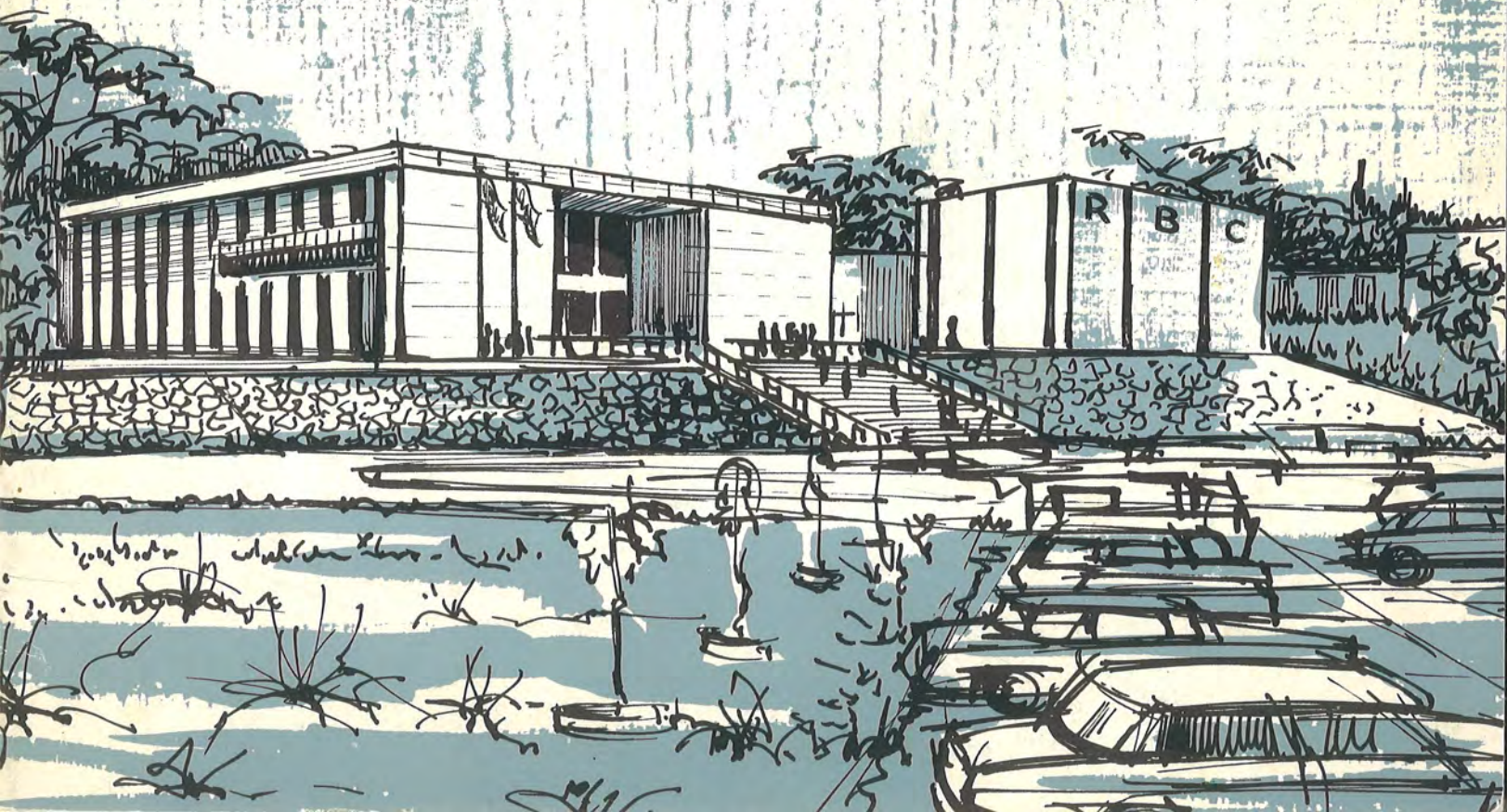


Broadcasting in the Seventies

Rhodesians World





RHODESIA BROADCASTING CORPORATION



BOARD OF GOVERNORS

Members of the Board of Governors of The Rhodesia Broadcasting Corporation are appointed by the President. The Chairman, J. M. Helliwell, Esq. (right) has directed the affairs of this independent, statutory body since 1964. Below, the Board members, from left to right: D. C. Goschen, Esq. M.B.E.; Miss C. K. Elsworth; Lt.-Col. C. R. Dickenson, C.M.G.; and P. P. Patsanza, Esq.



MANAGEMENT

The day-to-day administration of the Corporation is the responsibility of the Director-General, Mr. J. C. Neill (left), the Deputy Director-General, Mr. B. J. Gilbert (right), and the Service Controllers; (below, left to right): Mr. J. B. Baldwin, Director, General Service; Mr. B. A. J. Baker, Director, African Service; Mr. H. G. Ward, Head of Combined News Service; Mr. M. M. Gaven, Manager, Commercial Service; Mr. J. Grahame, Chief Engineer; and Mr. F. G. Elliott, Chief Accountant.



ADDENDUM

Since going to print, the appointment to the Board of Governors has been announced of:—

Dr. P. J. Barnard
and
M. C. Skea, Esq.

BROADCASTING IN THE SEVENTIES

IT is sometimes argued that the era of major broadcasting development is passed and that the seventies will be restricted to easily envisaged, almost routine, expansion. It is a dangerous assumption. The Rhodesia Broadcasting Corporation enters the new decade in the belief that the next 10 years will see significant changes and developments in every aspect of its activities. Consider, first, programmes and programme policy.

Responsibility for all broadcasting, sound and television, is vested in a statutory body—the Rhodesia Broadcasting Corporation—and a Board of Governors, whose members are appointed by the President, lays down the broad lines of policy to be followed by the Director-General and his staff. The cornerstone of the Board's charge to its programme staff is essentially simple; the Corporation operates in the national interest.

It flows from that basic concept that the Corporation will always give the strongest support to measures taken for the maintenance of law and order and public tranquility. In public affairs, the broadcasting service operates generally as a medium of the consensus, reflecting the broad stream of public taste and public opinion. In comment on foreign affairs, the Corporation seeks, as an editorial policy, to support the government of the day of whatever party. On the domestic scene, it remains non-partisan as between political parties.

The RBC has no intrinsic abhorrence of controversy. Avoidance of political contention in its programmes stems initially from a consciousness that in our country the broadcast word is listened to by credulous and unsophisticated persons in a multi-racial state in which the maintenance of harmonious race relations is of paramount importance. We must do here what suits our conditions best and not follow blindly the practices adopted in countries with social structures differing greatly from our own. "Sick" comedy and productions, in whatever form, designed to promote the pernicious philosophy of permissiveness have never had, nor are likely to find, place in RBC schedules.

It is unlikely, therefore, that there will be any radical change in the basic concepts of RBC policy in the coming decade. The winds of change are likely to blow more strongly in other parts of the world where, unchecked, an obsession with freedom of expression could easily lead to the undermining of responsibility to a point where freedom itself might ultimately be destroyed.

Nevertheless, the seventies will see profound changes in programme matters. There will be greater choice to meet the demands of a more selective listening audience. The person who switches off a television "western" probably has an alternative in mind. It may be classical

music; it may be "pop", a discussion or a play. Radio, around the world, will seek to provide a wide range of alternatives. The pattern is already emerging: the community stations, of which Radio Jacaranda, Matopos and Manica are local examples, are multiplying and channels specializing in classical music or news or light entertainment are being developed.

Undoubtedly, there will be heightened emphasis on immediacy. Communications satellites will make feasible the instant transfer of sounds and pictures from every corner of the globe. Unhappily man's inhumanity to man cannot be ignored. The satellite must be regarded as a major addition to the armoury of the air waves war. It is not unreasonable to suggest that by the end of the present decade major powers will have the capability of stationing satellites over target countries to relay their propaganda messages loud and clear. Would anyone today dare exclude Rhodesia from the list of targets?

The best defence against hostile broadcasts is the provision of a better service. The British station in Francistown and the BBC External Service propaganda campaign directed against Rhodesia failed utterly because the RBC was able to bring newly acquired high-powered short and medium-wave transmitters into operation to carry a message which had far greater appeal and credibility for the Rhodesian audience than the BBC's improbable prognostications of catastrophe.

The cost of the transmitters was high but was borne by the Corporation in the national interest. It is not always appreciated that whilst its predecessor, the FBC, received a Treasury grant on revenue account of the order of \$600 000 each year, RBC has received only \$139 000 in total since 1964. Loan moneys from Government for capital development are repaid at the normal interest rates. Only by raising its receipts from commercial programmes and licences to record levels has the Corporation been able to make this contribution to the security of the State, in addition to building new studio complexes in Salisbury and Bulawayo and introducing television to the Midlands.

Nevertheless, the RBC accepts the vital need to replace short-wave services with a system less susceptible to the vagaries of ionospheric reflection and, additionally, to provide a second channel for its African Service so that a full schedule of Shona and Ndebele programmes can be radiated simultaneously. That, and major extensions to the television services, will extend the Corporation's financial and engineering capacity to the limit. At the same time, it will ensure an enthralling decade for broadcasting.

HOW IT ALL BEGAN

WAR was the catalyst.

Since 1933, a broadcasting service had operated in Southern Rhodesia but it was not until 1941 that the first professional broadcaster was engaged.

The key was the transmitter which Imperial Airways had installed at Belvedere to provide radio guidance and weather reports to the two or three aircraft a week which flew the England-to-South Africa route. Three enthusiastic Post Office engineers, Ernest Jephcoat, Angus Munro and A. Simonsen, wireless "hams" in their leisure hours, cast envious eyes on a transmitter standing largely silent and unused. They sought, and received, permission to use it to inaugurate public service broadcasting in this part of the world.

Obtaining official blessing may not have been as difficult as might be assumed. It is likely that Ernest Jephcoat acted as spokesman for the group. His father was Chief Engineer to the Post Office. It is sometimes said that the Postmaster-General was won over by an undertaking to feature Gilbert and Sullivan during transmissions. This may be apocryphal but Postmaster-General Smith was a local musician of note and the operas for which he was known to have a penchant certainly did receive prominence in the early schedules.

Initially, of course, the emphasis was on the signal strength rather than the programme content. The engineers, who not only made pieces of programme-input equipment but paid for the components, announced the records they had borrowed from local shops—and asked anyone listening to report on reception.

Their initiative was rewarded. Within three or four years they were transmitting every evening, and on Sunday mornings, from Umtali, Salisbury, Gatooma, Gwelo and Bulawayo. Other Post Office personnel, notably W. R. Davidson and Jack Brinsley, had joined the venture, carrying out their normal duties during the day and acting as announcers and programme arrangers during the evening. First a room at the Masonic Hall and later three rooms in the Jameson Avenue "stables" were equipped as studios—and if the lights failed during transmission, candles were lit or the news was read by the light of car headlights shining through the open door.



State Lottery draws always attract a large listening audience. The first draw was no exception—though an on the spot commentary was beyond the capacity of the fledgling service. However, Boy Scouts raced on bicycles from Bechuana House in Manica Road to the studio with the names of the winners and the duty announcer interrupted programmes to read them as they came to hand.



In the early days of the war—in 1940—studios were constructed in the old Post Office building in Manica Road and Rhodesia had its first Broadcasting House. A year later John Parry was engaged as the first full-time professional broadcaster.

The African Service was, in every respect, a war-time baby with the birth-place Northern Rhodesia.

Portugal remained neutral when war broke out in 1939 and since there was a large number of German settlers in Angola, the Northern Rhodesian Government was afraid that a band of armed determined men might make a dash for the Copperbelt and do tremendous damage before scattering into the Congo. To meet the threat, the Northern Rhodesia Regiment was sent to the Angola border and all the wooden bridges on the roads leading into Angola were destroyed. Indeed, one district commissioner allowed his patriotic fervour to

distort his sense of geography. He blew up a large bridge well inside Angolan territory and for many months thereafter found himself locked in a paper war as angry Portuguese protestations were forwarded to him with "Please explain" notes from administrative headquarters in Lusaka.

With troops deployed on the border, district commissioners in isolated bomas and farmers on estates virtually out of contact with civilisation, it was decided to use radio as a means of passing information. As was so often the case in Northern Rhodesia, the Government turned to the copper companies for assistance. Three transmitters were built, one at Roan Antelope, one at Nkana and the third at Nchanga. Enthusiastic amateurs began a morning and evening service with news bulletins the major feature. District commissioners recruited the first African broadcasters so that bulletins could be read to the troops in Chinyanja, Bemba and Silozi.

It wasn't until 1941 that the Northern Rhodesia Government established its own broadcasting organization, with its first studio a shack on the airfield at Lusaka. The Copperbelt stations then closed down.

Development, almost entirely financed by the Colonial Development and Welfare Fund, was rapid and, in 1948, in terms of a Central African Council recommendation, Lusaka became the focal point for broadcasting to the Africans of Northern Rhodesia, Nyasaland and Southern Rhodesia, while Salisbury became the centre for European broadcasting in the region.

Sponsored by Northern Rhodesia, the Saucepan Special, a rugged single-band dry battery receiver in a circular or saucepan-shaped metal container, revolutionized African listening. To meet the growing need, Guy

Belmore, briefly, and, from 1950 onwards, Bernard Gilbert began collecting programme material in Southern Rhodesia for transmission from Lusaka.

Oddly enough the African Services' first permanent home in Rhodesia was literally within a stone's throw of the old General Service studio in the "stables". A prefabricated building, originally erected at the Centenary Exhibition in Bulawayo, was brought to Jameson Avenue and used as a production centre until the Harare Studios, the country's first building designed specifically for broadcasting, was opened in September, 1958.

Under Federation, broadcasting was a concurrent subject with Northern Rhodesia refusing point blank to hand over African broadcasting to the Federal Government.

At the beginning of July, 1954, the Federal Government assumed responsibility for the English language broadcasts from Southern Rhodesia and reimbursed the Northern Rhodesia Government with the cost of running the Lusaka station. Southern Rhodesia continued to bear the cost of its developing African Service which remained under the control of the Native Affairs Department.

In the following year, a Commission headed by Sir Hugh Green, who subsequently became Director-General of the BBC, recommended the establishment of a broadcasting corporation as an independent, statutory body. The FBC came into operation on 1st February, 1958, and was succeeded at the break-up of the Federation by Corporations in Rhodesia, Zambia and Malawi. Thus was born, on 1st January, 1964, the Southern Rhodesia Broadcasting Corporation, later to be renamed the Rhodesia Broadcasting Corporation.



THE GENERAL SERVICE

WHEN, seconds after midnight on the 1st January, 1964, the call sign changed from "Federal" to "Rhodesia" Broadcasting Corporation, the gay, party spirit of the moment masked a multitude of worries.

The production staff of the General Service was in expansive mood. There were gaping holes in the transmission schedules for stations closed each afternoon at 2 p.m. and normally did not resume until five. Working conditions were poor. Broadcasting House in Manica Road had been a Post Office before being shared by broadcasters with Education Department and Ministry of Labour officials. The main studio was a converted conference room where trade unions had fought their battles. It is an understatement to say that as a studio complex it was inadequate. In Bulawayo, studios and offices were in the newer but from a broadcasting point of view, still unsatisfactory, Post Office building. But there was worse. Zambia had successfully argued that a major share of FBC resources reposed in Rhodesia and the new Corporation had to yield a proportion of its equipment, including much-needed tape recorders. And then, the culminating blow. Government decreed that the subsidy which FBC had enjoyed could not be continued. The new corporation would be financed for six months. Thereafter, it must pay its way.



Leslie McKenzie discusses the compilation of a musical programme with the Record Librarian-in-Charge, Joan Blackburn.

Inevitably, there was an initial cut-back on production. Such programmes as "Newsreel", which made considerable demands on recording facilities, slipped from the schedules. Increased emphasis was placed on exploiting the commercial potential of radio and, added to stringent financial control, the corner was quickly turned.

In September, 1965, the week-day afternoon gap was plugged. The service came on the air at 5.55 a.m. to broadcast continuous programmes until good-night at 11 p.m. Two years later an uninterrupted Sunday service was introduced.

During the past five years there has been a change in the listening pattern. Television and the local stations, Jacaranda, Matopos and Manica, have eroded the evening audience. The early morning and daytime listeners, however, have increased significantly. Five years ago the peak was reached with 47 000 people tuned-in. Today's figure is 60 000 on an average day. The Prime Minister's Declaration of Independence broadcast and the news bulletins at the time of the Fearless and Tiger talks sent the figures escalating.

The sanctions that accompanied independence struck a swift blow at the General Service. Close ties with Britain had been forged from the earliest days. Relays of the BBC news were an integral part of the schedules. The transcription service supplied a high percentage of the drama, comedy, classical music and talks broadcast. BBC representatives had occupied offices in Broadcasting House, used the News-room facilities and radioed their dispatches from its studios.

This long and happy relationship ended with a curt letter from the BBC's solicitors.

The pendulum had swung. The erstwhile friend now led the pack of Rhodesia's detractors. The RBC deleted BBC news relays from its schedules, replacing some with additional RBC bulletins and initiating relays of the SABC news. It also introduced the nightly "Commentary" to express the Corporation's unashamedly Rhodesian point of view so often at variance with external and other internal media of mass communication.

The loss of the BBC Transcription Service was a blow but not a crippling one. Local production was vastly increased. Radio plays are no less frequent than they were. Discussion programmes such as "Wild Life Forum", sports coverage, quiz programmes and concerts have not diminished, "Newsreel" is back in the schedules. The output of full-scale feature programmes will rise sharply in the coming months.

New studios were opened in Bulawayo in 1969. Now, the Broadcasting Centre at Highlands provides modern custom-built accommodation and facilities.

The seventies offer the challenge of much to be done, much to be improved. It is a challenge happily accepted.



The Minister of Finance, the Hon. J. J. Wrathall, M.P. (right) in the RBC studios shortly before he made his "Budget Day" broadcast. With him are the Director, General Service, Mr. J. B. Baldwin and the Head of Programmes, Mr. D. C. Gilby.



The Prime Minister, Mr. Ian Smith, talks to Dickie Arbiter during a recent visit to the Msana and Masembura Tribal Trust Lands.



THIS IS HARARE

EIGHT out of 10 European visitors to the Harare Studios ask "What sort of programmes do you produce for the African listeners?" It's the easiest of questions to answer: "Every sort".

The pace of development quickened from evolutionary to revolutionary at the break-up of FBC. Until that time, the focal point was Lusaka. True, since 1960, Rhodesia had originated programmes but when the 10-kW short-wave transmitter at Gwelo and the medium wave ones at Salisbury and Bulawayo were linked to the Harare Studios, the Southern Region programme was said to be on the air. The main station was Lusaka and for several hours each day the Southern Region transmitters relayed its programmes.

The immediate need when the SRBC took over on 1st

January, 1964 (it became RBC after Independence), was to provide an early morning programme. Until that time, Lusaka had broadcast early morning music with relays of the General Service English-language news bulletins. The new Corporation took a bold step. It introduced "dawn" vernacular bulletins. Newsreaders began reporting for duty at 4 a.m. to translate and be on the air in Ndebele at 5.45 and in Shona at 6.20 a.m. with shortened, secondary bulletins at 7 a.m.

Translating is a taxing task at any hour of the day. Few hours are worse than 4 a.m.—particularly when one may have to create words and build one's language. Neither Shona nor Ndebele has ready-made phrases to describe nuclear submarines which surface at the North Pole or astronauts who orbit in space capsules!

Initially, following established custom, Harare closed down at 8.15 a.m., remaining silent until noon. With effect from 1st October, 1965, the station achieved maturity. It came on the air each week-day at 5.30 a.m. and remained in continuous operation until 10 p.m. Simultaneously, the news coverage was extended to embrace 24 separate bulletins each day, in Shona, Ndebele and English.

The days before and immediately after Independence were difficult ones. The staff were reviled as "sell-outs" and "Tshombes"; transport carrying them from their homes to the studio was stoned. The duty announcer spun his discs—and wondered if his family was safe from hooligan attack. But, come strike or strife, there was never an occasion when the staff faltered and a network of "escape routes" was devised to circumvent the gangs.

To counter external subversive transmissions aimed at Rhodesia, "PaDare", a five-minute feature designed to expose the designs of extremists, was introduced. The effect was immediate. Angry, but always anonymous, letters arrived demanding the cessation of this programme. One writer stated that if the programme continued beyond his seven days' ultimatum, the Harare Studios would be blown up at approximately 7.55 in the evening—the time at which "PaDare" was on the air. This, said the writer, would be accomplished by a party of 75 men trained and equipped for the task. The programme went on without incident.

Much later, when terrorist incursions across the Zambezi were at their height, Harare broadcast a special newsreel programme each Friday morning repudiating foreign claims of military "victories" and economic disasters and featuring interviews with captured



Mrs. Marjorie Chapman discusses the translation of a programme from English to Shona with Mrs. Mavis Moyo (seated) and Mrs. Julia Shumba.



"liberators" who exposed the nationalist organizers who lived on in Zambia while young men, recruited with promises of free higher education, were sent to die in the Valley. We like to hope some rash young men were made to pause and think again. Propaganda? If propaganda in such a cause is a sin, the Corporation remains unrepentant.

Even so, such programmes form a tiny fraction of the whole 17.5-hours-a-day output. The aim is fourfold: to inform, instruct, entertain and earn money.

Some programmes fall neatly into their pigeon-holes. The broadcasts produced by the Audio Visual Aids Service of the Ministry of Education to some 120 000 pupils attending 2 800 primary schools are, clearly, instructional. In this category also, "Learning Does Not End", the Sunday morning feature designed to help people studying for the external Junior Certificate examination. But the lines are less well defined for such programmes as "Farmers' Notebook" and "Radio Homecraft Club" where a high proportion of informative material intermingles with the purely entertaining.

It is difficult to assess the impact of the women's programmes which are broadcast each afternoon during the week between 3 and 4 p.m. Mrs. Marjorie Chapman, the producer-in-charge, Mrs. Mavis Moyo and Mrs. Shieka Khumalo have carried the torch for improved hygiene, diet and all the skills of the efficient housewife. Significantly, the standard of the queries posed in the thousands of letters received each year, has risen. One can see the general standard improving.

Indigenous cultures are in danger of being trampled underfoot in the march of progress. As an article of policy, the RBC nurtures African musicianship and a knowledge of folklore. The latest hits on the "pop" parade have their place in the schedules. So, too, does the tribal drummer, mbira and marimba player. The old people are encouraged to tell their tales—and listener research reveals that the younger people still find them fascinating.

Newsreaders frequently describe events and machinery which tax the comprehension of the ordinary man. The words and phrases which they employ are examined and criticized in panel discussions—and pass into the language. Poetry programmes, pioneered by Wilson Chivaura, enjoy a remarkable listenership and provide opportunities for new writers to establish themselves.

The high percentage of programmes which are commercially sponsored or carry "spot" advertisements for the African Service is a major source of income. The immediate problem is to provide more air time for the bulging schedules. The answer lies in providing separate Shona and Ndebele language channels. Plans for this are well advanced and one can predict with great confidence that for the African Service the seventies will be a decade of expansion.



Musical programmes on the African Service range from the traditional to the latest in "pop". Above, a lone Mbira player in melancholy mood and, below, Cyrus Ntini interviews members of a Salisbury African "pop" group in Highfield.



IT'S STILL SALLY

THE Quartermaster-General of any modern fighting force could produce an inventory of logistical requirements of frightening complexity and magnitude. The average soldier still concentrates his interest on his food, his beer—and news from home.

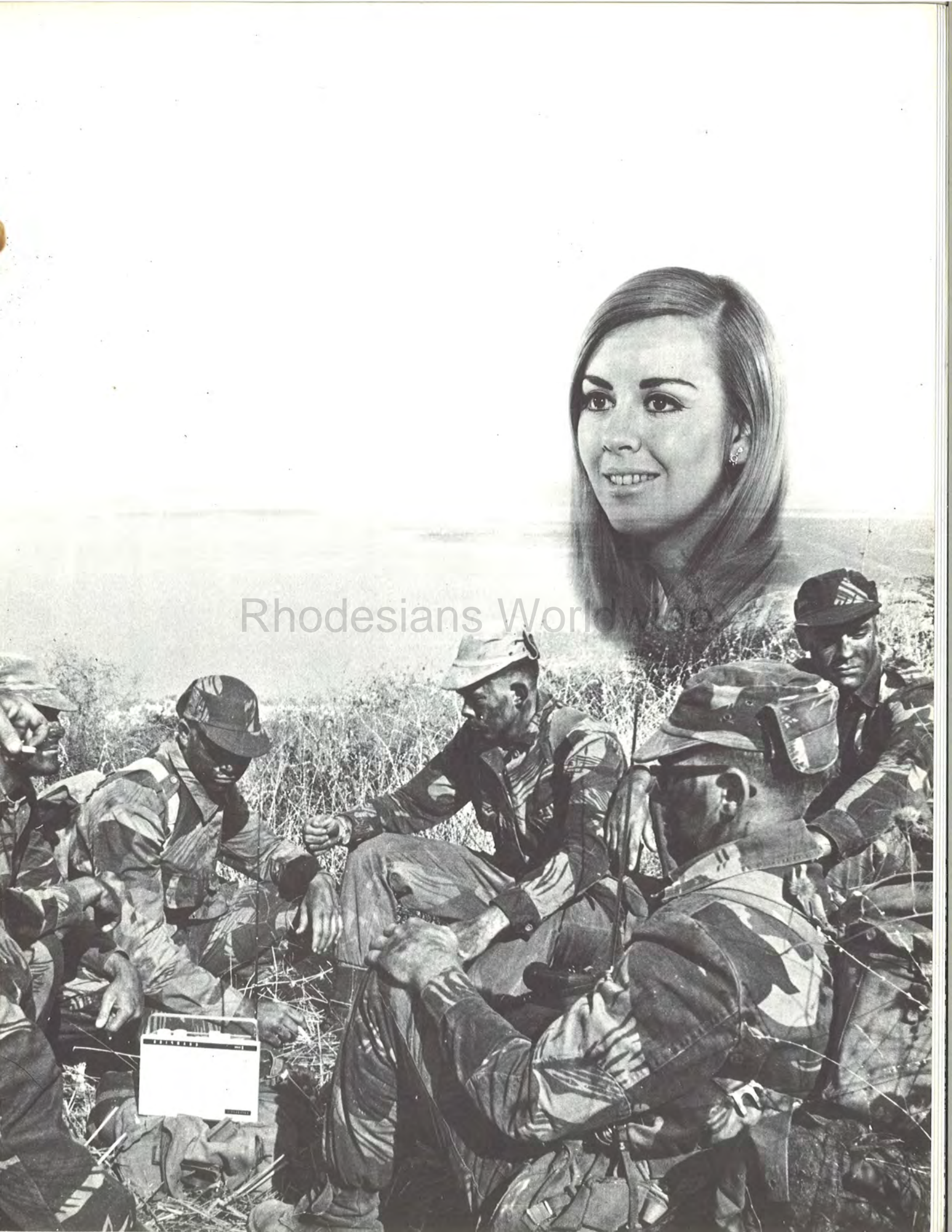
When the flood of terrorist incursion necessitated constant border patrols, the RBC was called upon by the Army, Police and Air Force to provide a link between the security forces and home. It promptly provided Sally Donaldson, and every week-end since then she has “got herself fell in” behind the microphone to present Forces Requests.

From the first broadcast, the programme was a “hit”—and Sally was a favourite. As one soldier wrote “She speaks our language”. It was, of course, a jargon calculated to reduce the purist to teetering rage. She relayed messages from girls telling their boy friends they missed them “spans” and loved them “stacks”. She also administered sharp rebukes from “mums” waiting to hear from sons who had apparently damaged their right hands! With a security block on all place names, “Sticksville” became one of Rhodesia’s more populated areas.

Most of the year Sally Donaldson is just a voice in barracks or from a transistor set on patrol. But at Christmas the girl with the long fair hair dons uniform and goes into the Valley to meet the troops and record their special messages.

Says Sally “Its a great thrill to be with them. They are marvellous.”





Rhodesians World

HERE IS THE NEWS

"THIS is the Rhodesia Broadcasting Corporation. Here is the news, read by . . .". That announcement is made 25 times a day, in English, Shona or Ndebele.

It is first heard at 5.45 a.m. on the African Service. The final bulletin will come nearly 18 hours later.

Paradoxically, the "dawn man" reports for duty in the evening. At 9 o'clock to be specific. His function is to lay the foundations for the dawn bulletins; to read through the mass of messages delivered by a battery of telex machines, to condense them into stories to fit the strict confines of precisely timed bulletins. At 4 a.m. he will be joined by a senior sub-editor who will read through the "copy" and check it against the original dispatches to eliminate error.

It is a process which will be continued throughout the day, during which United Press International, Inter-Africa News Agency and Agence France Presse telex machines will spew out some 200 000 words.

Listener research proves that most set owners, European and African, listen to an early morning bulletin and a high percentage will listen again at lunchtime. This pattern dictates the broad form of bulletins. Each early morning bulletin must attempt to bring listeners up to date with the major events reported since the previous evening. The 12.10 p.m. bulletin was introduced for the benefit of workers who come off shift at noon. For many this will be their first news of the day.

At lunchtime it is assumed that everyone has heard one of the earlier bulletins. At 6 o'clock the whole day's events must be reviewed for those who missed the lunchtime news. The main evening broadcast at 7.45 can be confined to events of the afternoon and evening.

Within this framework, there are many variants. The African Service carries more frequent bulletins than the General Service. Several are brief, headline newscasts. The provision of news "on the hour, every hour" for both European and African listeners is an inevitable development. The General Service's "Tonight at Nine" has an entirely different format, a survey of world news in headlines and three major topics reported in depth.

Likely "in depth" subjects are first considered at a 10 a.m. morning conference. "Commentary" possibilities are also reviewed as are subjects which lend themselves to visual treatment, for the Combined News Service is also responsible for all television news. Local cameramen have to be commissioned; the film supplied by agencies edited and scripts tailored to picture.

When Parliament is in session, a News-room representative is in the House to prepare the next morning's "Yesterday in Parliament". An election or referendum calls for special, daily reports.

Each week, Harvey Ward presents his "World Survey".

The policy is to report factually and eschew speculation. The task at present is to bring the words "Here is the news . . ." to the listener 25 times a day. The words will be heard even oftener in the years ahead.



ENGINEER'S PROBE RHODESIA'S TRANSMISSION PROBLEMS

THE essential problem facing the RBC's Engineering Division remains unchanged; to bring a first-class signal to all the people, all the time. The vital difference likely to be experienced during the seventies is an opportunity to succeed.

On paper, the Corporation would appear to have made substantial progress during its short life. At the outset, the nation-wide, short-wave service was provided by one 10-kW transmitter, backed up by a 2.5-kW unit, for the African Service, and for the General Service, one 20-kW transmitter, supported by a 2.5-kW transmitter operating on an alternative wave-length at night. The story is vastly different today. Each Service has a 100-kW transmitter and the former "big boys" of 10- and 20-kW power are the support units.

In addition, Rhodesia has one of the most powerful medium wave transmitters in Africa, commissioned when the abortive British effort to subvert Rhodesia with a barrage of propaganda from Francistown was at its height.

Yet, the problem persists. National security demanded the capability of replying to hostile broadcasts from nearby countries. The new transmitters give us that voice. They do not, however, ensure first-class listening within the country, day and night, throughout the year.

Short-wave and long-distance medium-wave broadcasting depends on the ionosphere—an electrified region high in the earth's atmosphere—which acts like a mirror to reflect radio signals back to earth. Under perfect conditions, aerials at a transmitter station can be so arranged that the sky-wave signal is directed to the ionosphere at the angle required to bounce it back over the desired area of coverage. But, perfect conditions are all too infrequently enjoyed.

The ionosphere is created by radiation from the sun.

As this radiation varies seasonally twice each year and throughout the 11-year sunspot cycle, the ionosphere's reflecting conditions vary accordingly. It thus becomes necessary to operate on lower frequencies at night, in the winter, and during periods of low sunspot activity, than during the day, in the summer and periods of high sunspot activity, respectively. An example of the first condition is the change in wave-lengths in the early morning and again at night, which is carried out by the RBC.

The worst condition for short-wave coverage, is a combination of all three of the above conditions, i.e. a winter's night during a period in the 11-year sunspot cycle when the sunspot activity is low. It is anticipated that this condition will apply during 1973, when conditions for short-wave internal services will be at their worst and night-time transmissions on wave-lengths below 120 m will be unsatisfactory during the winter months. On higher frequencies the signal will be reflected well beyond our borders. Thus, while would-be listeners in Fort Victoria and Rusape are complaining bitterly that "your signal's useless", people in Cape Town and Dar-es-Salaam will be receiving us loud and clear.

How to overcome this problem presents the engineering challenge of the early seventies. Unquestionably, the best answer lies in the creation of a country-wide network of FM stations impervious to climatic and other-station interference. But solutions bring their problems. The cost of such a network must be counted in millions of dollars.

Simultaneously, television coverage must be increased. New stations will certainly be introduced and it is probably that Guinea Fowl's 370-ft. mast will be dwarfed. It's going to be an exciting decade for RBC engineers.

SWITCHED ON COMMERCIALS

THE revenue derived from advertising is essential to the financial viability of the Corporation. Without this source of funds to supplement the revenue received from radio and television licences, the Corporation would have to draw heavily on annual grants and subsidies from the State. The Commercial Service of the RBC is responsible for the sale of air time to advertisers and the control of advertising. It is also responsible for the operation of the local commercial stations—Radio Jacaranda, Radio Matopos and Radio Manica. Since 1964, the growth of the revenue brought into the coffers by the Commercial Service has been most impressive.

Today over 200 sponsored programmes are broadcast by the various stations each week in addition to "spot" advertisements.

A radio commercial service first came into being on 6th April, 1959, as part of the Federal Broadcasting Corporation. Restricted originally to the broadcasting of commercial programmes between early morning opening and midday, and again from 10 to 11 p.m., revenue for the first complete financial year of operation was \$284 000.

With the advent of television, radio commercial revenue declined temporarily, but in 1961 the African Service introduced "spot" advertisements, but no sponsored programmes, and revenue for the two services rose to \$290 000. The last complete financial year before the break-up realised \$417 000 drawn from all three territories of the Federation.

The newly formed RBC's audience and market was restricted to Rhodesia alone. Despite this fact and the depression in the business world, emigration and the lack of faith prevalent in the country at that time, the Commercial Service revenue reached \$347 000 during the 1964/65 financial year.

This was only \$70 000 less than the record revenue ever drawn from the three Federal territories.

Since then the Commercial Service has not looked back. Revenue at the end of the 1966 financial year stood at \$435 000; by the next year it had risen to \$470 000.

The first local station, Radio Jacaranda, opened in Salisbury in April, 1968, and its first few months of operation made a significant contribution to the total \$556 000 realized by the Commercial Service in that financial year.

Radio Manica, Umtali's local station was opened in 1969. Revenue from the General and African Services

and the two smaller stations totalled \$666 000 for this financial year.

With Bulawayo's local station, Radio Matopos added to the group of community stations, the financial year which ended in June, 1970, saw a Commercial Service record income of \$791 000.

A new Rhodesian industry has been a by-product of the Commercial Service success story. Several companies specializing in radio production have prospered. At the same time, a number of sponsors have continued to use RBC studios. Their number is likely to increase with the new facilities available at the new Broadcasting Centre.

The amount of advertising matter in sponsored programmes is restricted to a maximum of six minutes in one hour's broadcasting. The content of all programmes is checked for unsuitability and must conform to defined standards. All advertising spots must meet the requirements of the Corporation's code of ethics. Sweeping statements about the capability and safety of medications are checked with a representative of the medical profession before they are accepted. The RBC is a member of the Joint Advertisers' Practices Committee.

A recent development was the switch from disc to cassette for all recorded "spot" advertisements on the General Service—a major task involving the transfer of hundreds of messages from acetate records to cassettes. The African Service will make the move next year.

Cassettes do not wear, scratch or smash and give an infinitely superior sound reproduction to the listener—another step forward for the RBC's Commercial Service.



Bob Law "switching on" spot commercials recorded on cassettes.

YOUR LOCAL STATION



THE telephone light flashed on the control panel. The duty announcer glanced at the disc being broadcast, saw it had two minutes to run, lifted the receiver from its hook and said "Radio Jacaranda".

An agitated voice on the other end said, "I've lost my dog, please broadcast a message for me". "What sort of dog is it?" "It's my three-legged poodle—he's been missing since this morning." "Did you say three-legged poodle? I suppose the missing one is mine and you are pulling it!!" "No, no, I am not joking. My poodle has got three legs. Please . . ."

The message was broadcast—the poodle's fourth leg had been amputated—and the dog was found. It was all part of the service a community station can provide.

While the role of the national radio service is to provide, through its various channels, a service of information, education and entertainment for the whole country, the function of the local radio station should be to project and present the area it serves with a picture of itself, its activities and its aspirations as a social community. These stations also present an ideal advertizing medium for the local business man, club or organization and the ordinary listener. Through them, the "small ad" comes to the air.

Rhodesia's first local station, Radio Jacaranda, came on the air on 1st April, 1968, nine years to the month after commercial broadcasting had begun in this country. Its headquarters was a tiny studio built within an ordinary office in one of the concrete and glass multi-storey buildings lining Jameson Avenue.

The immediate reaction to Radio Jacaranda was overwhelmingly favourable. Letters poured in expressing appreciation of the service and its light-hearted approach. That sure indication of popular appeal, the barometer of commercial sales, climbed rapidly. Within weeks the Corporation was considering launching the next community station.


In fact Umtali was next in the field. On 1st June, 1969, Radio Manica, operating from a studio in the Civic Centre, said "Hello" for the first time. Bulawayo's Radio Matopos had its birthday on New Year's Day, 1970.

Informality and friendliness are the key notes of the local stations. Each adopts its own style. Few of the announcers are professional broadcasters—most being members of the public who have shown an interest in radio and come forward for auditions.

The very nature of their operation enables the local stations to accept advertisements up to a few minutes before the red "on the air" light flashes on. Indeed urgent messages are often accepted by the announcer after transmission has begun.

The range of requests is immense. Lost cats, dogs, horses, parrots . . . all have been found as the result of appeals on local stations. People wanting lifts to all parts of Southern Africa ask *their* announcer to help them. Magazine programmes reflect the local happenings which interest local people.

The RBC believes community stations will multiply.



RELIGION is the prelude to the RBC's broadcasting day.

On six days of the week there is A Thought for the Day at 5.55 a.m., and a half-hour Morning Service leads Sunday's programmes. At midday, during the working week, the RBC broadcasts a ten-minute Daily Service, and following the 9 p.m. news bulletin there is the oft religious, always inspirational two-minute programme, Think on These Things. There is a half-hour Sunday Evening Service.

The African Service of the RBC carries an Epilogue each night, a Morning and Evening Service on Sundays, and Bible Stories.

The RBC's Religious Advisory Committee meet at least four times a year and keep a watchful eye on the ratio of broadcasting allocated to the different denominations, the quality of the broadcasts in presentation and content, and special programmes commemorating the major religious festivals in the Church calendar.

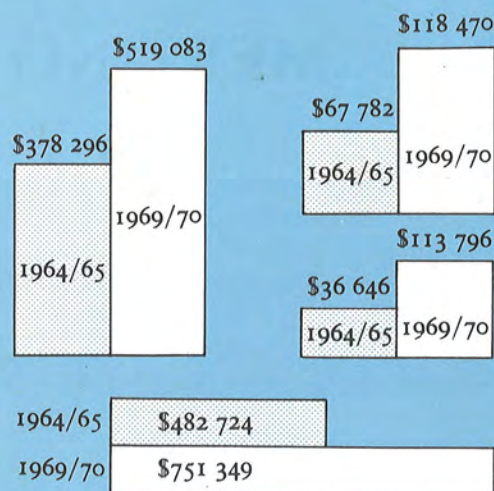
Members of this committee are: The Deputy Director-General (Chairman), Rev. Fr. J. Gough, Rev. J. T. H. de Jager, Rev. P. de Villiers, Rev. J. Fenwick, Capt. T. Kagoro, The Director, General Service, the Director, African Service and the Matabeleland Representative, Rev. G. Smith.

RELIGION

STATISTICS

LICENCE REVENUE

	1964/65	1969/70
Combined Sound and Television (\$12)	\$378 296	\$519 083
Sound (\$4)	\$67 782	\$118 470
Concessionary (mainly African) (\$1)	\$36 646	\$113 796
	<u>\$482 724</u>	<u>\$751 349</u>



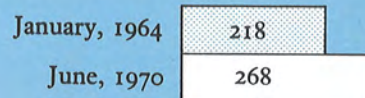
COMMERCIAL REVENUE

1964/65	\$346 984
1969/70	\$790 836



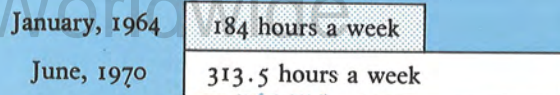
STAFF

January, 1964	218
June, 1970	268



BROADCASTING HOURS

January, 1964	184 hours a week
June, 1970	313.5 hours a week



Transmission power

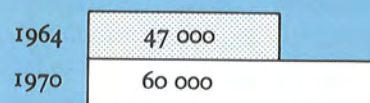
- 1964 9 Medium and 3 Short Wave transmitters giving a total transmitting power of 49 kilowatts.
- 1970 13 Medium and 5 Short Wave transmitters giving a total transmitting power of 650 kilowatts.

Taken from Market Research Africa (Rhod.) (Pvt.) Ltd. Surveys.

Peak listenership

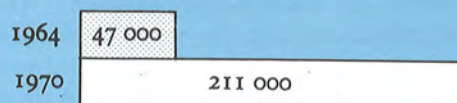
GENERAL SERVICE (7 a.m. News) (Salisbury, Bulawayo, Gwelo and Umtali only.)

1964	47 000
1970	60 000



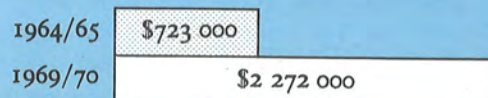
AFRICAN SERVICE (7 p.m. News) (Main Urban areas.)

1964	47 000
1970	211 000



FIXED ASSETS

1964/65	\$723 000
1969/70	\$2 272 000



MEETING POINT WITH RTV

THE relationship between RBC and RTV is a common cause of confusion. They are not, as is often suggested, "the same thing really".

RBC is a statutory body with a Board of Governors appointed by the President. RTV is a public liability company whose shares are quoted on the Stock Exchange and whose affairs are controlled by a Board of Directors in the normal way.

"Broadcasting" embraces radio and television. RBC owns and operates the television transmitters and fulfils a role broadly similar to that of the Independent Television Authority in Britain. RTV is the programme contractor to RBC. Control over these programmes is exercised by the Corporation, but RTV, which advanced the capital required to purchase the original transmitters, operates under an agreement which ensures that it shall be the sole contractor until the last day of 1979.

The Company enjoys the revenue from television advertisements, the obtaining of which is a function of the subsidiary company, Commercial Television (CTV). Revenue from licences and an agreed percentage of any RTV profits accrue to the Corporation.

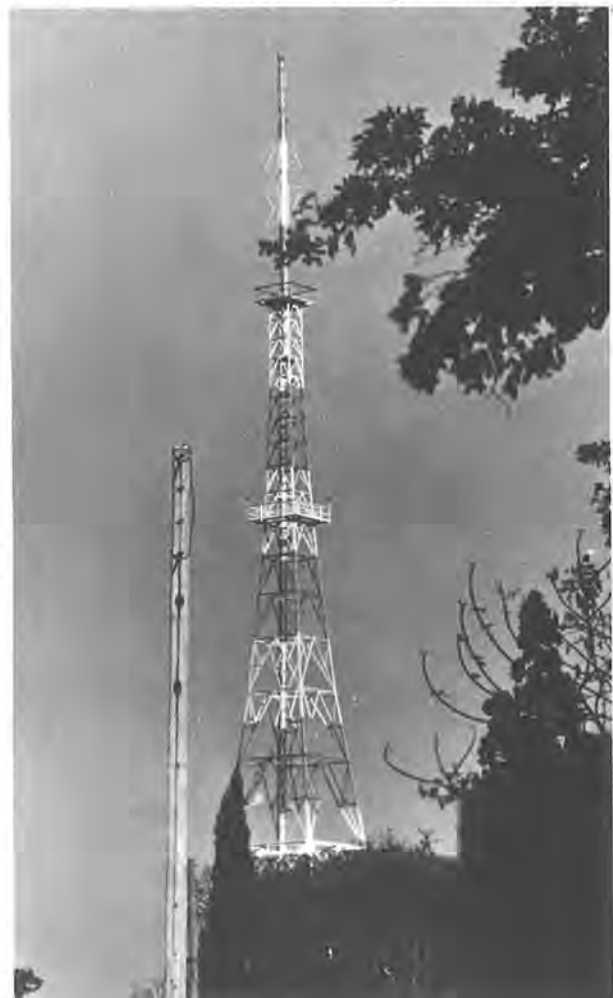
The ties between Corporation and Company have been stronger since RBC purchased 51% of the issued shares of the television company. The Chairman and Vice-Chairman of RBC were appointed to hold similar office with RTV and, in all, the Corporation has five direct representatives on the nine-member Board of RTV. Additionally, all appointments to the RTV Board require the prior approval of the Corporation. In June, 1970, the Director-General, Mr. J. C. Neill, was appointed Executive Director of RTV in the place of the former Managing Director.

Nevertheless, the two organizations operate independently and there is the significant difference that the Board of RTV must answer to its shareholders at the Company's Annual General Meeting. Like the shareholders of any other company, those who have invested in television expect a profit to be earned and a dividend to be paid. This could, on the face of it, lead to a conflict of interest—the Company wishing to sell advertisements and the viewers wishing to be entertained. In fact, the amount of advertising content allowed is restricted to a maximum of ten minutes in any one hour.

Television came to this part of the world during the Federal era. The screens lit up in the Salisbury area in November, 1960, followed by Bulawayo in June, 1961. A station was also brought into service on the Copperbelt. This station was disposed of after the break-up of

the Federation. When RBC became the majority shareholder it was decided that every effort would be made to take television to the Midlands and to Umtali as soon as it became practicable. The problem has been to carry the programmes from the studios in Salisbury to new service areas. Accordingly, when the Ministry of Posts & Telegraphs indicated that a micro-wave link would be provided between Salisbury and Gwelo, RBC made plans to instal a television transmitter on its Guinea Fowl site. It came into operation, using a 375 ft. mast—the tallest in Rhodesia—at the beginning of April, 1970, transmitting a limited service entirely dependent on films and without studio facilities, pending completion of the Post Office link. Once the micro-wave link is available, the Salisbury and Gwelo transmitters will operate in tandem.

RTV and RBC share a common purpose. Together, they look to the seventies as a decade of challenge. The problems of extending the television service over a large and scantily populated country whilst retaining economic viability, are considerable. So, in the face of sanctions, are the problems of obtaining the material and equipment to maintain a first-class service. But RBC and RTV face this future with complete confidence.





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