the state of the nation address to parliament, presiding over ceremonies of the armed forces, participating in state celebrations such as taking the salute at Independence Parades, signing Acts of parliament into laws, and meeting with traditional authorities and representatives of political parties etc.

DG OF LIBERIAN BROADCASTING SYSTEM INTERACTS WITH MANAGEMENT

Hon. Darryl Nmah, Director-General of Liberian Broadcasting System, has visited the Corporation four times to interact with Management on issues of digital terrestrial migration and training of his staff here in GBC.

He pleaded with Management to allow some of his staff (technicians, newscasters, producers and engineers) to come to GBC for an exchange programme in both radio and television. He stated that he would be looking for different forms of training for his staff, adding that he wanted a very long working relationship with GBC.

Mr. Affail Monney, DOR, said the Corporation would be looking forward to provide him with needed assistance immediately Management of GBC agreed on the terms of the Memorandum of Understanding (MOU).



Hon. Darryl Nmah (left) and some Divisional Directors at the meeting

GBC TO SET UP EXPERIENCE DATA BASE SYSTEM

Major Albert Don-Chebe Rtd, DG has proposed to set up a data base system to store the ideas and expertise of past broadcasters. He said this is to ensure that the Corporation engages regularly with past and present broadcasters for the benefit of future generations.

To ensure viability of the programme, he said a series of seminars will be organised periodically for the past broadcasters rather than just engaging and appreciating them on Senior Citizens Day. This was disclosed during an interaction between the Director-General and the past broadcasters on this year's Republic Day (Senior Citizens Day programme) organised at GBC.

Major Don-Chebe was grateful that most the past broadcasters are still strong despite many years of service to the state. He congratulated them for contributing their quota to the development of the state broadcaster and also urged active staff to develop new attitude for good working relation of the Corporation.

NIGERIAN FILM AND VIDEO CENSORS BOARD VISITS GBC



A group photograph of Management and the delegation

A delegation from Nigerian Film and Video Censors Board, led by Madam Patricia Bala, Ag. Director-General of the Board, has visited GBC to interact and familiarize themselves with the work of the Corporation as well as collaborating with Management to move the film industry forward.

Mr. Oscar Nchor, Ag. DDG and DTP stated that GBC started its radio transmission in 1935 and commenced television transmission after 30 years on. He noted that by then GBC was enjoying monopoly until the liberalization of the airwaves in the 1990s. He said in Ghana, the only regulatory body is the National Media Commission (NMC), but besides that GBC has its own internal mechanism to preview materials before broadcast.

Mr. Ben M. Moro, Head of Film Sector (Ministry of Information) also a member of Cinematography Board said they previewed films and demanded from film producers to expunge certain aspects which were considered not good for public consumption before showing. He said sanctions were applied to them if they disobeyed.

Mr. Ben M. Moro, urged television stations to demand Classification Certificate from film producers before purchasing films for public consumption.

Madam Patricia Bala, was grateful to Management for the insight, and disclosed that the regulatory body of the film industry in Nigeria also has the authority to control contents and guidelines as to what comes out from film producers.



Authentic and Trusted Voice of Ghana

Cont. from Page 14

time has come for us to begin the debate that will lead to structural reforms in the state-owned media. GBC as the Station of the Nation needs it now and this board and the others should place it high on their agenda.

3. (Ensuring prudent financial management)

It is our expectation that each of the Governing Boards would look carefully at the financial management of the media under their watch. In this assignment the Boards must be conscious of financial regulations and rules of the public sector, particularly the Public Procurement Act.

Our Boards should put in place such mechanisms and procedures that will prevent any staff from causing financial loss and debt to the media under their watch, particularly in the signing of contracts as we have seen in the past mortgages. GBC has suffered for far too long from this unfortunate trend which ultimately affects the welfare of staff. The Boards of course have a great responsibility to create such enabling conditions that can motivate management and staff to give their best to the nation.

In appointing this Board in consultation with the President, the NMC considered the difficult times GBC has gone through in the recent past, the work done by the immediate past Board and the need to build on their achievements and draw lessons from their unfinished jobs.

The NMC also considered the challenges of the future, particularly the need to embark on structural reforms. Our aim was to bring together experienced people such as your good selves who could advance the process. I wish I could assure you that it will be an easy task. It will be tough, but do-able. We trust that you will together travel this phase of the GBC journey and position GBC as a true public service broadcaster.

I can assure you that you will not walk alone in this journey. The NMC within the parameters of good corporate governance will offer all the boards the necessary support to achieve our common goal of having a committed and dedicated public service media.

TELEVISION DIVISION ORGANISES RETREAT

Directors, Senior Managers and Managers of the Television Division have organized a three-day retreat in Accra, to tackle some pertinent issues confronting the Division which needed urgent attention as well as identifying areas of patronage that could be explored to augment the Internally Generated Fund.

Major (Rtd.) Albert Don-Chebe Rtd, Director-General, called on the stakeholders to make a case for GBC, for the revision of the TV licence fee which has been pegged at 30 pesewas for almost eighteen years [18], adding that its upward adjustment would increase the Internally Generated Fund and make the corporation financially sound. He was also emphatic on the need to put in place a performance management system to regulate productivity among staff.

Major (Rtd.) Don-Chebe, noted that though GBC is a state broadcaster, about seventy percent [70%] of its expenditure is borne by the corporation and this is affecting its smooth operations. He reiterated that a revision of the TV licence fee could be a major source of revenue to solve the problem.



DG (middle), some Divisional Directors and other participants in a group photograph

Some of the issues discussed were training of new staff, corporate restructuring, purchasing of equipment, content to fill the air space, re-branding and re-organization of the Division.

Mr. Oscar Nchor, Ag. DDG and DTP disclosed that GBC is working assiduously to meet the stipulated deadline. He noted that most

countries in the world are expected to migrate to digital broadcasting technology by 17th June, 2015.

Madam Ntiriwa Addo-France, DOCA, said she is committed to collaborate with her colleagues to ameliorate problems of the Corporation. Mr. Mike Amon-Kwafo, DTV, expressed his delight for the healthy and refreshing retreat.

ZAMBIAN DELEGATION ON A STUDY TOUR TO GBC



The delegation and GBC Management in the Board Room

A delegation from the Ministry of Information and Broadcasting Services of the Republic of Zambia has visited Broadcasting House (BH) to study the operations of the Digital Terrestrial Migration project. Hon. Mwansa Kapeya, Member of Parliament and Deputy Minister of Information and Broadcasting Services in Zambia and also leader of the delegation lauded Management for the progress of work and said his country is working hard to meet the 2016 deadline.

According to the Minister, the focus of their visit was to study the following: how the Digital Migration Policy was formulated, how the broadcasters were handled, how issues of set-top boxes and multipliers were managed, licensing regime, switch over strategy as well as how the national broadcaster fit in the migration process.

This came to light when the delegation met Management in a brief meeting in the Boardroom.

Major (Rtd.) Don-Chebe (DG) acknowledged their visit and assured them of GBC's support. Oscar Nchor (Ag. DDG and DTP) took the delegation round the studios and areas of interest.



Major Albert B. Don-Chebe-DG and Hon. Mwansa Kapeya

New Management Appointment

The Governing Board of GBC has made three new management position appointments in June, 2013, for Deputy Director General's Office, Corporate Affairs and Radio Divisions. They are Mr. Oscar Nchor- Acting Deputy Director General, Ms. Ntiriwa Addo France-Corporate Affairs and Ronald Affail Monney-Radio. Mr. Oscar Nchor, is to act as DDG in addition to his duties as Director of Technical Production until a substantive DDG is appointed by the National Media Commission (NMC).



Mr. Oscar Nchor
Acting Deputy Director General



Ms. Ntiriwa Addo France
Corporate Affairs



Dr. Ronald Affail Monney
Radio

Training For Transmission Staff

The Human Resource Training and Development Department in collaboration with the Engineering Training School have organised two separate three-week training courses for Seventy Seven [77] transmission staff selected from all the GBC's transmission sites nation-wide: Bolgatanga, Damango, Salaga, Bimbila, Wa, Han, Bole, Gambaga, Yendi, Tamale, Atebubu, Kintampo, Sunyani, Osei-Kojokrom, Tarkwa, Enchi, Half Assini, Sefwi-Wiawso, Sekondi, Assin-Fosu, Kissi, Cape Coast, Obuasi, Jamasi, Kumasi, Mpraeso, Koforidua, Kete-Krachi, Amedzofe, Akatsi, Ho, Adjankote.

The programme, first and second out of the four batches to be organised, was to equip participants with the needed stability skills and technical ability towards two main objectives: to enhance their performance and competence for job satisfaction and higher productivity as well as to prepare them for the impending national Digital Terrestrial Migration project.

Participants were taken through classroom lectures on Radio, Television, Transmission Technologies, Signal Distribution Links (satellite/ip/fibre). The rest are FM/TV Transmitters and their power supply, Cooling System, Signal Flow, Cables, Antennas, Instrumentation, Headend/Digital TV Transmitter. In each course, practical practices were adhered to as well as a study tour to Adjankote. Oscar Nchor, DTP disclosed that the success story of Digital Terrestrial Migration project would rest on them, but they have to prove their worth to the implementers of the project

Ampem Darko, Head of Engineering Training School and one of the resource persons said with the training, Management expects zero tolerance to operational errors; participants must also be able to fix minor faults successfully and report back. Again it is expected that trainees would use technical terms to report on major faults so that if necessary through phone communication, the experts in BH-Accra can lead them fix the fault. These would save the corporation some finances and the inconveniences that go with it.

Kwabena Sarpong-Anane, Former DD-G, who chaired the closing ceremony, urged the participants to report their challenges in their respective sites to their regional directors for solution.

Resource persons were Anthony Gakpey, former HETS (retired), Emmanuel Essiam, John Acquaaah, John Rockson Essel and Christian Akoto all Engineering staff.



A group photograph of the course participants, trainers, former DDG and some Divisional Directors

KWABENA SARPONG-ANANE RETIRES FROM GBC



Kwabena Sarpong-Anane-former DDG

Mr. Kwabena Sarpong-Anane joined the Corporation after Six Form in 1975 and rose through the ranks to become a Regional Director at Cape Coast in 1999 for 8 years and later Deputy Director General (DDG), for 6 years before his retirement in 2013. He is a lawyer, called to the Bar in 1993 and joined the GBC Legal Department, now Legal Service in 1994. He intermittently acted as Director General during the period he was DDG.

He said as DDG his work only spanned to the regional activities, but he was able to support some of the activities of the Digital Terrestrial Migration (DDT) in 2007 before the Government joined, reactivated GBC's Website in the same year, enrolled GBC programmes on DSTV at the time GBC's satellite contract had been annulled by the operators in 2008. The rest are instituting the "Pulse of the Nation" corporate rider in 2011 and was instrumental in setting up the current digital channels-GTV Sports Plus, GBC 24 and GBC Life.

The former DDG said he had wished to change GBC's corporate logo to reflect the corporation's modern trends in communications, the radio programmes and presentation style as well as the name UNIIQ FM to GBC FM or Radio Ghana.

He advised staff to be diligent, dutiful, truthful and consider GBC as their own. He urged staff to embrace themselves with the some of opportunities around them in GBC for development. On behalf of the Board, Management, Union and staff, the GBC News wishes him good health and happy retirement.

and members of the board of GBC were to be appointed by the National Liberation Council, the military government that overthrew the Nkrumah regime. Successive governments used this decree to appoint the governing board and management staff, until the coming into effect of the 1992 Constitution.

(The state owned media and its watchdog role)

According to the 1992 Constitution, all the state-owned media as stated by Article 163 are expected to "afford fair opportunities and facilities for the presentation of divergent views and dissenting opinion." Other provisions specifically oblige the state-owned media to afford all political parties equal opportunity to present their policies and programmes, a constitutional principle that was further affirmed and confirmed by the Supreme Court in a case brought by the New Patriotic Party (NPP) against GBC in 1994.

The Constitution in Article 162(5) also charges all "Agencies of the Mass Media,...at all times to be free to uphold the principles, provisions and objectives of the Constitution and shall uphold the responsibility and accountability of the government to the people of Ghana".

In spite of this clear stated role, the state-owned media continues to remain in the mind-set of the past, all the way to the Nkrumah era and military regimes when Ministers of Information virtually served as supervising editors of the state-owned media. Successive Boards of GBC and Management have operationalized the Public Service mandate of GBC as defined by a military regime in section 9 (1) of the Ghana Broadcasting Corporation Act, 1968 (Act 227), which states that:

" in its public service broadcasting, the Corporation is expected to provide for- (a) government pronouncements, that is speeches by members of the National Liberation Council and Commissioners responsible for departments of state, consisting of statements of fact or explaining the policies and actions of the government,"

The extinction of the NLC government since 1969 should free GBC from this bondage and narrow definition, particularly when the same Decree in Sections 9 (1b) and 9 (1c) anticipated the return to democracy and asked GBC to provide for "party political speeches dealing with the views and policies of the various political parties (when they come into being) and "speeches expressing different points of views on matters of controversy" and 9 (1c) "matters of any kind (including religious services.....)

It is pertinent to state that the 1993 NMC Act recognized the central role of the president as the elected representative of the people and accordingly directed "that the president shall at all times have access to sound or television broadcasting, the press and other media of mass communication or information which are financed from public funds for the purpose of broadcast, announcement or publication of any matter which appears to the president in the public interest." But this provision in the NMC Act should not be a license or justification for a return to the past when according to one minister of information; the state-owned media became domesticated and served as mouthpieces for government.



From (left-right) DG, former Board Chairperson, NMC Chairman, Board Chairman and Prez-PRINPAG

The state-owned media must serve all and sundry, including the government in line with the new mandate enshrined in the constitution. In this regard holding governments accountable to the people of Ghana must be seen as a cardinal role.

The boards like the NMC, according to the Constitution cannot exercise any control or direction over the professional functions of journalists but they have the duty to ensure that the state-owned media abide by the same constitution which gives them freedom and independence

2. (The need for reforms in the state-owned media to deepen their public service role)

It is evident when you look at the various Acts of Incorporation of the four state-owned media against the 1992 Constitution, that the time has come for us to question whether they reflect the imperatives of the Constitution and modern times. There can be no doubt in our minds that the GBC Act (227) needs to be overhauled. It must be born again under the 1992 Constitution.

GBC is not a true public service broadcaster for many reasons, one of which is its limited financial base to undertake the full compliments of public broadcasting as is the case in other commonwealth countries-the BBC, ABC and PBS being good examples

At the swearing-in ceremony of three members of the NMC last week, I used the occasion to highlight the financial overheads GBC is going through as a result of its live broadcasting of proceedings of the elections petition at the Supreme Court and its coverage of sittings of the Public Account Committee, Meet the Press and others . GBC is not saying it loud, GBC is not complaining, but there is enough evidence to show that GBC could under the weight of the high cost of these live broadcasts one of these days tell the Supreme Court that it can no longer broadcast the proceedings live.

There can be no doubt that even with their limited public service journalism, the four state-owned media perform such useful service to the political process, a role that they can perform better if they are resourced to render that kind of journalism. When political parties during, before and after elections complain against the state media for not giving them fair coverage, they never consider the cost of performing that task. The

THE WAY FORWARD

Against the trend of changes in the electronic media (from analogue to digital), the School is in the process of introducing new courses to meet current developments in the electronic media. This will require additional training for the staff to meet new challenges. These challenges include the myriad of both accredited and unaccredited journalism schools purporting to teach Broadcast Journalism. It is against this backdrop that GBC has Initiated moves for a **GBC Media College**. It is expected

that such an institution when set up, will provide both practical and theoretical instruction in Broadcast Journalism and Broadcast Technology. This will teach and promote ethical broadcasting in Ghana, and bring the profession at par with best practices all over the world. Indeed, Public Broadcasters such as the BBC, VOA and Voice of Nigeria all have media institutions which train their staff and individuals from different organisations.

THE NEED TO REFORM THE STATE-OWNED MEDIA TO DEEPEN THEIR PUBLIC SERVICE ROLE

Ambassador Kabral Blay-Amihere, Chairman-National Media Commission inaugurated a nine member board for GBC for a two-year period in May, 2013. Publications Department brings to our readership his inaugural speech:

As you may be aware, the NMC by the powers conferred on it by the 1992 Constitution, is the appointing body for governing boards and chief executives of the State-Owned Media, a function it performs in consultation with the President of the Republic of Ghana. I wish on behalf of the NMC to express the nation's gratitude to all of you for accepting to serve the nation as board of GBC.

A time like this coincidentally the 20th anniversary of the 4th Republic, must be the finest hour for us to reflect on the role of the state-owned media, to examine whether the state-owned media and all those associated with them-governing boards, chief executives, editors and reporters have changed their modus operandi to reflect the imperatives of the Constitution.

What must be done as we celebrate 20 years of the establishment of NMC and democratic rule. (the reflection and assessment)

The 1992 constitution changed the relationship between the government and the media and created an enabling environment for free speech and free press provides a good opportunity for all of us to assess the NMC, the media, both private and state-owned.

(Media's role in the celebration and reflection)

In other countries, the media without any prompting from any quarters will be the institution to lead the debate and discussion. GBC which prides itself as the station of the nation should normally be the first to begin the dialogue. Will GBC, Times and Graphic who are pioneers on the media landscape, take up this challenge? We hope so.

I intend during the next few days, start dialoguing and focusing on some fundamental challenges that all the governing boards of the state-owned media must address.



DG and NMC Chairman

1. (The role of the state-owned media governing boards)

The various governing boards have a duty to ensure that the state-media under their watch abide by the Constitutional provisions that set the rules of engagement for the state owned media. To effect this responsibility, board members must know the status and role of the media under their watch.

(What then, is the status of the state-owned media and their role in Ghana's democracy?)

The 1992 Constitution does not see the state-owned media as a mouthpiece of the government of the day or a department under the Ministry of Information. The Constitution affirms the freedom and independence of all media, including the state -owned media and thus mandates the NMC to insulate the state-owned media from governmental control. It is for this reason that the Constitution assigned it the function of appointing the board and chief executives of the state-owned media, a function previously undertaken by the government of the day since Nkrumah's time.

It may interest members of the GBC Board to learn that by the provisions of the Act that gave a new status to GBC which enabled GBC to engage in commercial activities, - NLC Decree, (Act 227)1968, sections of which successive managements and boards quote to rationalize certain actions and decisions, the chairman

THE NEED TO REFORM GBC TRAINING SCHOOLS

ENGINEERING TRAINING SCHOOL IN RETROSPECT

By James Ampem Darko
Head of Engineering Training School

The History

The GBC Engineering Training School was established in Broadcasting House by the British Broadcasting Corporation (BBC) on 14th November, 1955, with the sole objective of providing industrial training to Broadcasting Technicians to feed the then Gold Coast Broadcasting Station. And this objective has remained the same today.

The technicians are for the Radio Studios, Transmitter Installations and Line Distribution Technicians. In 1965, when Ghana Television was established, a training programme for television technicians was also started. In addition to developing recruits into broadcast technicians, the school also runs refresher, technology upgrade and retraining programmes for the serving broadcast technicians and this has remained the core functions of the School.

Achievements

Being a leading broadcasting institution in Africa with well established and organised broadcast engineering school at the time, some African countries sent their technical and engineering staff to participate in the school's training programmes; among them were Tanzania, Uganda, Gambia, Liberia and Sierra Leone. In 1995, for instance, when television broadcasting was being established in Gambia, all her technicians were trained and prepared into first level broadcast engineering by the Engineering Training School.

Commercial Aspect of the School

It is on record that, the School had provided customised training upon request in the areas of electronics, audio and video technologies for engineering personnel of most of the organisations in the country; notably, Castle Communications, Information Services Department,

Ghana Police Service, Ghana Armed Forces Signal Regiment, Ghana Navy, Ghana Air Force, Aviance Company Ghana Ltd, Ghana Airport Company, Accra Polytechnic final year engineering students and electronic instructors from Accra Technical Training Centre. All these were on commercial basis and brought income to the corporation.

The School up to date receives training requests from related organisations. In today's highly competitive industry, broadcast operators are less willing to provide in-service training which takes time to pay off; instead they seek for already trained people who can perform the job immediately, however, it is worth noting that very little training opportunities exist in Ghana, especially in the formal schools for persons desiring to take up careers in broadcast engineering.

This calls for a man-power training institution that will offer the opportunity required by individuals and institutions for industry-trained professionals who have the capacity and skills to start work immediately they are employed. This is where the Engineering Training School becomes relevant in the development of the broadcasting industry in Ghana and beyond.

In 2009 for instance, the School had additional capacity and developed a commercial training programme on "Broadcast Technology" to train career beginners in broadcast engineering. The first training organised was run for three consecutive years as a pilot programme and indeed it proved its economic viability. The table below shows summary of its viability.

FUNDS GENERATED FOR THE CORPORATION IN THE PILOT PROGRAMME

YEAR	NET INCOME (GHC)	REMARKS
2009	17,096.00	Details Available
2010	23,000.00	Details Available
2011	45,000.00	Details Available
TOTAL	85,096.00	

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The School remains very relevant and viable to the Corporation, because the current developments from the National Fair Wages and Salaries Commission, says that promotion for every public sector personnel would be approved only when the employee has gone through an approved course of training meant for the targeted position. This is an area where the Engineering Training School is going to be more useful for both the technical and engineering divisions of the corporation.

RESOURCE PERSONS

Regular trainers at the school have been the main resource persons of both the core training functions and the commercial training programmes. Besides, the school has reserved specialized areas for experienced technical and engineering personnel from the field who are always ready to impart hard-earned on-the-job experience to the programmes.

MODERN TECHNOLOGY

The Change in broadcasting technology from analog to digital has prompted the trainers in the School to upgrade themselves in modern technology, and consequently have launched an operation to upgrade all the technical personnel and engineers of the corporation in digital knowledge and skills. For four consecutive years (1999 to 2002), the School upon request received training support from Germany's DW Technical Training Centre to organize workshops and seminars for staff.

CHALLENGES

The School has the challenge of extending refresher and upgrade training to personnel in the regions due to the Corporation's lack of funds to cover out of station allowances for regional personnel. Also currently the School has the following needs: computers and internet connectivity for its secretariat, laptops for power-point projections during classroom lectures and a photo-copier to enhance efficiency in the school's operations.

THE WAY FORWARD

GBC being the only broadcaster with training school

facilities, the Broadcasting University College proposal has been on the drawing board for far too long and it must be pursued to benefit the broadcasting industry in Ghana.

In pursuit of the proposal, the school must first be resourced to meet modern trends in the industry to operate effectively and use its internally generated funds (IGF) for upgrading of the facilities at the school.

RADIO TRAINING SCHOOL

By Joyce Annim Aryeko Ag. Head of RTS

BACKGROUND

Broadcasting in Ghana is 78 years and part of the success story can be attributed to effective training. The Radio Training School (RTS) was established in 1955, by Mr. Leslie Perowne, who was seconded from BBC in London twenty years after radio broadcasts started in the then Gold Coast and two years after the Gold Coast Broadcasting System was established. Later, the School was known as Programmes Training School in an attempt to focus on its area of specialization, which distinguishes it from the Engineering Training School.

Some of the heads who had managed the School since 1960 were renowned broadcasters like B.S Gadzekpo, one of the first broadcasters to be trained in Sound Broadcasting Techniques with the BBC in London, Mr. Owusu Prempeh, retired Deputy Director of Sound Broadcasting (Radio), Madam Helen Odamtten, who left GBC in 1975 to join the Linguistics Department of the University of Ghana, Legon, Mr. John Hammond, Rev. Kwame Amamoo, Mr. Ofori Debra who later became a Legal Practitioner. Others are Mr. Anthony Dadzie, an URTNA Award Winner in Feature Writing and Production, Sam Yeboah, a Radio and Television news presenter, Rev. Okwei Mensah who is now an Anglican Priest, Mercy Siaw Larrey; and Tim Quashigah, now lecturer at the Ghana Institute of Journalism. The immediate past was Madam Felicia Agyapong, who worked in the Radio and Business Development Divisions of the Corporation.

OBJECTIVES

The training programmes offered by the school seek to:

- Influence the development of the individual and the organisation by raising standards of performance.
- Broaden the knowledge of staff to enhance production and to raise morale.

TYPES OF COURSES

1. Induction Course for staff (Two weeks)

This course is to familiarise new entrants with the work and introduce them to Broadcast Journalism.

2. Voice Training (Four weeks)

This course is meant for fresh Newsreaders, Presenters and Announcers to give them the basics of programme presentation.

3. Medium Level Training: General Production Techniques (Eight weeks)

This course is to introduce fairly new programme staff to the rudiments of broadcasting. It also serves to unearth talents for the various departments. It emphasises practical work in the making of programmes.

4. Advanced Production Training: (Four weeks)

It serves as a follow up to the General Production Techniques course to prepare staff for supervisory roles.

5. Specialised Training Programmes: (Two weeks)

The training is offered to select individuals who have excelled in specific areas of broadcasting to further equip them with skills to train others on the job.

Ceremonial and sports commentary
Pronunciation of indigenous personal and place names
English pronunciation and voice training
Public speaking
Interviewing skills
News editing and production
Writing for the internet, Online journalism etc

6. Medium Level Seminars: (One week)

This course enables programmers to interact with other stakeholders and to discuss topics that will generally help to improve standards.

7. Introduction to Radio (for student journalists) (one Week)

This is an introductory course for journalism students and young reporters. It is to give a brief overview and insight into broadcast journalism. This course has not been held for quite some time, but is considered a valuable course for interns in programmes production and news departments.

8. Broadcasting Techniques (Eight weeks)

The Radio Training School introduced this course to meet the increasing demands by the public for training in Broadcasting Techniques for amateurs

who want to hone their skills. It is open to only people who have acquired some tertiary education. This course has been suspended briefly to enable the school to concentrate on its core mandate which is to train GBC staff.

ACHIEVEMENTS

The School has since its inception, trained staff of both Radio and Television in Production and Presentation Skills. It has organised periodic training for staff in Accra and the Regions. Apart from equipping new staff with the necessary skills for work, the RTS updates and sharpens skills of employees from time to time to keep them abreast of the rapidly changing times.

It also provides general production skills to staff to enable them to function effectively. These include Voice Training, Pronunciation, Reading, Disc Jockeying Musical Programming and Presentation as well as Sports and Ceremonial Commentary, and Translation Skills. Staff also acquire skills on how to build Features, Documentaries, Drama, Magazine and Discussion Programmes for both radio and television.

In the recent past, the School has offered special tailored and highly subsidized short courses in Speech Training for the public. Between 2008 and 2011, five commercial courses in General Production Techniques were organised. These courses were also opened to staff of the Corporation. The fees paid by the public were used to pay resource persons and provide snacks.

The Radio Training School has often been called upon to make its training facilities available to broadcasters from sister West African countries such as Gambia, Sierra Leone, and Nigeria. In 1976 the School organised a seminar on the topic "Mass Media and its Role in Adult Education" for Radio and Television film producers, Technicians and Cameramen from English Speaking West Africa. In the past the School has also facilitated training workshops for its international training partners like the BBC, Radio France and Deutsche Welle Training Centre. Some of these workshops were opened to the staff of private broadcasting stations. Indeed since the beginning of this year the School has received a number of requests for training from some private entities.

Away from the electronic media, the School has also trained flight attendants of the defunct Ghana Airways and announcers of the Ghana Civil Aviation Authority as well as Pastors from the Church of Pentecost for a short course on the **Basics of Public Speaking**. From the above it is evident that the School can do a lot more to contribute to GBC's internally generated revenue.

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