

## 4.2 Mass Media Trends in the Kyrgyz Republic

### (1) Newspapers

According to the National Statistics Committee, 140 different newspapers were published in the Kyrgyz Republic in 1992. Eighty-two of the newspapers were in the Kyrgyz language, and the numbers of such newspapers rose between 1990 and 1992.

In considering mass media activities in the Kyrgyz Republic, it must be remembered that such activities were an integral part of the government policy of the former Soviet Union. There is a tendency to think that a high level of development in mass communications is of the kind found in western Europe, but communist nations apparently had deeper interest than the West in the development of the mass media. In other words, government controlled the media and used them for the dissemination of communist propaganda. Newspapers were wholly government and party organs, or were for the most part under their control. Only government and public organizations were allowed to publish newspapers.

But after independence and the end of such pressures, a great many new newspapers appeared throughout the Kyrgyz Republic published by people of many different interests. Some were aimed at the public as a whole, others were industry papers or special interest papers. The statistics include any publication bearing the name of 'newspaper.' Some are published daily, others five days a week or even just once a week. Any paper that has been published at least once will have been registered with the government and be part of the statistic. The numbers include those which have gone out of print due to financial, material, or technical problems.

The following is a list of the major newspapers.

1. *Bishkek Evening News* (State) circulation: 30,000  
(5 days a week, Monday-Friday)
2. *Slovo Kyrgyzstana* (State) circulation: 16,500  
(5 days a week, Monday-Friday)
3. *Kyrgyz Tuusu* (State) circulation: 7,000  
(3 days, Tuesday/Thursday/Saturday)

4. *Asaba* (Private) (Publication suspended in June 1994, but set to resume again in September)
5. *Kyrgyz Rukhu* (Private) circulation: 10,000  
(1 day a week, Fri)

Newspapers in the Kyrgyz Republic are published in the Kyrgyz and Russian languages, and also in Turkish, Uzbek, German and English, reflecting the wide range in ethnic and language backgrounds.

(2) Problems Confronting Newspapers in the Kyrgyz Republic

Newspapers in the Kyrgyz Republic face three problems: (1) material, (2) technical, and (3) personnel shortages.

From a material point of view, the overriding problem is a shortage of printing paper. In the days of the Soviet Union, paper for newspapers was provided to the member states and autonomous regions. Since independence, however, the Kyrgyz Republic must purchase paper from Russia. The current price is 1 million Roubles per ton. (August 1994 exchange rate: US\$ 1 = RBL 2,000).

The main reason for the shortage is a complete absence of paper mills in the Kyrgyz Republic, so that paper must be purchased from other countries. A small amount of inferior-quality paper made from cotton or rice grown in Osh oblast, in the south of the country, is also available, but this is by no means an ideal situation.

However, despite this chronic shortage of paper, 140 newspapers are published in the Kyrgyz Republic, pointing to the high level of education in the country. And although their stance has changed from the days of the Soviet Union, newspapers are still seen as an important media from the point of view of influencing public opinion.

On the technical side, most newspapers in the Kyrgyz Republic have yet to be computerized; only a very few papers are using computers to compile their pages. None of the papers have on-site printing facilities. All the newspapers in Bishkek, for instance, are printed by the Uchkun Publishing company. At the beginning of 1994, printing costs here doubled. And only a very few papers have installed facsimile or photo-copy machines.

According to the President's Chief Press Secretary, Ibraimov Adjimidin, a shortage of manpower has led to a rush to train new reporters and cameramen.

### (3) Projections for the Future of the Newspapers

The problems mentioned above all stem from the same reason: a shortage of financing. The majority of the newspapers in the Kyrgyz Republic are constantly faced with the threat of bankruptcy, and they tend to take short-term measures to overcome immediate problems (Chief Editor of *Kyrgyz Rukhu*).

Chief Press Secretary Adjimidin says a large paper mill must be constructed in the Kyrgyz Republic to overcome the chronic paper shortage and there are talks about setting up a joint company with a foreign mill, but nothing has been done to put it into practice.

Newspaper companies faced with bankruptcy can, to some extent, receive funding from the state, regardless of whether they are state-owned or private companies. The actual amount will depend on how much people depend on the newspaper in question and on discussions with the fiscal authorities. But the question then arises of whether papers which have received government subsidies will be able to maintain complete editorial freedom.

Mr Adjimidin says that newspapers are completely independent of the state, but the government might, on occasions, discuss points with the papers.

Compared to the broadcasting media, which stresses immediacy and wide penetration, newspapers have the ability to convey a large amount of detailed data. The national policy is to stress editorial freedom and independence, while encouraging the papers to take an even greater role in educating the public in the move over to democratic thinking and economic reforms.

(4) Magazines

According to the Kyrgyz National Statistics Committee, 34 different magazines were published in 1992, but they were not issued regularly. For instance,

*Ala-Too* is published three times a year.

*Muras* was published once in 1993, but no edition had yet come out in 1994 (as of March 1994).

*Human Beings and the Self* has only had one issue.

A tour (by this study team) around the book shops in Bishkek revealed an almost complete absence of magazines on their shelves. And where they were available, the most popular seemed to be women's knitting magazines. The above-mentioned *Ala-Too* brings out one edition for men and another for women readers. The magazines deal with current affairs and social problems in the Kyrgyz Republic. The women's version, especially, has had special features on the women's place in Kyrgyz society and the problems accompanying their entry into the workforce and other problems confronting women. Both editions of *Ala-Too* are aimed at the intellectual segments of society. However, both magazines use poor quality, brown paper. During this team's stay in Bishkek, we only came across one bookshop selling *Ala-Too*. It was published in June 1993. No new issues have come out since then.

This is the case of *Ala-Too*, a leading magazine in the Kyrgyz Republic. Like the newspapers, a great many magazines came out after independence, but most of the registered journals have had to stop publication because of the shortage of paper or a shortage of funds.

Again in our survey of book shops in Bishkek, we found most of the shelves empty. In several stores the bookshelves were occupied by household goods and personal accessories, or craft goods. According to store keepers, their stores were previously filled with books and periodicals produced in the Kyrgyz Republic and elsewhere across the Soviet Union. But with independence, publications within the Kyrgyz Republic ground to a standstill. Store keepers also say they are unable to import books because of a lack of foreign currency, caused

when the Kyrgyz Republic adopted its own currency the Som in place of the rouble.

(5) Radio Cable Broadcasts

The Kyrgyz Republic is covered by a nationwide radio cable broadcasting system. The system is readily accessible as receivers exist in many homes and workplaces. Radio cable broadcasts in Bishkek go back to 1931. In the 1950s and 1960s a large-scale radio relay network was established. A master construction plan for Bishkek led to the laying of radio cables throughout the city; radio receivers were placed in most buildings built by the state (public buildings, family apartments, etc.), and residents were obliged to buy cheaply priced receivers provided by the state. The system was used to spread the communist ideology.

The obligation no longer exists, but most new apartments and buildings are provided with a radio receiver. The cable receivers are much more cheaply priced than ordinary radio receivers; they are also easy to operate and have good sound quality. As of 1 August 1994, there was a total of 236,500 radio cable receivers in Bishkek. In November 1994 there were three programme channels in Bishkek: Kyrgyz Radio 1, Mayak, and Piramida. Proposals exist to increase the number of programme stations to six, however, implementation would be difficult due to the financial difficulties of replacing old cables.

(6) Ownership of Radio and Television Receivers

The present state of broadcasting in the Kyrgyz Republic has been reported in Chapter 3, but as for the ownership of radio and television receivers, official statistics for recent years are not available because the National Statistics Committee, the MOC nor the SNBC have carried out surveys over these past few years. But we were able to come up with some figures of our own from the questionnaire carried out by our team. As it turned out, we found that 94.7% of the households in the Kyrgyz Republic, including those in rural areas, owned television sets.

The following table gives the statistics for the number of receivers, by type, and the number of sets per 1,000 people at the end of each year from 1985 to 1991.

Table 4.2-1 Number of Radio and Television Receivers

(1,000 sets)

Type of Receiver	Sets Owned						
	1985	1986	1987	1988	1989	1990	1991
Total number of receivers	2,237	2,315	2,383	2,457	2,527	2,569	2,448
Radio set	774	796	818	843	867	886	825
Cable broadcasting receiver	674	698	721	735	748	759	748
Television set	789	821	844	879	921	924	875
Number of set owners per 1,000 in population	552	560	566	573	579	581	546

Source: CIS Statistics Committee edition: CIS Member Nations'  
Annual of Statistics 1992 edition

As was stated in Chapter 2, Section 2.2.1 on social conditions, there were a total of 856,000 households in the Kyrgyz Republic in 1989. So if we look at the figures in the previous table for 1989, we see there is more than one set per household. However, besides ordinary households, this figure also includes hotels and companies, where more than one set is owned per establishment. The table also shows an increase from 1985 to 1990 in all three categories (radios, cable receivers, and television sets), but in 1991, the numbers fell in all categories.

So as we see, the number of receivers per household is very high, but the question arises of whether households will be able to buy new television sets when their present ones become old and need replacement. At present, all the TV sets sold in the Kyrgyz Republic are imported. The average price for a black and white TV set is 2,000 Som (US\$ 200), and a colour set is 4,000-5,000 Som (US\$ 400 - US\$500). The monthly salary of a management level worker in a state-run enterprise is around 300 Som (US\$ 30), so the price of a colour TV set is the equivalent of a year's wages, and therefore, beyond the reach of the ordinary worker. So if this situation arises (i.e. the need to replace present sets), and the present economic recession continues in the Kyrgyz Republic, the present ownership rate of around 90% will certainly fall.

As we saw earlier in the description of the problems faced by the print media today, the future of the mass media as a whole will depend greatly on the direction taken by the economy in the Kyrgyz Republic.

### 4.3 Broadcasting Service Needs

#### (1) The Proximity of Broadcasting

In present day society, we are saturated by information and the media that convey this information are also many in number.

The providers of information make full use of the media's special characteristics and functions and broadcast material that is worthy of these characteristics. Receivers of the information, in turn, have the freedom to choose which data they need from the media of their choice.

During our research tour of the Kyrgyz Republic, we carried out a questionnaire on broadcasting and the mass media. First of all, we asked our respondents how long they spent with each type of media. The results are shown in Tables 4.3-1 and 4.3-2. The time spent watching TV on weekdays was 3 hours a day at the longest for both men and women, and over 5 hours a day at the weekend and holidays. On the other hand, the most time spent on reading newspapers on weekdays was 30 minutes a day for both men and women, showing that television was the usual form of gaining information.

We also included a question on which media people made use of to gain certain types of information. That particular question is shown on Table 4.3-3. Some of the results can be seen in Tables 4.3-4, 4.3-5, 4.3-6, 4.3-7 and 4.3-8. Note that most of the respondents mentioned in Tables 4.3-4 to 4.3-7 are urban dwellers. We also limited the media to television, radio and newspapers.

In Table 4.3-4, we looked at three different types of information. For of all them, both men and women watched television to gain the needed information. On information on political, economic and social activity in the Kyrgyz Republic and the rest of the world, newspapers fared better than radio. More people in the cities sought out newspapers rather than the radio as their source of news, despite the many problems confronting this media. However, for movies and music, the broadcasting media, as would be expected, proved to be more popular.

Next, the answers by age groups to questions on what media was favoured for three different kinds of information are seen in Tables 4.3-5, 4.3-6 and 4.3-7. The age group divisions are as follows: 10-19 years, 30-39 years and 50-59 years.



The question about news of political, economic and social activity appears twice, the first time concerning news about the Kyrgyz Republic and secondly, news about the rest of the world. The results show slight differences according to sex and age, but on the whole, television appears to win over newspapers. This is only to be expected, since Ostankino, RTV and TRT broadcast a great deal of news about other countries, and since people look for the earliest reporting of news items, the broadcast media have an advantage over newspapers.

With 'movies and music,' both television and radio score better than newspapers. In urban areas, the radio is valued more for its entertainment aspects rather than relaying news. In contrast, Table 4.3-8 deals with rural areas only. On the questions about news of political, economic, and social activity in the Kyrgyz Republic and the rest of the world, and agricultural and animal farming news, television remains the most popular source of information. But in rural areas, after television, people favour the radio over newspapers. Here, the time factor predominates, with the radio being immediate whereas newspapers take time before they come into the hands of readers.

Below we show some of the results of a survey carried out for UNESCO in 1991 by the Sociological Research Centre at the Bishkek Institute of Technology. On the question of 'the role of television,' the highest percentage of respondents said TV served the purpose of bringing the day's news to the people.

Daily news broadcasts .....	31.6%
Brings culture and helps to amalgamate people's views ....	28.0%
Provides entertainment .....	27.2%
Introduces culture and arts of other countries .....	21.3%
Provides spiritual and ethical influence .....	17.7%
Shows foreign news .....	12.7%
Educational programmes for schools .....	6.2%

These figures show the high level of expectation on television.

In the same survey, 35.4% of the respondents said there were still many subjects, problems, facts, and events still not reported by the mass media, showing the people's desire for more information.

As we have seen from the above data, broadcasting serves many purposes in the society of the Kyrgyz Republic, and is an essential part of daily life. When we come to consider how people picture their future lives, the broadcast media can play a leading role in bringing new information, and in helping people deal with and adjust to new circumstances.

Table 4.3-1 Time Spent Watching TV

(%)

	Weekdays		Weekends	
	Male	Female	Male	Female
1. Hardly ever	3.6	2.5	4.1	2.5
2. About 30 mins.	1.6	6.7	0.8	3.3
3. About 1 hour	13.0	9.0	8.1	6.6
4. About 2 hours	19.5	26.2	15.4	10.7
5. About 3 hours	26.5	32.0	21.1	20.5
6. About 4 hours	20.3	13.1	23.6	25.4
7. About 5 hours	15.4	11.5	26.8	31.1

Table 4.3-2 Time Spent Reading Newspapers

(%)

	Weekdays	
	Male	Female
1. Hardly ever	8.1	9.0
2. About 5 mins.	4.9	2.5
3. About 10 mins.	7.3	9.0
4. About 15 mins.	4.9	14.8
5. About 20 mins.	12.2	11.5
6. About 30 mins.	26.0	32.0
7. About 45 mins.	12.2	4.9
8. About 1 hour	16.3	13.1
9. More than 1 1/2 hours	8.1	3.3

Table 4.3-3 Questionnaire

Q.27 At present, how do you get the following information (A) to (I)?  
 You may circle as many numbers as apply to you.

	1	2	3	4	5	6	7
	TV	Radio	News- paper	Books and/or Magazines	Conversation with Family	Conversation with Friends and Acquaintances	Don't have Need for Information
A) Political, Economic and Social Activity in the Kyrgyz Republic	1	2	3	4	5	6	7
B) Political, Economic and Social Activity Elsewhere in the World	1	2	3	4	5	6	7
C) Agricultural and Animal Farming	1	2	3	4	5	6	7
D) Weather Forecast	1	2	3	4	5	6	7
E) Shopping	1	2	3	4	5	6	7
F) Health and Medical	1	2	3	4	5	6	7
G) Movies and Music	1	2	3	4	5	6	7
H) Sports	1	2	3	4	5	6	7
I) Travel and Leisure	1	2	3	4	5	6	7

**Table 4.3-4 Media Favored for Different Types of Information, According to Sex**  
(multiple replies)(%)

Type of Media	Political, Economic and Social Activity in the Kyrgyz Republic		Political, Economic and Social Activity Elsewhere in the World		Movies and Music	
	Male	Female	Male	Female	Male	Female
Television	72.3	54.1	78.0	55.7	71.5	65.6
Radio	43.9	35.2	39.0	27.1	47.2	40.2
Newspaper	54.5	46.7	43.1	38.5	16.3	20.5
(other media omitted)						

**Table 4.3-5 Political, Economic & Social Activity in the Kyrgyz Republic**  
(multiple replies)(%)

Type of Media	10~19 years		30~39 years		50~59 years	
	Male	Female	Male	Female	Male	Female
Television	68.6	50.9	76.9	76.5	66.7	100.0
Radio	37.3	30.2	38.5	52.9	44.4	83.3
Newspaper	58.8	43.4	76.9	70.6	55.6	50.0
(other media omitted)						

**Table 4.3-6 Political, Economic & Social Activity Elsewhere in the World**  
(multiple replies)(%)

Type of Media	10~19 years		30~39 years		50~59 years	
	Male	Female	Male	Female	Male	Female
Television	70.6	62.3	61.5	88.2	77.8	100.0
Radio	31.4	24.5	38.5	35.3	33.3	66.7
Newspaper	45.1	35.8	53.8	58.8	55.6	50.0
(other media omitted)						

**Table 4.3-7 Movies and Music**

(multiple replies)(%)

Type of Media	10~19 years		30~39 years		50~59 years	
	Male	Female	Male	Female	Male	Female
Television	64.7	79.2	76.9	64.7	44.4	83.3
Radio	51.0	47.2	46.2	52.9	22.2	33.3
Newspaper	21.6	35.8	23.1	29.4	0	0

(other media omitted)

**Table 4.3-8 Media Source in Rural Areas**

(multiple replies)(%)

Type of Media	Political, Economic and Social Activity in the Kyrgyz Republic	Political, Economic and Social Activity Elsewhere in the World	Information on agricultural and animal farming
Television	74.1	70.4	37.0
Radio	59.3	48.1	37.0
Newspaper	40.7	33.3	14.8

(other media omitted)

(2) Projection of Needs

Various surveys all point to the fact that the social and economic situation in the Kyrgyz Republic will change greatly in the coming years and the people will undergo new experiences. For instance, there will be further promotion of the democracy process, the privatization of state-run enterprises which will bring the country a big step forward to developing a market economy, and rising consumer prices which will bring pressure on household budgets.

In these circumstances, it is predicted that the broadcast media will take on an even more important role in the lives of the Kyrgyz people and consumers will also demand much more in the way of broadcasting services.

1) Kyrgyz Language Broadcasts and Multilingual broadcasts

Language is the most important cultural aspect of a nation and represents its identity. As was mentioned in Chapter 2, both the 1989 Law on the National Language of the Kyrgyz Republic, and the Constitution of the Kyrgyz Republic of 5 May 1993 confirm that the national language of the republic is Kyrgyz. In the past, schools for the most part used Russian as the language of instruction, so that many people in the Kyrgyz Republic now do not speak Kyrgyz adequately and therefore, lack the means to maintain their pride as Kyrgyz. But now, official documents are written first in Kyrgyz and then in Russian, and schools are gradually moving from Russian to Kyrgyz as the medium of instruction. This trend is likely to spread to other areas of daily life.

So this situation points to the need to consider the setting up of two television channels: the first for Kyrgyz language broadcasts and the second for Russian and other languages.

a) Kyrgyz Language Channel

The Kyrgyz Republic is still a new democracy and the national structure, with the Kyrgyz as the language and the Kyrgyz people at the centre is gradually taking shape. Therefore the SNBC has an important function to promote national policy and take a lead in guiding mass communication and debate through a Kyrgyz language channel. A Kyrgyz language channel will also be important as a means of impressing on each and every single viewer that the SNBC is their television station.

b) Second Channel

While the main channel will be for Kyrgyz language broadcasts, a second channel will be essential for the airing of Russian and other language broadcasts produced by the SNBC. These will gradually replace the present foreign broadcasts from Ostankino, RTV and TRT.

As we mentioned in Chapter 2, the largest ethnic group living in the Kyrgyz Republic, besides the Kyrgyz themselves, are the Russians. After independence, a great

many Russians left the Kyrgyz Republic, but Russians actually outnumber the Kyrgyz in the northern region of Chui and the capital, Bishkek. The departure of large numbers of Russians has weakened the work force and the country would like to arrest this unfortunate trend.

As a member of the CIS, the Kyrgyz Republic needs to cooperate with its neighbours and maintain friendly relations with them. The common language of these former Soviet states is Russian, so this language is as important as ever.

For second languages other than Russian, the Kyrgyz Constitution guarantees their free use and equal standing, in exactly the same way as it allows the use of Russian. As was mentioned earlier, there are in fact over 80 different ethnic groups living in the Kyrgyz Republic at present, and although some are leaving the country, a great many are also entering the Kyrgyz Republic from neighbouring countries.

So this situation points to the need for a second channel mostly in Russian, but with provision for other languages when the need arises. In the north of the country, there is a predominance of Russians, Ukrainians and Kazakhs, while many Uzbeks live in the south and this situation is likely to continue for some while yet. There is an obvious need for a second channel, with Russian as the main language, where services to the various ethnic groups can be improved by the setting up of local stations to cater for different needs.

## 2) Increasing Broadcasting Time

Consideration should be given to gradually extending the number of hours Kyrgyz TV is on the air, from its current four and a half hours per day.

Unprecedented changes are taking place in the world around us and no era has witnessed the dissemination of so much information. This requires us to acquire new data and technology in as short a time as possible. So broadcasting, with its characteristics of immediacy and wide coverage, is the most appropriate and most up-to-date media for this purpose.

In our questionnaire, we were able to ascertain that people watched an average of three hours of television a day on weekdays and more than 5 hours a day at the weekend and holidays. And as a source of different types of information, TV turned out to be the most popular medium.

And as was seen from the survey results of the Sociological Research Centre of the Bishkek Institute of Technology, most people in the Kyrgyz Republic are not satisfied with the present state of TV broadcasting and they indicate a wish for much more information.

As the key station, the SNBC has a duty to answer the needs of the nation and provide as much information as possible to the people.

Naturally, a changeover at once to all-day broadcasts would be impossible. The increase in broadcasting hours should occur in stages with due consideration of budgeting, building facilities, staff work loads, and the wishes of viewers. The survey included the question: 'If Kyrgyz TV was to extend its broadcasting hours, in what time slot would you prefer it to occur?' The responses are shown in Figure 4.3-1.

The pilot study showed up certain trends. The largest number of viewers said they would like broadcasting to be extended to the morning 6:00-9:00 time slot, particularly in the 7:00-8:00 time slot. The second largest group said they would like broadcasts to be extended from 16:00 hours. The third most popular time slots was late morning to early afternoon. It is possible to separate the above times into smaller slots and to extend broadcasts into those slots each year until all-day broadcasts are achieved.





Figure 4.3-1 Desired Time Slots for Increased Television Broadcasts

### 3) News

The social and economic situation in the Kyrgyz Republic is likely to undergo great changes. When society is stable, people's lives are also stable and they will have many means available to them to enjoy life. However, when society is unstable and there are big upheavals, people will feel insecure and they will show an even keener interest than before in what is happening in the world around them and will become sensitive to moves in politics, the economy, and society. The demand will grow for speedy and reliable news of domestic affairs. Television should be able to help people secure a better future for themselves and help them cope with individual responsibilities, as well as help them deal with the many

problems confronting them and provide guidance. Television can enable individual citizens, with different ways of thinking and different lifestyles, to come to realize they have a common goal, namely the national good, and to work as one towards this goal. In other words, good news reporting can play an important role in cultivating national pride.

Until three years' ago, the Kyrgyz Republic was a constituent republic of the USSR. After declaring independence in 1991, the Kyrgyz Republic has maintained friendly relations with its neighbours and has worked to improve its international standing. When a nation begins to play a role on the international stage, the eyes of the nation move from a localized sphere to a national one and then to the rest of the world. Naturally, the people's needs regarding news broadcasting will also grow from a domestic to an international level.

In our questionnaire, on being asked what kind of programmes they would like to see and listen to, the demand for foreign news came uppermost for both sexes in all age groups. So it goes without saying that the need for the airing of international news will grow as the Kyrgyz Republic increases its role in the CIS and in the world.

To improve the quality of international news broadcasts, it will be necessary to have a contract with an international news agency to obtain overseas news. But more important, the SNBC should send its own correspondents overseas, so it can broadcast accurate, reliable, and ideologically unprejudiced news.

#### 4) Entertainment Programmes

Rising prices and economic pressures have meant people are making less use of cultural and leisure facilities. As was mentioned in Chapter 2, Section 2.2.1, attendances at theatres and cinemas have been going down since 1991. It is interesting to note that this trend coincides with the opening of the commercial broadcasting station, *Piramida* in 1991.

As was also indicated in Chapter 2, Section 2.2.1, the birthrate in the Kyrgyz Republic has been falling since 1989 and this is likely to continue for some years. The size of families is getting smaller and in turn, families are becoming closer

units. In our questionnaire, we asked 'With whom do you watch television?' The largest percentage of answers from both male and female respondents indicated 'with my family' -- male 43.0% and female 52.5%. In all age groups, this answer was by far the most prominent. Of course, one reason for this result is that most homes only own one TV set, and unless the economy improves dramatically, the number of sets per household is not likely to increase.

All this would appear to point to the likely increase in the number of cheerful, entertaining programmes which can be enjoyed by all the family and add a healthy element of pleasure. To our question, 'What kind of programmes would you like to see?' the most popular answers for all age groups, irrespective of sex, were 'foreign movies' and 'foreign news.' The next most frequent requests were for quiz and variety shows and programmes featuring music from abroad, all indicating the need for many more entertainment programmes.

#### 5) Social Education Programmes

Under the former Communist regime, information was highly restricted and anything deemed detrimental to the state was kept from the people. But with the downfall of totalitarianism, this obstacle was removed and a great deal of information has come in from other countries. The changes occurring daily in society have taken up this newly emerging democracy in a relentless whirl. A new nation like the Kyrgyz Republic is not allowed to follow the slow but steady path taken by the already developed nations. In other words, the huge amount of information pouring in at great speed pertains to the present day and is the sum total of the process developed nations acquired over a long period of time. With the nation in this situation, the needs of the listening and viewing public will be many and diverse. The present type of broad programming will not satisfy the needs of this public.

As for the print media, since the paper shortage problem does not seem likely to be solved for quite some time, we cannot expect a marked improvement in the circulation of newspapers and magazines. So the broadcasting media appears to be the most apt

media, by way of its immediacy and wide coverage, for passing on the new technologies and knowledge necessary to cope with life in the future. Programmes tailored to the needs of society and aimed at particular sections of the public will be the most suitable for this purpose. The ratio of programmes weighted towards educating the public is almost certain to increase. This can be one of biggest roles played by the mass media.

#### 6) School Programmes

As mentioned earlier in this chapter, one of the answers to the question of the role of television asked in the survey carried out by the Sociological Research Centre at the Bishkek Institute of Technology was 'to broadcast educational programmes for schools.'

In the Kyrgyz Republic, the level of education is very high, with an excellent attendance and literacy rate among school children. But as we saw in Chapter 2, Section 2.2.2, around 80% of the schools at the compulsory level run on a shift system, with pupils attending school only in the morning or afternoon. This is because of a serious shortage of both classrooms and teachers. As was also mentioned in Section 2.2.1, other problems include the falling standards among teachers in rural areas and the shortage of facilities.

The effectiveness of school broadcasts has been proved in many countries. Broadcasters should consult with the Ministry of Education to produce programmes that are in line with government guidelines for education. Educational programmes would offer an effective means of solving some of the problems now being encountered by schools in the Kyrgyz Republic. At present the amount of school programmes is almost nil. So a sufficient period of preparation will be necessary to put the project on track. It may take a while before school broadcasts become an actuality, but preparations should get underway as soon as possible.

**Chapter 5 Basic Policy for Improvement of  
Broadcasting Services**

## **Chapter 5      Basic Policy for Improvement of Broadcasting Services**

### **5.1   Functions and Roles of Broadcasting Services**

#### **5.1.1   Roles of Broadcasting Media**

The situation of the mass media in the Kyrgyz Republic is not easy due to the economic crisis after independence.

The economic crisis is mainly caused by lack of sufficient funds and resources at a time when the Kyrgyz Republic is being transformed into a capitalistic single nation economy from the socialist-bloc economic system under the former Soviet Union. The nation is changing a planned economy to a market economy. Moreover, under this difficult economic situation, the Kyrgyz nation is changing its political system from one-party rule by the communist party (so-called 'people's democracy') to a democratic multi-party system. The economic and political transformations will never be possible unless they are accompanied by structural changes in the society and changes in people's ways of thinking.

President Akayev recently met with representatives of the mass media in the nation and called for their cooperation to help give stimulus to government efforts in these initiatives.

The mass media, especially broadcasting media, have excellent capacities for disseminating information. Broadcasting media can report news events as they unfold (spontaneity) and immediately after they have taken place (immediacy). And it can also report events over wide areas. While the broadcasting media are fulfilling this essential role, they can also perform other social functions.

Broadcasting media can exert significant influences upon a society. Looking at the history of broadcasting, we can see that politicians or some segments of the people have often tried to use broadcasting media to achieve their own ends. In this light, it is extremely important to consider what roles should be expected of the broadcasting media in the Kyrgyz Republic.

There are several characteristics about the society of the Kyrgyz Republic. First, the nation had a well-developed modern system of mass media before it became independent. Second, there existed a

well-integrated political system that functioned both as part of the Soviet Union and as a separate constituent republic of the Soviet Union. Third, the country has a high literacy rate and its educational level is high. Fourth, the logic of monetary economics had already taken hold before independence. Fifth, the direction of society is relatively well defined, the Kyrgyz society is not as rigid as could be expected of a former socialist state.

Therefore, it is a task of the Kyrgyz Republic to bring the existing system of mass media into line with the changing political and economic systems, as well as to reorganize the mass media as a whole. The people of the Kyrgyz Republic need to know the political and economic situations that led to the collapse of the Soviet Union and the independence of their nation. One of the most effective ways to do this is to effectively use the mass media, especially broadcasting media. Various possibilities can be considered, such as privatization of broadcasting enterprises, establishment of many channels, and diversification of programmes. The people are already seeing some of the changes that are taking place in the republic: the establishment of the PIRAMIDA station; and access to television programmes produced by Turkey's TRT network, and U.S. and British television programmes (ABC and BBC) broadcast over the Russian television stations. These changes are helping the people see with their own eyes that their country is truly independent and it is essentially different in political and economic terms compared to when it was part of the Soviet Union.

#### **5.1.2 SNBC and General Broadcasters**

The government of the Kyrgyz Republic has repeatedly pointed out that the broadcasting media have great roles to play in transforming political and economic systems into democratic and market-oriented ones.

Fostering national solidarity, realization of the national spirit, contemplation of traditions, diligence in labour, adherence toward market economics and competitive principles, strong government by democratic means, and a free society are not the only issues facing the nation; other important issues include the realization of a fair society and effective distribution of scarce resources.

In the United States and Europe, 'deregulation' or 'abolition of existing regulations' are a major trend in the broadcasting and telecommunications industries. This is partly because advanced telecommunications technology is making it increasingly difficult to distinguish the differences between telecommunications and broadcasting, both in technological and legal terms. As a result, putting broadcasting operations in the hands of private networks has been a mainstream trend. The survival of those private broadcasting companies has been left up to the principle of market economy. One result of this is monopolies of broadcasting companies, which are in the hands of a few. It is increasingly difficult for a new operator to enter the fields of broadcasting. In addition, broadcasting companies are increasingly more dependent on income from advertisements. Some people now question if quality of programmes can be assured if they are produced under such circumstances. A call for the establishment of public broadcasting channels is warranted in this sense. This could be one way to set standards of quality in broadcasting.

Although a general trend is for deregulation and privatization of broadcasting entities, it would be unwise if the government of the Kyrgyz Republic adopted the policies for deregulation or abolition of regulations at this stage. Running a broadcasting industry based on the philosophy of market economics is unlikely to result in the production of programmes that would contribute to the solution of immediate social tasks that the country must accomplish. The broadcasting media in the Kyrgyz Republic have more roles to play than just making profits; the media are expected to meet urgent social needs to smoothly facilitate fundamental transitions in the political and economic systems. It will be necessary to change the status of the broadcasting media from a state enterprise into something different. The broadcasting media could not perform whatever roles they are expected to play, if they were turned into private enterprises.

To foster ideal operations of broadcasting enterprises, it is desirable that public broadcasting enterprises and general broadcasting enterprises exist side by side.

As has been pointed out many times, the SNBC has dual purposes. On one hand, it is expected to play a role in promoting government



policies for democratization and the transformation to a market economy. On the other, it has obligations to give the people access to programmes that meet their needs.

The existence of general broadcasting companies is widely recognized as essential for the balanced growth of the broadcasting industry. If broadcasting is monopolized by one company, various negative effects could result.

If, for example, there were no competitors, the monopoly enterprise may find it loses the incentive to make for new ideas or progress. When there were competitors, the companies stimulate one another and learn from one another. A monopoly by one company in any field can result in a sellers' market where the sole enterprise is at an advantage against the interests of consumers. It would also be difficult to make the management of such an enterprise accountable to the public.

When all these things are taken into consideration, it would be beneficial both for broadcasting enterprises themselves and the public as a whole if a public broadcasting corporation and general broadcasting companies existed in the nation side by side. This would be the way to put companies at their best. And the people on their part would have access to more abundant sources of information and a diversity of opinions.

Piramida is currently operating as a general broadcaster, meaning both forms of broadcasting enterprises exist in the Kyrgyz Republic. If the Kyrgyz Republic establishes a basic policy on broadcasting and if both types of enterprises conduct their operations on a firm basis, then the future of broadcasting enterprises in the Kyrgyz Republic will be bright indeed.

## 5.2 Framework of Broadcasting Services

### 5.2.1 Roles of Broadcasting under a New System as an Independent Country

Broadcasting media have several distinctive characteristics and properties that other forms of media do not have. Because of this, broadcasting media have had a history of being used by governments out to suit their own purposes.

The Kyrgyz Republic became independent recently. It has been doing its best to promote democratization and to transform its economy to a market economy. The government is trying to gain the understanding of the public and disseminate necessary information using various forms of media. The SNBC is defined as the key broadcaster in the country. It is expected to help the government to achieve national goals. The SNBC is also expected to play important but diversified roles in a new society. The SNBC is to help promote the public's understanding of economic situations and the government's economic policies; it is expected to contribute to making people aware of the necessity of such policies. The SNBC is also expected to help educate people and raise the people's cultural levels. In other words, the SNBC is expected to play essential roles in fostering new segments in the public which have the knowledge, capabilities, and awareness for a new society.

But it must also be kept in mind that the broadcasting media in the Kyrgyz Republic are in a difficult situation.

There are several difficulties. One is the complex ethnic structure of society. The republic consists of peoples of various different ethnic backgrounds. This could be a breeding ground of difficult political situations even at present. The sentiment of ethnic rivalry is especially evident in the areas next to Uzbekistan. In the past, conflicts often broke out in this area between the Uzbeks and the Kyrgyz.

Another difficulty is the complex feelings the Kyrgyz have toward the Russians. As mentioned in Chapter 2, a large number of Russians, especially so called 'technocrats,' left the Kyrgyz Republic since independence. This is mainly because the economic situation worsened. Their withdrawal has pluses and minuses. It is beneficial in that it helped bring the ratio of the Kyrgyz in the entire population back to a majority against people of other ethnic groups. Nevertheless, the

Kyrgyz still seem unable to fill the vacuum created by the departure of the Russian technocrats.

It has been a common political issue among the members of the CIS how they should treat the Russians who live within their borders.

In the context of broadcasting, this raises some questions. The SNBC, as the country's key broadcaster, is to work to promote national policies. From this standpoint, it will broadcast programmes that it produces on its own in the Russian language. So, a question here is how far the country will allow broadcasts of the Ostankino and RTV stations, which originate in the Russian Federation.

A third difficulty involves economic environments. Some degree of confusion cannot be avoided when a command economy transfers into a market economy. This has been seen with the Eastern European countries. The President of the Kyrgyz Republic is urging the people to increase their awareness of the new situation and to do what they can to overcome the difficulties. The President stressed the need for a powerful democratic government in the following words:

In making a plan for the future of the Kyrgyz Republic, the government should seek the support of public opinion and muster creative power of all the people in the country. All the people should join hands in this effort, whether they are working in government offices or institutions of higher education. They should do so whether they belong to scientific academies, political parties or other organizations, whatever industries or companies they are working in, or whether they are living in cities or villages.

(A Socio-Economic Development Strategy and Urgent Measures, 23 November 1993)

In order to change public consciousness and to solve the problems that are unavoidable during a process of economic reform, it is necessary to bring together opinions arising from a background of strong ethnic identities. It is in this sense that there are large expectations on the broadcasting media's social functions.

One such role expected of the broadcasting media is that of overseeing the milieu. In carrying out the transformation from a socialist economy to a market economy, one thing that must be avoided

is polarization of society: a society in which some people become far richer than others and others become extremely poor. The broadcasting media can contribute to keeping an eye over society and preventing this from happening. President Akayev says that the nation should strive to achieve not only a free society but also an equitable society. The SNBC has a large role to play in this policy.

## 5.2.2 Relations with Neighbouring Countries

### (1) Political Environment Surrounding the Broadcasting Media

The Kyrgyz Republic, which was a constituent republic of the Soviet Union, became independent in August 1991. It joined the United Nations in March 1992, and joined the International Monetary Fund two months later in May. Through these and other moves, the nation has been working to establish closer ties with the industrialized countries in the West.

But at the same time, the country still has strong ties with Russia. In terms of defence, the country has signed the Collective Security Treaty of the CIS (the signatories are Russia, Kazakhstan, Uzbekistan, Armenia, and the Kyrgyz Republic).

The Kyrgyz Republic remains under the shadow of Russia, especially in terms of national defence and security. Russians are in charge of passport control for people entering or leaving the country by way of Russia.

Under this situation, the political trends in Russia and other CIS member countries remain the most important items of information for the broadcasting media in the Kyrgyz Republic.

### (2) Cultural Environment Surrounding the Broadcasting Media

Culturally, Kyrgyz society is under strong Russian influences. The Russian language remains a common language, though the Kyrgyz language was made the official language in 1989. Kyrgyz is a Turkic language, close to Kazakh and Uighur. The Kyrgyz Republic is part of multi-ethnic and multi-linguistic region in Central Asia, extending from the Republic of Turkey to the State of Mongolia. The Kyrgyz religion is the Sunni Sect of Islam. Countries in Central Asia share much in common in terms of languages, religions and ethnic composition. The Republic of Turkey is trying to exert further

political and cultural influences upon the region. Various countries in this region have become independent since the collapse of the Soviet Union. This has made possible freedom of religious activities and such activities are becoming increasingly pronounced. Turkey is acting publicly and positively to enliven the Islamic religion. It is providing funds to renovate and expand mosques. Turkey is also transmitting Turkish produced programmes to other countries in Central Asia via satellite relays.

Newspapers of various languages are sold at street kiosks. There are newspapers in Kyrgyz, Russian, Turkish, German and Yiddish. Newspapers in English are also published. English is now being recognized as an international language. Since the collapse of the Soviet Union, news from the US ABC network and the British BBC network have been broadcast over non-satellite television stations. This is apparently heightening people's interest in the English speaking world. It may not be long before English will gain the status of an important foreign language, especially among those with a high education. But as long as the Kyrgyz Republic remains a member of the CIS, Russian will remain the common language in the Kyrgyz Republic.

As has been seen, the Kyrgyz Republic remains a multi-linguistic society. When it became independent, the Kyrgyz language was made the official language of the Kyrgyz Republic. But Russian is used as a common language. German, Yiddish and Korean are included in its socio-linguistic structure. Native speakers of these languages had not historically lived in the region. Moreover it is possible that English will spread. It is quite possible that the broadcasting media in the Kyrgyz Republic will receive information from abroad from many regions, including Europe, the Middle East, the CIS and North America.

At present, Russia's Ostankino and RTV (Russia Television), and Turkey's TRT (Turkish Radio-Television) TV networks are also broadcast in the Kyrgyz Republic. Broadcasts from Kazakh TV and Uzbek TV are relayed to the Kyrgyz Republic, while Kyrgyz TV is relayed to Kazakhstan and Uzbekistan. It is rare that broadcasts originating from other independent countries are being aired in another independent country almost all day long. To avoid this, one option is to phase out foreign broadcasts, while at the same time incorporating them in a new second channel which we have proposed. The SNBC will have to consider possible ties with broadcasting networks in

neighbouring countries and of the so-called spillover from other countries. The SNBC should do this, while keeping in mind what will be in the best interest of the public, and what are its roles as the key broadcaster in the Kyrgyz Republic.

### 5.2.3 Trends of Broadcasting in the World and Tasks of Broadcasting in the Kyrgyz Republic

#### (1) Situation and Trends in Broadcasting

In recent years, various developments have been seen in the information industries involving broadcasting. Major items are listed below:

- Spread of information services by the use of communications satellites, optical fibre networks, and cable television services
- Spread of multimedia with the use of artificial intelligence
- Spread of visual information such as video packages
- Development of electronic publishing

These changes are all in the direction of multimedia and multichannels and they have been influencing broadcasting to date in various ways. Broadcasting in many countries will have to confront these changes in the near future. Broadcasters will be pressed to maintain diversity and better quality.

In countries where the trend toward multimedia and multichannels is already in progress, audiences tend to be less interested in conventional broadcasting. There is concern that this may result in falls in broadcasting revenues, which will eventually put pressures on the broadcasting industry. Not only commercial broadcasting, but also national and public broadcasting services will be effected. Broadcasters are engaged in various efforts to maintain their business.

To deal with the new situation, broadcasters are beginning to search for new roles. They are facing the task of responding to the increasingly varied needs of audiences, creating a new higher quality broadcasting culture that incorporates know-how that has been accumulated over many years, as well as introducing new technology.

Broadcasting technology is now in a time of transition. The present situation is as follows:

1) In Japan, new television services by DBS (Direct Broadcasting Satellite) started in June 1989. Experimental broadcasts of High Definition Television via DBS started in November 1991.

2) Television programme services using communications satellites began in the latter half of the 1970s centred in the United States and Europe. Since then, there have been technical advances towards high power transmissions in satellites, and improved reception performance. Nowadays, there are many television services provided through communications satellites that can be received with the use of small dish antennas approximately one metre in diameter. There are hundreds of such services around the world aimed at general audiences; and the number of television services via communications satellites is increasing.

3) Studies are also under way to improve picture quality of the conventional television systems. These include studies about EDTV (Extended or Enhanced Definition Television), Digital HDTV (High Definition Television). However, standardization of systems is yet to be achieved.

4) There are moves in recent years to combine the computer industry and telecommunications industry, creating a system which combines sound, data and images. This trend is expected to have various influences on broadcasting as well.

## (2) Trends in Broadcasting Technology

Broadcasting technology is developing close links with electronic, computer and telecommunications technologies. In broadcasting technology, improvements are being made in computer graphics, video editing, transmission, displaying, image pick up and recording.

There is increasing interest in digital technology; digital technology has already been introduced in VCRs, special effects devices, teletexts and other equipment systems. Digital technology is being introduced throughout broadcasting, from cameras and VTRs to transmitters.

Digital technology offers the following benefits:

- High quality of picture and high fidelity of sound
- Improvement in efficiency of transmission, effective use of frequencies, economic benefits
- High quality system that can combine with other media

The digitized multichannel services provided via the communications satellites are based on several standards. Standardization of the quantization and sampling for analogue signals, quadrature amplitude modulation, and orthogonal frequency division multiplexing needs to fulfill the three conditions listed above.

In studies for the introduction of a broadcasting technical standard for digital technology, mutual contact and assistance among the telecommunications, computer and many other industries are needed. Discussions on standardization are being pursued through such international organizations as the ITU (International Telecommunications Union), ISO (International Organization for Standardization) and the MPEG (Motion Picture Encoding Engineer Group).

## (3) Tasks for Modernizing Broadcasting in the Kyrgyz Republic in the 21st Century

The merit of broadcasting services using radio transmissions, from the view point of cost performance for audiences, will continue to outweigh other media, even after optical fibre and communications satellite television services come into greater use. The multimedia



and/or multichannel services based on cable and satellite systems cost more than conventional broadcasting. However, these services will spread in the 21st century to meet the diversifying needs of increasingly affluent audiences.

In the Kyrgyz Republic, it is already possible to receive satellite signals via Asia-Sat. It will soon be possible to receive television services from several other international communications satellites. The cost of satellite receiving equipment for households is expected to fall in the future, allowing many more television programmes to be popularized in the Kyrgyz Republic. If this occurs, the existence of the conventional television service itself could be threatened. It is therefore necessary to consider the great changes that may occur. It is hard to predict the future of broadcasting in the Kyrgyz Republic, as well as the future economic progress of the Kyrgyz Republic. The broadcasting industry could be drastically changed due to the realization of an ISDB (Integrated Services Digital Broadcasting) system provided by satellite in the year 2007. This system was mooted at the WARC (World Administrative Radio Conference) in 1992.

The commercialization of B-ISDN (Broad-band Integrated Services Digital Network) in the field of telecommunications may develop on a global scale at the beginning of the 21st century. Broadcasting plans must look at the fusion between broadcasting and telecommunications services.

In any case, it is necessary for broadcasting businesses to continue supplying a diverse range of high quality, low cost programmes to the public, while at the same time introducing new technologies and making room for the possibility of interactive television and new business opportunities.

The following conditions must be met if these goals are to be achieved:

- Regular international exchanges of programmes and regular co-production of programmes
- Increased ability to collect information as a broadcasting organization
- Acquiring of a high programme processing capability

At the beginning of the next century it will be increasingly necessary to consider the introduction or changeover to new broadcasting systems. Policies will be necessary for capital investment and management.

Advances in communications and transport are making the world even smaller; contacts between the world's peoples are becoming easier. Sharing technologies and exchanging programmes will help ensure production of programmes of greater diversity and higher quality.

In a multimedia, multichannel age it will be necessary for further international cooperation and collaboration between broadcasting enterprises, and that is the case in the Kyrgyz Republic as well.

## 5.3 Goals of Broadcasting Development

### 5.3.1 Target Year of the Master Plan

(1) The target year of the Master Plan is set for the year 2000 — i.e. at the end of December 2000, which will be the end of the 2000 financial year in the Kyrgyz Republic.

(2) The following are the reasons for setting the target year at 2000:

1) A longer-term Master Plan, such as one covering ten years, would be unrealistic given the fluid social and economic situation of the Kyrgyz Republic.

2) If the Master Plan is set to start in 1995, the term of the plan will be six full years. This is a suitable length for a national development plan. President Akayev set the target year of 2000 for the completion of the economic development plan contained in policies titled 'A Socio-Economic Development Strategy and Urgent Measures' (November 1993).

3) The Master Plan in question is for the first stage of the reorganization of the broadcasting services in the Kyrgyz Republic. The completion of the first stage will lead to the start of a second stage. It is appropriate to set a target of the year 2000, which opens the 21st century.

### 5.3.2 Problems in the Current Broadcasting Services

The SNBC and TVRT, which provide the main broadcasting services in the Kyrgyz Republic, are free of the broadcasting system under the former Soviet Union. But because operations for many years had been centred in Moscow and because of the current economic situation, the SNBC and TVRT face problems in the following areas:

- (1) Broadcasting Policy and Legislation
- (2) Programmes
- (3) Broadcasting Coverage
- (4) Operations and Organization
- (5) Facilities and Equipment

#### (1) Broadcasting Policy and Legislation

##### 1) Lack of a Comprehensive Broadcasting Policy.

At present, a variety of institutions are providing broadcasting services in the Kyrgyz Republic: the SNBC, private broadcasting stations within the Kyrgyz Republic, and foreign broadcasting networks whose programmes are aired in the Kyrgyz Republic according to government-level agreements. The multimedia and multichannel era is also expected to arrive in the Kyrgyz Republic. The role of the SNBC is being questioned in the trend forward privatization.

The government of the Kyrgyz Republic, however, has not yet established a comprehensive policy regarding the operations of the broadcasting industry as a whole, including the SNBC. This makes it difficult to gain a full entire picture of the broadcasting services in the country in the future.

##### 2) Insufficient Legislation

The Law on Mass Communications was enacted in July 1992 and a government ordinance on the SNBC was issued in May 1993. These are the only regulations governing broadcasting in the country, except for established technological standards. They do not constitute a comprehensive legal basis for broadcasting services in the nation. A draft for a comprehensive and basic regulatory Broadcasting Law has been drawn up but is yet to be enacted.

## (2) Programmes

### 1) Short Television Broadcasting Time

Short broadcasting hours do not necessarily constitute a problem. However, the SNBC broadcasts only 4 1/2 hours a day, while the private Piramida station and networks in other countries are each broadcasting an average of more than ten hours a day. In this situation, the SNBC can only have only small impact on audiences and find it difficult to play its role as the key broadcaster.

### 2) Unpopular Programmes

A questionnaire, conducted by the study team, indicated that SNBC programmes rank, in terms of popularity, after those aired by foreign stations and Piramida. Viewers said that they find the SNBC programmes uninteresting. Nor did the SNBC programmes fare well in an evaluation made by the study team itself.

The SNBC alters its programming often. This, together with the rather poor quality of the programmes, makes it difficult for the SNBC to gain a larger audience.

## (3) Broadcasting Coverage

### 1) Need to Determine Key Transmitting Media & Extend Coverage

Radio broadcasts cover almost 100% of the population, but this figure is only arrived at when the medium wave, shortwave and FM broadcasts are combined. In order to attain 100% coverage of the nation it is desirable to aim for 100% coverage by utilizing the features of particular bands and combining media that are most suitable and effective for the nation's topographic conditions.

At present, the SNBC broadcasts on 2 medium wave, 2 shortwave and 2 FM channels. Broadcasting on a total of six channels is expensive and presents a financial burden.

2) Need for a Second Channel

The Master Plan calls for the establishment of a second television channel by the end of the year 2000. A plan is needed to make this a reality.

(4) Operations and Organization

1) Management Form

The SNBC is being pressed to make choices in its form of management.

The SNBC faces the need to revise its management form since the government is transferring state-owned enterprises to the private sector and reducing state subsidies. The SNBC seems to have a choice of three possibilities: existing as a state enterprise, a public corporation, or a private enterprise. The choice must be made on the form that will most enable the SNBC to be the key broadcaster in the Kyrgyz Republic, and to perform its role of providing broadcasting services to the public.

2) Sources of Revenue

- Securing New Sources of Revenue

At present, government subsidies account for 95% of the SNBC's revenue. But the government is now reducing subsidies to state enterprises and it is possible that subsidies for the SNBC will be cut or abolished altogether. The SNBC must secure new sources of revenue.

3) Management of Operations

a) Lack of a Specific Operating Policy

The SNBC has not on its own initiative spelled out an operating policy, although its basic obligations are provided for by a government ordinance. This is because it had long been directed by Moscow, almost 100% dependent on state subsidies, reliant on the state and higher authorities, and subject to frequent changes of its chief officer, the President.

b) Need for Continuing Five Year Plans

The SNBC had drawn up five year plans (centred on broadcasting time) until 1991. The plans were suspended because of sharp inflation and other reasons. These five year plans should be resumed.

c) Insufficient Devolution of Powers

The SNBC's top management consists of the President, the First Vice-President, a Vice-President in charge of television broadcasting, and another Vice-President in charge of radio broadcasting. A separate organ, called the Collegium, was established to oversee the broadcasting operations as a whole. But the assignment of powers to lower organizations is insufficient and hindering overall efficiency.

4) Organization

The SNBC has divisions for planning and administration, audience services, programme evaluation, and training. Yet they are insufficient in terms of their organization and personnel.

There is considerable duplication in programme production, because radio and television programme production are undertaken separately.

5) Personnel

- Assigning Personnel to Meet Needs

Since 1992, the number of staff members has been increasing, but the increase does not correspond to the amount of radio and television broadcasting hours. Personnel levels should meet actual needs.

(5) Facilities and Equipment

1) Radio Production Facilities and Equipment

The SNBC has a suitable level of radio production facilities and equipment. But some of the equipment is obsolete. The following problems make it difficult to provide radio broadcasts and to fully realize the particular features of this medium. Action to deal with these problems is called for.

a) The 6 mm tape recorder/players and a number of other devices are obsolete.

b) There are not enough facilities and equipment to make FM broadcasts the core transmitting media (to create a high sound quality stereo system).

c) There are no facilities or equipment to enable live broadcasts, which are a powerful means of producing programmes more interesting to the listeners.

2) Television Production Facilities and Equipment

The SNBC has more than enough facilities and equipment to produce programmes to fill its current television broadcasting hours. But the following problems have been identified and prompt action is called for.

a) The SNBC has television facilities and equipment at two separate locations, at the old TV Centre and at the Radio and Television Centre. This is hampering efficient operations.

b) Facilities and equipment at the old TV Centre are largely dilapidated and obsolete.

c) At the Radio and Television Centre, construction work on the television production facilities and equipment had been due for completion in 1990. But much of the work remains incomplete.



### 3) Transmitting Equipment

Most of the main radio, FM and television transmitters were produced in the 1980s, but some were actually made in the 1970s and later remodelled for their current use. Most devices use vacuum tubes and are considerably deteriorating. Prompt action for their replacement is necessary.

### 4) Programme Transmission Equipment

Much of the transmission equipment was also produced in the 1970s and 1980s, some was produced in the 1960s. Many devices use vacuum tubes and are deteriorating. Improvements are necessary.

## 5.3.3 Goals of Broadcasting Development

Goals will be established in the following areas to deal with the problems identified in the previous section.

- (1) Establishment of a basic policy and law for broadcasting
- (2) Radio programmes
- (3) Television programmes
- (4) Broadcasting coverage
- (5) Operations and organization
- (6) Facilities and equipment

Staged plans for each of these area will be outlined in the following chapters.

#### (1) Establishment of a Basic Policy and Law for Broadcasting

The government of the Kyrgyz Republic should establish a policy and enact legislation on the following points to expand broadcasting services to the public.

- \* Functions of broadcasting for the Kyrgyz Republic
- \* Functions and operation of the SNBC as the key broadcaster
- \* Functions and operation of the TVRT
- \* Functions and licences on operation of private and foreign broadcasting networks

\* Establishment of a supervising government authority for broadcasting

Regulations on the SNBC should guarantee the following to enable the SNBC to exist as the key broadcaster and to provide broadcasting services which have support of audiences: choice of an adequate form of management; autonomy in management and programming; and independence in financial arrangements. One way to ensure the SNBC's autonomy and independence is to create an autonomous organ consisting of outside scholars and specialists that can provide supervision and guidance to the SNBC.

The SNBC and other networks need to achieve various changes to improve the level of broadcasting services in the Kyrgyz Republic. It is necessary to establish a supervising government authority to promote the changes in the broadcasting sector.

Licences to operate private and foreign networks can be given by the supervising authority, based on consultation with the SNBC on their qualification.

The government of the Kyrgyz Republic is advised to draw up a comprehensive and basic policy on broadcasting, and enact legislation based on this policy.

The SNBC has already drawn up a draft for the Broadcasting Law and hopefully Parliament will enact the draft in the near future.

With respect to the SNBC, the draft outlines provisions very similar to the government ordinance on the SNBC. However, the draft will have to be altered if there are changes in the SNBC's functions and activities in the future.

(2) Radio Programmes

- Creating Distinct Identities for Kyrgyz Radio 1 and Radio 2

Kyrgyz Radio 1 provides all-day broadcasts from early in the morning until late at night. Its programming is comprehensive. The Kyrgyz Radio 2 service mostly provides music. It is desirable that the two radio services appeal to listeners by establishing more distinct identities for themselves.

### (3) Television Programmes

The most important goal for the SNBC is to increase its number of viewers. The following changes should be implemented.

#### 1) Increase of Broadcasting Time

Kyrgyz TV's broadcasting time should be increased in stages and should be doubled by the end of the year 2000. To make this possible facilities and equipment and outlays to make programmes should be secured.

Broadcasting time should continue to be expanded beyond the year 2000. The ultimate goal for the SNBC should be to broadcast from early in the morning till late at night. The SNBC should be able to provide services in hours that people are normally awake.

#### 2) Programmes with Character

As the key broadcaster, the SNBC should give priority to news reports and information programmes geared to present Kyrgyz viewpoints, as well as educational and cultural programmes. The SNBC should make its programmes distinct from those provided by Piramida and the foreign broadcasting networks. The SNBC should also put emphasis on programmes in different languages that introduce cultures. This will help promote harmony among the different ethnic groups within the country. By the year 2000, the SNBC should launch a second television channel which will broadcast many of such programmes.

#### 3) Regular Programming for Certain Days and Time Slots

There should be programming to ensure that the same programmes are broadcast on regular days and regular time slots during the week. This will make people into regular viewers. Regular programming can be put into practice soon.

#### 4) Viewer Surveys

To air programmes that viewers will accept, programmes have to be produced in accordance with their wishes. The SNBC should utilize its own internal organizations to hear the evaluations, proposals, and wishes of viewers and make improvements. The quality of programmes depends on feedback.

#### 5) Establishment of Programme Standards

The establishment of a set of programme standards within the SNBC is equally important to improve the quality of programmes. A certain level of quality can be maintained in light of such standards. The SNBC should take time to carefully study a set of standards, because such standards will be based on the culture and heritage of the Kyrgyz Republic and will in turn affect them.

The above proposals on audience surveys, programme evaluation and standards are also needed for the radio programmes, and should be introduced for radio and television programmes simultaneously.

#### (4) Broadcasting Coverage

##### 1) Making FM the Key Transmitting Media and Extending Coverage to 100%

The Kyrgyz Republic is a small mountainous country surrounded by foreign broadcasters. FM is less subject to interference than medium waves or shortwaves. Consideration should be given to making FM the key transmitting media and extending coverage to 100% in combination with a medium wave channel. Costs could be reduced by suspending the medium wave and shortwave transmissions of the Kyrgyz Radio 2 service. More FM facilities should be established if necessary.

The treatment of foreign broadcasters will be decided in light of the broadcasting policy of the Kyrgyz Republic and the ideas and policies of the governments and broadcasting networks of other countries. It is possible that the broadcasting times of these foreign networks will be shortened. The TVRT should begin studying technical aspects, such as a channel allocation plan to prepare for a possible reduction of broadcasts from foreign networks.

##### 2) Establishment of a Second Channel Through Channel Reallocation

A second television channel could be established through a revision of the current channel allocation. This would eliminate the need for the construction of new costly facilities.

Reallocating channels will naturally affect foreign networks.

The SNBC should also plan for a reduction of radio broadcasts originating in other countries.

(5) Operations and Organization

1) Management Form

a) The SNBC must make a decision on a suitable form of management that will enable it to function as a public key broadcaster in the year 2000.

The SNBC must meet the following requirements if it is to function as the public key broadcaster:

- \* Have operations and programming that can respond to the needs of audiences
- \* Maintenance of a sound financial basis

The following table gives an assessment of the degree to which the different forms of management could meet the requirements listed above by the end of the year 2000.

Table 5.3.3-1 Possibilities for Different Enterprise Forms

	State	Public	Private
Operations & Programming	△	○	△
Financial Basis	△	○	×

○ : Possible

△ : May be possible

× : Not possible

It would be best for the SNBC to operate as a public enterprise. The other choices are a state enterprise and private enterprise — in that order.

The social and economic conditions of the Kyrgyz Republic may not allow a receiving fee system to be firmly in place until after the year 2000.

a. If a receiving fee system is already introduced by the year 2000, it would be best for the SNBC to exist as a public enterprise or state enterprise. The last option would be to exist as a private enterprise.

b. If a receiving fee system is not introduced by 2000, it would be appropriate for the SNBC to remain as a state enterprise, followed by the forms of a public enterprise or private enterprise.

It may be possible for the SNBC to become a private enterprise if the economy of the Kyrgyz Republic improves after the year 2000. But if a private enterprise is defined as a management form that puts highest priority on efficiency and profitability, it is not necessarily the best option for a public key broadcaster.

The year 2000 is an appropriate time for the SNBC to be transformed from a state enterprise to a public enterprise. As will be stated below, the Master Plan calls for the introduction, in stages, of a new receiving fee system as a source of revenue for the SNBC. The transformation also will depend on the establishment of a policy and legislation on broadcasting. The Master Plan proposes that the SNBC should switch its main source of revenue from state subsidies to income from receiving fees by the end of the year 2000, at the same time it becomes a public enterprise.

If the system is not put in place until after 2000 because of social and economic conditions, the changeover to a public enterprise should be delayed until such time as the receiving fee system is firmly established.

## 2) Sources of Revenue

### a) Receiving Fee System

An increase of revenue from sources other than state subsidies and advertising fees cannot be expected for the time being. Receiving fees represent a source of revenue that could provide about the same or a greater amount of

funds than subsidies. It is essential for the SNBC to have such a source of income to be financially independent.

A receiving fee system could be introduced as early as 1996 when the necessary preparations are complete. Collections should be increased gradually to 95% in the year 2000.

Subsidies should be reduced in line with the introduction of the receiving fees. Subsidies should be cut at such time when receiving fees provide the necessary funds for operations.

b) Revision of TVRT Transmitting Fees

The TVRT receives transmitting fees from the SNBC, the OBCs, private broadcasting stations, and broadcasting networks in other countries. But it would be advisable to review fee structures, as many changes in radio and television broadcasts are foreseen. Under the Master Plan, the SNBC will reduce its radio broadcasts and expand its television broadcasting services. The OBCs' broadcasting hours may also change. Broadcasts from overseas networks may also decrease. There is a need to examine frequency and channel allocation, as mentioned earlier. A review of transmitting fees is therefore necessary.

3) Management of Operations

a) Clear Policy

Aside from the government ordinance, the SNBC should spell out its own policy for overall operations including future development and direction of broadcasting services, priority items, and improving efficiency. This will enable the SNBC to make its will and intention clear to the government and the people. It can also show people inside the SNBC the key elements of its organization and activities.

b) Retention and Improvement of Medium and Long Term Plans

Revision and reform of the SNBC's operations should be carried out from a comprehensive perspective and with clear goals in mind. Medium and long term plans can provide the perspective and goals. Compilation of such plans enable innovative and analytical decision-making, as well as effective distribution of resources and efficient operation of the organizations involved.

Medium and long term plan contain long term goals, important items for management and tasks for day-to-day operations. It covers a period from three to five years. To put such plans into practice, an organization in charge of overseeing its implementation is also necessary.

c) Assigning Powers to People on Worksites

The SNBC should review the powers and duties of the President and Vice-Presidents. Wherever possible, powers should be devolved on to the heads of offices or other worksites. This will make for greater efficiency and allow the President and the Vice-Presidents to think more about management and operations from a wider and more long-term perspective. Lower divisions in the SNBC will be able to exercise initiative. A system to monitor and oversee the use of powers should be established at the same time that powers are devolved.

4) Organization

a) Need to Strengthen Divisions for Planning, Audience Services, Programme Evaluation, and Training

There are divisions involved in making long-term plans, collective management of operations, attracting listeners and viewers, improving quality of programmes, and educating and training employees. They are essential as the SNBC works to build status as the public key broadcaster in the Kyrgyz Republic. These divisions should be reinforced by assigning more staff to them and creating new divisions where necessary.



At the same time, similar radio and television programme offices should be reviewed, and if possible, integrated.

Re-arrangement of the SNBC's organizational structure should be studied along with the introduction of a receiving fee system, an increase in programme production, increase of broadcasting time, and change of the form of management.

5) Personnel

a) Assignment of Personnel in Line with New Developments

Employees need to be assigned in terms of new developments, such as greater efficiency, an increase in programme production, and responding to audiences. As a result, some personnel will have to be relocated within the SNBC, or transferred to affiliated organizations.

Education and training for employees are necessary to make them more aware of the need to conduct broadcasting services geared to the audience. Such education and training should be started as soon as possible.

(6) Facilities and Equipment

1) Facilities and Equipment for Radio Production

The following are suggestions to deal with problems concerning the facilities and equipment for radio production.

a) There are needs of a systematic renewal of facilities and equipment. Facilities and equipment (e.g., 6 mm audio tape recorder/players) should be reviewed in terms of their ability to handle the workload of programme production and provision, the frequency of breakdowns, the availability of spare parts and available funds.

b) There is need to introduce CD, DAT and other high-fidelity digital equipment, which make the best use of the special characteristics of FM broadcasts and enable the SNBC to provide high quality stereo broadcasts.

c) A small-sized but multiple-purpose studio is needed for live programmes, such as musical features by disk jockeys, telephone interviews, debates, and so on.

## 2) Facilities and Equipment for Television Production

The following are suggestions to deal with problems concerning facilities and equipment for producing television programmes:

a) All the facilities and equipment at the old TV Centre should be reviewed in light of programming. Necessary facilities and equipment should be fully renewed or renovated. All new equipment and facilities should be installed at the Radio and Television Centre.

b) Production equipment at the Radio and Television Centre was procured at least six years ago. Some of the equipment is reaching the end of its service life and needs to be replaced by the year 2000. The current world trend is toward digital and high quality equipment. Rather than hastening completion of the remaining construction work, it would be better to make prompt and efficient use of existing facilities and equipment.

c) It is necessary to expand facilities and equipment in line with a programming plan. This will smoothly facilitate an increase in the quantity and quality of programmes.

## 3) Transmitting Equipment

Replacement of old equipment has been delayed for various reasons. Replacing all of the ageing equipment will take a long time. It is necessary to decide priorities and buy new equipment according to a plan that will average out costs over the years.

Consideration should be given to equipment that will modernize facilities and make operations more efficient.

4) Programme Transmission Equipment

Any improvements in programme transmission equipment should be compatible with transmitting facilities. Consideration must be made of long-distance telephone lines and other information and telecommunications networks.

**Chapter 6 Restructuring and Development  
Plan for Broadcast Programming**



## Chapter 6      Restructuring and Development Plan for Broadcast Programming

### 6.1 Basic Policy

As the public key broadcaster in the Kyrgyz Republic, the SNBC must formulate a programming plan to meet the following tasks:

- Fostering a change in the people's consciousness to promote democratization, a market economy and national development, as well as mutual understanding among the ethnic groups within the nation.
- Living up to the people's needs and expectations.
- Providing the people with information throughout the day.

#### (1) Radio Programmes

Kyrgyz Radio 1 and Radio 2 broadcast on medium wave, shortwave, and FM signals. It is essential to organize programming that will establish distinct identities for the two radio services and take advantage of the different types of channels. For example, the Kyrgyz Radio 1 FM broadcasts could be aimed at young people in cities. The Kyrgyz Radio 1 medium wave broadcasts could be directed at rural areas, with shortwave broadcasts making up for any gaps. The FM broadcasts from Kyrgyz Radio 2 could provide multilingual programmes in addition to music. Consideration should be given to making the Kyrgyz Radio 2 shortwave transmissions into international broadcasts.

#### (2) Television Programmes

Television programming should be planned to meet the goals of the Master Plan: doubling the broadcasting time; expanding multilingual broadcasts that will lead to the establishment of a second TV channel; and living up to the needs and expectations of the public.

A plan on regular programming will be formulated with emphasis on expanding broadcasting time; fostering news and information

programmes, programmes targeted at specific audiences, as well as programmes that can be enjoyed by the whole family.

Achieving this goal at one stroke would require massive investment and operating costs. The programming plan should aim at increasing broadcasting time and improving quality gradually.

It is essential to make staff allocations and enhance facilities and equipment, e.g. new studio facilities and a dubbing studio based on the programming plan.

1) Phased Increase of Broadcasting Time

To compete with its powerful foreign rivals, such as Ostankino and Russia TV, and to appeal to audiences, the SNBC must maintain broadcasting hours equal to or longer than those of its competitors. Kyrgyz TV will have to be on the air for at least 18 hours a day based on the premise that it is necessary to provide information during hours people are normally awake. In the immediate future, broadcasts will be extended in the mornings, evenings and around noon.

2) Longer Programmes and Live Broadcasts

The SNBC will produce more programmes of long duration and more live broadcasts.

3) Repeats

Programming will make allowances for repeats of popular programmes and programmes that audiences want to see again. The repeats should be in suitable time slots. Repeats offer a means of reducing the number of programmes that need to be produced.

4) News and Information Programmes

The questionnaire conducted by this Study Group shows that the people are keenly interested in both domestic and foreign news. Many respondents said they watch TV because they want to know what is going on in their own country.

The SNBC must build up its news and information programmes and make an image for itself that stands out against other services that mostly provide entertainment.

5) Programmes Targeted at Specific Audiences

In the process of reducing broadcasting time, Kyrgyz TV has either out down or abolished altogether programmes for children, youth, women and senior citizens. These programmes should be reinstated and improved. They offer a means of attracting people of different age groups and making people more aware of the station's existence.

6) Family Programmes for Prime Time

Most people in the Kyrgyz Republic watch TV together with their family. Nighttime programming should include more family-oriented programmes.

7) Promotion of Regular Weekly Programming

Regular weekly programming providing for programmes on set days and set time slots will encourage audiences to watch TV in their everyday lives. Such programming is effective in competing against rival broadcasters.

8) Special Programming

Once regular programming has been firmly established, special programming can be introduced. If implemented effectively, special programming stimulates overall programming and attracts audiences. Large-scale feature programmes - which cannot be produced on a regular basis - could be prepared for special occasions outside of New Year's Day and national holidays.

9) Multilingual Broadcasts

To offer programmes in the official language is the basis of broadcasting. But the Kyrgyz Republic is a nation composed of many different ethnic groups and the government's aim is to encourage inter-ethnic harmony. Therefore, providing diverse broadcasting services in different languages is an important role the SNBC has to play.

To popularize its role and function as the Kyrgyz Republic's key broadcaster both at home and abroad, the SNBC will actively press ahead with multilingual services.



### (3) Flow of Programming Procedure

The SNBC has to systematically gather views and requests of audiences and reflect them adequately in programming and programme production.

An example of such programming is shown in Figure 6.1-1.

1) A programming policy should be spelled out in a basic plan. Programming plans (schedules) should be drawn up according to the programming policy.

2) The programming must be revised at least once a year to respond to the needs, changing lifestyle patterns and situations of audiences. A complete review is necessary every several years.

Programme planning could follow the following procedure:

After programmes for a new financial year are decided in January, those in charge of programming actively collect and analyse audience trends and reactions and opinions within the organization. There is consideration of basic directions for the following year. In May, opinions and proposals are gathered from the SNBC's bureaus and the OBCs.

From June there are in-depth discussions on programming based on the findings of various opinion surveys, as well requests from audiences. They also take into account opinions or proposals from the SNBC bureaus and OBCs. Proposals are drawn up for a basic plan and for programming.

The proposed basic plan (which contains a programming policy) is presented for discussion and decision at the highest management level. More specific programming proposals are discussed and decided at meetings of the heads of programming and production offices.

Programmes for the new year are aired from the first Monday in January.

3) Weekly schedules are determined in the preceding week. Meetings on programming should focus once a month on programming for the following month. Work on settling the schedule for the following week should be kept to a minimum. Weekly meetings should have a more long-term outlook. The weekly meetings should consider programming that incorporates the desires of audiences.

(4) Standards, Assessment & Deliberation

As the key broadcaster of the Kyrgyz Republic, the SNBC must draw up programme standards. Standards are necessary if the SNBC is to meet the needs and expectations of the people, provide rich and wholesome broadcasts, promote public welfare and better the nation's culture. The SNBC must clearly spell out to audiences its basic thoughts on broadcasting and gain the understanding of the public. Programme standards must define treatment of human rights, religion, politics and economics, society, and crime. The standards should set goals in news, education, culture and entertainment programmes.

The SNBC needs to establish an internal organization that will judge and attempt to improve ordinary, everyday programmes on the basis of the programme standards. Programming and production must reflect reports from this organization, as well as public opinion polls and requests from audiences.

An organization made up of prominent scholars and experts outside of the SNBC is necessary to offer opinions and improvements on programmes and programming. The functions of this organization would enable the SNBC to gain national support.

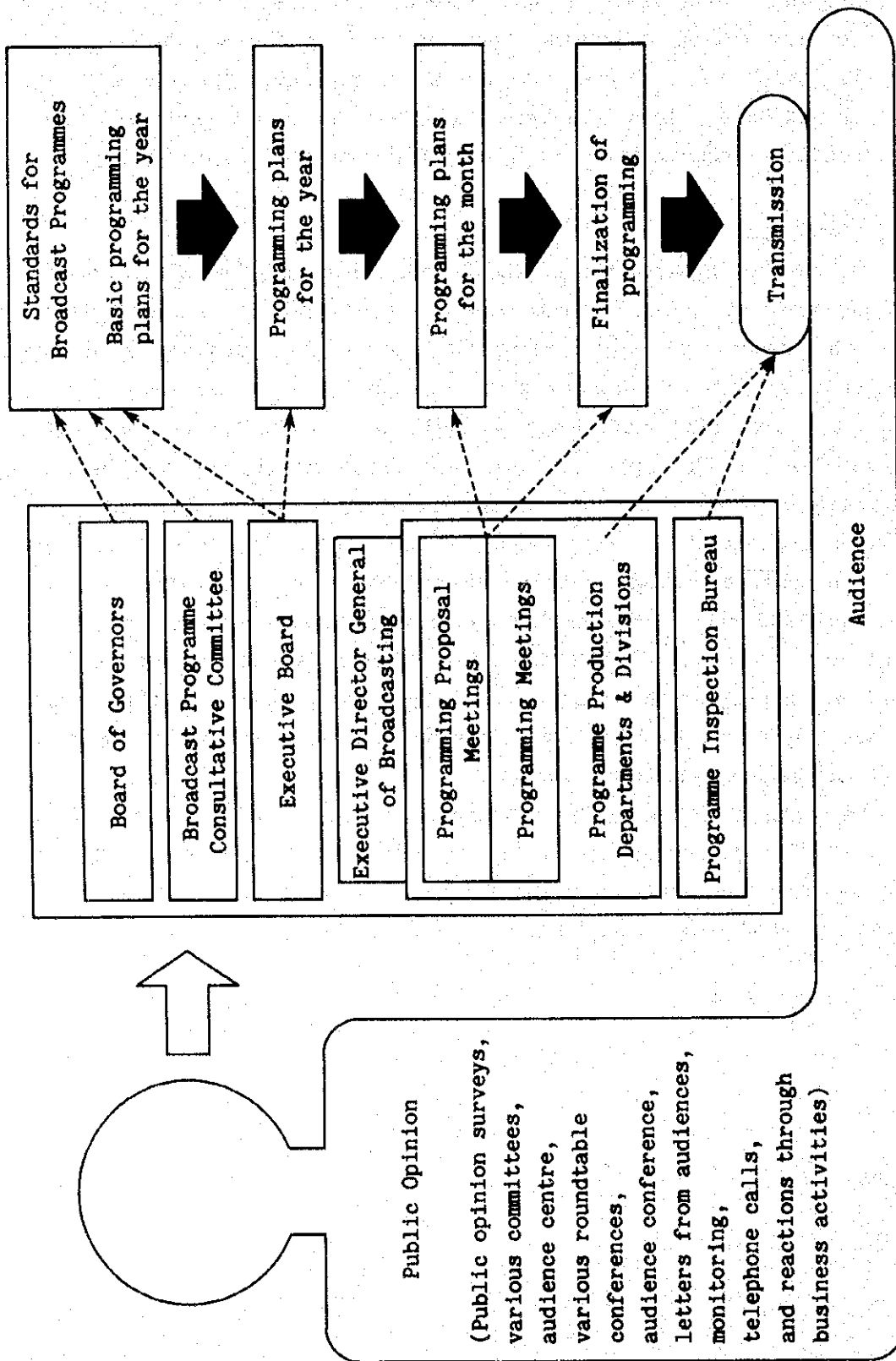


Figure 6.1-1 An Example Programming Flowchart

## 6.2 Programming Plans

### (1) Radio Broadcasts

The Kyrgyz Radio 1 service already offers comprehensive programming. Current broadcasting time should be maintained. Programming could be improved by including more live broadcasts, phone interviews, and programmes that respond to listeners' needs (e.g. programmes providing practical information for living).

Broadcasts on the Kyrgyz Radio 2 service should be increased from the current 10 hours per day. The SNBC has a plan to double the broadcasts of radio 2 and to increase commercial slots in radio broadcasts. We will keep a watch on this plan. At the same time, the Radio 2 service should provide self-produced programmes which centre on music. This type of programme will foster a distinct identity for the Radio 2 service.

### (2) Television Broadcasts

#### 1) Increasing Broadcasting Time (See Fig 6.2-1)

Broadcasting time will be increased every two years, starting in 1996. It will take at least two years for new programmes to take root among viewers.

1996 : 6 $\frac{1}{2}$  hrs/day (including 1 hr of multilingual broadcasts)

1998 : 8 hrs/day (including 1 $\frac{1}{2}$  hrs of multilingual broadcasts)

2000 : 11 hrs/day (including 2 hrs of multilingual broadcasts)

The SNBC's ultimate goal is to provide broadcasting services from early in the morning till late at night. Multilingual broadcasts will be provided on a second channel from the year 2001.

#### 2) Annual Programming Plans

a) 1996 — 6 $\frac{1}{2}$  hrs/day (1 hr multilingual)

06:00-08:00, 18:30-23:00 (See Table 6.2-1)

A one hour news programme will be featured in the 06:00-07:00 slot, meeting the need for morning broadcasts.

The programme will be centred on last night's news and be provided in Kyrgyz and Russian. Cartoons and musical programmes will be provided for the 07:00-08:00 slot. On weekdays broadcasts will resume at 18:30 as they have in the past, but programming will be revamped. News will be provided in Kyrgyz and Russian making for a total of 1 hour of multilingual broadcasts.

- b) 1998 — 8 hrs/day (1 1/2 hrs multilingual)  
06:00-08:00, 17:00-23:00 (See Table 6.2-2)

Broadcasts will be extended 1 1/2 hours with broadcasts resuming in the afternoon at 17:00. More news will be featured in the evening and at night, meaning multilingual broadcasts will increase by 15 minutes. Another 15 minutes will be provided through dubbed local news segments.

- c) 2000 — 11 hrs (2 hrs multilingual)  
05:30-08:00, 11:30-14:00, 17:00-23:00 (See Table 6.2-3)

Programming will be extended in the morning. The 05:30-06:00 slot will be targeted at farmers. Broadcasts will be carried out around noontime to feature news, programmes for mothers and children, repeats of the previous night's family entertainment programmes, as well as programmes for senior citizens, many of whom are at home at this time of the day. The 12:00 news bulletin will be provided in Kyrgyz and Russian and further programmes will be dubbed into Russian.

- d) All-day Broadcasts 05:30-23:30 (See Table 6.2-4)

After broadcasts are offered during major target hours in the morning, afternoon and at night, the SNBC will have to implement all-day broadcasts. The goal could be attained some time after 2001 by gradually filling in the remaining gaps that Krygyz TV is not on the air.

Programming will be of the following composition:

News	: approx. 30%	Education	: approx. 15%
Culture	: approx. 25%	Entertainment	: approx. 30%

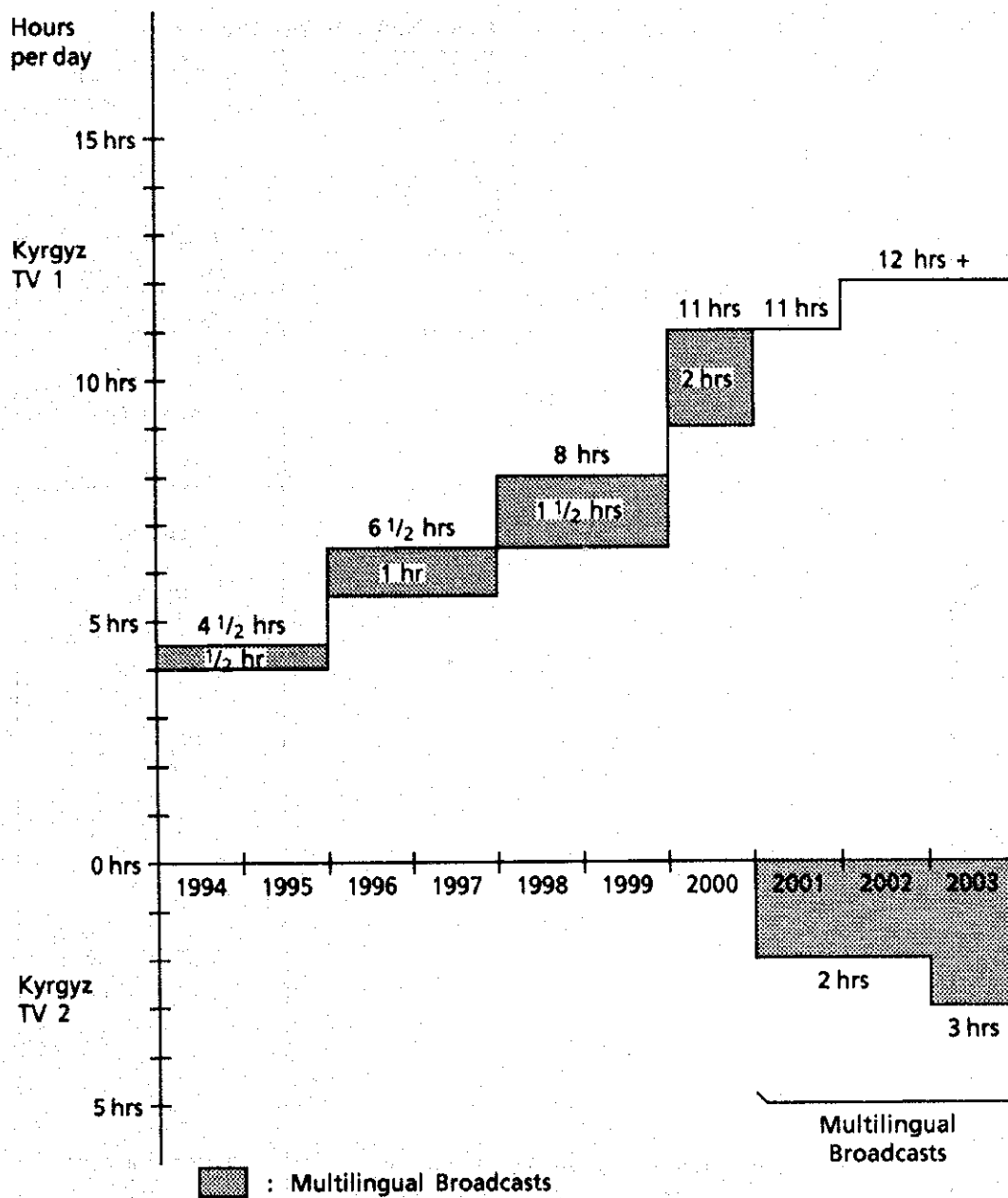


Figure 6.2-1 Increase in TV Broadcasting Time

**Table 6.2-1 Weekly Schedule of TV Programmes (1996)**

**6 1/2 hrs (1 hr Multilingual) 06:00 – 08:00, 18:30 – 23:00**

	MON	TUE	WED	THU	FRI	SAT	SUN					
5												
6	News					Weekly News and Economy						
7	Children and Housewives							Feature Film				
8						Children						
9						Special or Repeat						
10								Concert or Sports				
11												
12						Culture Hour						
13												
14						Family Entertainment						
15												
16						Programme Announcement and Children					News (R & K)	
17						Youth						
18	News (Russian)					Cinema						
19	Local Hour							Theatre				
20	News (Kyrgyz)											
21	Family Entertainment					Culture						
22	Culture											
23	News, Weather, Music											

**Table 6.2-2 Weekly Schedule of TV Programmes (1998)**

**8 hrs (1 1/2 hrs Multilingual) 06:00 – 08:00, 17:00 – 23:00**

	MON	TUE	WED	THU	FRI	SAT	SUN					
5												
6	News					Weekly News and Economy						
7	Children and Housewives					Feature Film						
8						Children						
9						Special or Repeat						
10								Special or Repeat				
11						Concert or Sports						
12								Concert or Sports				
13								Concert or Sports				
14						Culture Hour						
15								Culture Hour				
16						Programme Announcement and News					Children	
17						Children					Children	
18	Language (15')					Family Entertainment						
19	Youth											
20	News (Russian)											
20	Local Hour					News (R & K)						
21	News (Kyrgyz)					News (R & K)						
21	Family Entertainment					Cinema	Theatre					
22	Culture											
22	News, Weather, Music											
23												



**Table 6.2-3 Weekly Schedule of TV Programmes (2000)**

11 hrs (2 hrs Multilingual) 05:30 – 08:00, 11:30 – 14:00, 17:00 – 23:00

	MON	TUE	WED	THU	FRI	SAT	SUN
5	Farmers						
6	News					Weekly News and Economy	
7	Children and Housewives						
8						Feature Film	
9						Children	
10						Special or Repeat	
11	Children and Housewives						
12	News						
	Senior Citizens					Concert or Sports	
13	Repeat (Last Night's Entertainment)						
14							
15						Culture Hour (Arts and Literature)	
16							
17	News						
	Children					Family Entertainment	
18	Language (15')						
19	Youth Local News						
20	News					Cinema Theatre	
21	Family Entertainment						
22	Culture					News, Weather, Music	
23							

**Table 6.2-4 Weekly Schedule of TV Programmes (Beyond the Year 2001)**

18 hrs

	MON	TUE	WED	THU	FRI	SAT	SUN
5	Farmers						
6	News					Weekly News and Economy	
7	Children and Housewives						
8						Feature Film	
9	School and Culture					Children	
10						Special or Repeat	
11						Special or Repeat	
12	News						
13	Senior Citizens					Concert or Sports	
14	Repeat						
15	Music and Feature Film						
16						Culture Hour (Arts and Literature)	
17	News						
18	Children					Family Entertainment	
18	Language (15')						
19	Youth						
19	Local News						
20	News					Cinema Theatre	
21	Family Entertainment						
22	Culture						
23	News, Weather, Music						