



GBC *News*

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GBC NEWS

Newsletter of Ghana Broadcasting Corporation No.: 32 Feb. 2015

FREE



GBC LAUNCHES 80 YEARS ANNIVERSARY



ANNIVERSARY LOGO

**Major Albert Don-Chebe (Rtd),
Director-General,
giving the welcome
address at the launch.**

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Radio Ghana



The Authentic and True
Voice of Ghana



The Legends live here



All News Channel



Your Religion and
Culture Channel



Demystifying Governance



Nilee Soygi

Director-General X'mas and New Year Message

Fellow workers, I wish on behalf of Management to commend and congratulate you on your hard work and dedication to duty.

Though I believed all logistical needs were not met and therefore there were some challenges in the discharge of your duties, we worked so hard to step up our performances to an appreciable level this year and this was recognized and commended by the Board at last year's mid-year review conference held in Dodowa.

Management has noticed an appreciable attitudinal change among staff towards punctuality and office duties, thanks to the reviewed clocking system. We would continue to pursue the policy rigorously in the years ahead till we achieve near-perfect results.

I must say that last year was very eventful, and it had been so because, we successfully launched six digital channels-GTV, GBC24, GTV Sports Plus, GTV Life, GTV Govern and Obonu TV. For radio, we are putting in place the needed measures to resuscitate radio One and Two, probably this year.

Payment of Long Service Awards backlog is also one area Management is finding a solution to. Last year, we fully paid-off all the entitlements of retired staff from 2007/2012, and part of 2013/2014, particularly those with medical and critical emergency

conditions. All things being equal, we would continue to pay the rest of the backlog by this year.

Management has started working on staff promotions and very soon those who were promoted will receive their letters. On behalf of the Board and Management, I congratulate all those who had promotion.

We have again boosted the fleet of vehicles we have for operation by 13; six Toyota Pick-ups, two Toyota Coaster buses and five Toyota Fortuner 4-wheel drive vehicles. With your support, we hope to increase the number by 15 this year.

To win an award is an expression of growth in any organization. We are therefore grateful for grabbing seven of the Ghana Journalists awards and a CIMG Silver Jubilee Celebrated Brand award from the Chartered Institute of Marketing Ghana. We hope to work harder to grab more of the awards and the ultimate next year.

Human capital development is one of the key indicators which builds any organization and it was against this background that Management approved and rolled out various internal and external training programmes for staff last year. We would continue to sharpen the skills of staff through training in order to meet standards.

We thank the Senior Management, Divisional and Local

Unions for their collaborative support. We would continue to improve our cordiality and partnership to chart a new course for developing the Corporation for the benefit of our internal and external stakeholders in the years to come.

This year is going to be a busy period for us. This is because GBC Radio will be 80 years and Ghana Television, 50 years. We congratulate you on contributing to support the Corporation all these years. The Corporation would celebrate the anniversary in a grand style and we are urging staff to own it by participating fully in all the activities that would be lined up for the occasion.

We hope the Christmas package would go a long way to put smiles on your faces during the season and also urge you to do more for GBC. With your support and hard work toward the growth of the Corporation's revenue, we hope to do more for you this year.

We wish you Merry Christmas and a Prosperous Happy New Year.

Thank you and God bless you.

From Messenger To Manager



"I was employed in GBC on 1st March, 1978 as a Messenger with the then Transport Administration, BH2 and rose through the

ranks to become a Manager and worked as the Regional Accountant, Kumasi and Cape Coast, till my retirement in 2014," says Mr. Joseph A. Oppong.

Mr. Oppong entered the Corporation with Middle School Leaving Certificate, but did not rest on his oars, and so decided to upgrade and sharpen his skills.

"I studied privately for my Ordinary Level Certificate from 1980-84 after which I had promotion to Clerk Grade II in the Administration Division, now HR," he said. He later registered with the Accra Workers College for an Advanced Level Certificate in 1986-88, after which he was again promoted to Senior Clerk.

Mr. Oppong then sought a departmental transfer to the Finance

Division in 1988 and in 1995, he obtained a Higher National Diploma in Accountancy certificate from the Accra Polytechnic in 1998. In 1999, he was transferred to Kumasi as Regional Accounts Manager.

Mr. Oppong did not end his academic journey but went further to acquire a Bachelor of Commerce degree from the University Cape Coast from 2006 to 2009.

In 2010, he was transferred to Headquarters, Accra and later transferred to Cape Coast as Regional Accountant

Born in Wasa Atobiase, in the Western Region, Mr. Oppong advised the young ones. "They should be serious and focused with whatever they want to achieve and with the help of God it will come to pass."

Deputy Minister of Communications Commends GBC



Major Albert Don-Chebe (Rtd), DG raised issues with delay on the part of the Ministry to make funding available to construct digital studios in Accra and some of the regional capitals to facilitate the transition from analogue to digital broadcasting. Major Don-Chebe was not enthused about how activities of the transition of GBC were being stalled, while private broadcasters were expanding. He said the mandate of the State Broadcaster has not changed after its monopoly was obliterated so many years ago. Other challenges the DG raised were revision of the TV licence fees, payment of electricity bills and difficulty in recruiting to replace retired staff. He said the approved establishment of GBC staff strength is 2,562 but it stood at 1,781 as at August 31, 2014.

Mr. Ato Sarpong, Deputy Minister of Communications has commended GBC for the critical role it has played in shaping the broadcasting industry, since the liberation of the air waves in 1992. Mr. Sarpong said most of the manpower needs of the private stations were from GBC and that has made it possible to sustain the industry. He said this at a meeting of the Board, Management and leadership of the Unions at BH, Accra. The meeting was organized to deliberate on issues affecting the progress of the National Broadcaster.

Mr. Sarpong said the ministry would continue to provide the needed support for the survival and growth of GBC.

"Government has secured 100 percent funding for the Digital Terrestrial Transmission (DTT) project and very soon work will commence," he said.



GBC HOLDS STAKEHOLDERS CONFERENCE



Mr. Ato Sarpong
Deputy Minister of Communications

The Board, Management and past Directors-General have expressed worry over delay on the part of government to put in place a national digital platform to drive the switch-over process from analogue to digital.

The worry was based on the fact that, barely six months to go for the June 2015 deadline, the Ministry of Communications in-charge of leading the process has not made any frantic efforts to make the way clear for GBC.

The concern was raised at the first-ever stakeholders' conference organized by GBC in Accra to deliberate on pertinent issues affecting the Public Service Broadcaster. The theme for the conference was "The role of the public service broadcaster in a competitive broadcasting environment."

Speeches and contributions were

centered on six main points of which Mr. Ato Sarpong, Deputy Minister of Communications, appended his signature to be the decision of the conference.

These include, political will to drive the plans of GBC; restructuring or re-engineering of GBC; special exercise (getting funding from World Bank for restructuring of GBC); commercialization of some GBC's channels; the need to take another look at the public service mandate of GBC; the road map to move the Corporation forward and the need to look at the tenure of office of the Board of Directors.

Major Albert Don-Chebe, (Rtd), DG in a presentation called on government to put in place a Setup Box policy and

digitalization project plan to enable the Corporation easily collect the television licence fee as well as ensure smooth transition from analogue to digital broadcasting.

In attendance were past Directors-General, past broadcasters and representatives of other stakeholders such as the National Media Commission, Ministry of Communications, State Enterprise Commission, Public Service Commission, Parliamentary Select Committee on Communications, Public Service Workers Union and all the GBC's unions (Senior Management, Divisional and Local Unions), and Fair Wages and Salaries Commission.



Group Picture of the Participants

Orientation Course For National Service Personnel & Interns

Management has held an orientation course in Studio 4, Accra for the national service personnel and those on attachment to familiarize themselves with the operations and activities of the Corporation.

There were representatives from all the ten Divisions who explained precisely to the participants how the various departments under their divisions function.

Ms. Mamle Asare, Director of Corporate Affairs advised them, especially the ladies, to dress properly to enhance the image of the Corporation. She also asked the participants to comport themselves, be time-conscious and regular at work.

Ms. Mamle Asare finally entreated them to join the aerobics on Fridays in order to burn fats from the body.

The Director of Human Resource, Mr. John Osei Korasare, also threw more light on the way they should dress to work by asking one of the national service personnel to stand up for his colleagues to see how elegantly he had dressed.

He urged the participants to work assiduously and avail themselves of other opportunities, adding that GBC would let them acquire knowledge and experience before they leave the Corporation.

Limitations: The participants were cautioned not to go to places where they were not supposed to go such as the top floor of the

Administration Block which accommodates most of the Directors and the Director-General and also some of the studios when there is a live programme.

Also present at the orientation course were Mr. Fredrick Kumassey, Deputy Director of Technical Production, and Accounts Manager, Mrs Susanna Garbrah.



The participants at the orientation session

Time Wasting In GBC

—By Augustina Apik, Radio News

Productivity is one major issue that government is very much concerned about, especially in the case of subvented organizations like GBC. Government has always felt it is not getting value for money when it comes to discussing the size of the wage bill.

This seems to be a relevant concern even though workers still feel they are being short changed considering the high income taxes imposed and the constant price hikes of goods daily.

The issue of productivity and salaries seems to be the chicken and egg case. Since



this is not an easy puzzle to solve, workers and government must move towards a balance. As government tries to satisfy workers, workers must also make an effort to improve productivity levels.

There are several ways of reducing wastage. For instance, some workers can

spend several hours during lunch break when an organization has no reliable canteen.

Transportation to and from work also takes some time, but where there is reliable transport system, workers have no excuse coming to work late or leaving an hour or 30 minutes before time due to difficult transportation situations.

Another source of time wasting is when workers have to go to the bank, especially after pay day and any other times. People who go to the bank spend not less than two hours, especially those whose banks are not on the Ring Road Central. While GBC has tried to tackle the issue of canteen and transportation somehow, the provision of financial services has not been given the needed attention yet.

Is it not possible for GBC management to agree with some banks to set up agencies as well as ATMs on our premises to serve (only) staff and our immediate communities? It is believed that such a move can save man hours wasted in going to banks by staff. This is food for thought.

Energy Conservation Tips

From Augustus Yamson (Director Of Engineering)

As part of efforts to conserve energy and reduce GBC's Electricity Bills, the following guidelines are to be followed by ALL GBC Staff.

1. All blinds and curtains in offices and working spaces should be opened and folded. This is to make more sun light available thereby reducing the need for having too many lights turned on.
2. As much as possible, mains (ECG/NED) powered light should be switched off during the day and switched on during the night.
3. Occupants of offices with air-conditioners must ensure that the devices are off if they would be out of the offices for more than thirty (30) minutes.
4. Ceiling fans must be switched-off if there is nobody in the office.
5. Thermostats of air-conditioners must be set to twenty-four



6. degrees (24°C).
6. All faulty or broken louver blades in rooms with air-conditioners must immediately be reported to Estates Department or Building Maintenance Unit (telephone 2025 or 2283/2291) of Human Resource and Engineering Divisions respectively.
7. Offices operating beyond 6:00 pm are to have their air-conditioners switched off. Instead fans should be used.

8. Defrost fridges and freezers regularly to keep them running efficiently. Position your fridge and freezer always from cookers or source of heat and about 20cm from walls to allow ventilation of the cooling fans behind the appliance. Put off all fridges at the close of every day.
9. All fridges and deep freezers should be closed tightly and should not be opened too frequently.
10. All fridges and deep freezers should be switched off after close of work, especially on Fridays for the week-ends or on the eve of public holidays.
11. Studios lights must put off when there are no occupants after life programmes, recording/editing and maintenance work.
12. Studio Air conditioners must be used only during recording of programmes
13. Security and compound lights must be switched on at 6.00pm and switch off at 5.30am

CORPORATE STATISTICS OVERVIEW OF 2014 REVENUE PERFORMANCE

From Elvis Nyaaba Anaba (AG. Director of Finance)

Total revenue accrued during the nine (9) month period stood at GH¢17,780,927.54, representing 48% of the 2014 approved budget of GH¢37,005,613.55.

The Corporation would have performed better but for the imposition of the GH¢37,005,613.55 revenue budget by the Ministry of Finance and Economic Planning.

Comparing the Corporation's revenue budget of GH¢26,000,000.00 for 2014 against actual revenue accrued of GH¢17,780,927.54 as at the end of third the quarter, GBC would have achieved 68% of its annual revenue target.

In terms of contribution of headquarters and the regions put together, against total revenue for the period under consideration, headquarters contributed 92% and the regions 8%.

Projected revenue for the year ending (2014) stands at GH¢22,000,000 .00 (Twenty two Million). This means the Corporation is expected to achieve 85% of its revenue target for 2014.

The total revenue accrued as at the end of September, 2014; Gh¢

Cash Sales	- 3,477,577.09
Credit Sales	- 14,303,350.51
TOTAL GH¢	17,780,927.60

Recoveries made from debtors during the period under-review amounted to GH¢10,988,967.71.

A total amount of GH¢3,357,127.14 was used to redeem part of the Corporation's liabilities such as Long Service Awards, Provident Fund, Withholding Tax, Unibank Loan etc.

EXPENDITURE (IGF)

Total expenditure for the period under review stood at GH¢11,266,750.51 as against the approved budget of GH¢36,496,113.00 for the year 2014, representing 31% utilisation.

The actual expenditure compared with the approved budget of GH¢ 27,372,084.00 for the nine month period represents 41% utilisation. 92% of the actual expenditure was on recurrent while 8% was on investment expenditure.

Even though the overall total expenditure for the period was within the approved budget for the year, there were excesses in some expenditure sub – items like General Cleaning, Office consumables (stationery), other allowances and staff welfare.

Expenditure on staff welfare was exceeded because of the payment of Long Service Awards to all 2012 retirees of GBC during the period under-review. Office consumables and other allowances expenditure sub – items were also exceeded due to the numerous training programmes organised across all divisions during the nine month period. However, adequate measures have been put in place to ensure that overall expenditure for the year is within the approved budget.

GOG GRANTS

An amount of GH¢137,564,500.00 was approved by Parliament as per the 2014 budget for GBC to undertake the underlisted projects and programmes;

Employee Compensation

Re-establishment of Radio 1 and 2
Migration from Analogue to Digital Television

Support for running cost and utility bills
As at 30th September, 2014 an amount of GH¢23,707,402.36 has been received for employee compensation (ie. Staff Salaries). The amount received represents 17% of the expected inflows for the year.

Funding for the other projects and programmes has not yet been received.

2015 Budget Highlights

Increase IGF by 27% (from GH¢26.4m to GH¢33.5m)

50% of total reconciled Debts of GBC to be recovered to redeem part of statutory liabilities.

Expected support from GOG in 2015 amounts to GH¢156.2m.

Provide human resource development programmes to facilitate efficiency.

Improve quality of programmes to enhance revenue performance.

improve internal control systems on revenue generation, accounting and reporting.

Ensure value for money in all aspects of expenditure to reduce wastage.

Improve the quality of financial reporting to stakeholders.

Expend 23% of expected IGF on investment activities;

- Fencing of GBC land
- Rehabilitation of studios
- Acquisition of Studio equipment
- Procurement of vehicles to support operations
- Refurbishment of offices
- Building of studio blocks
- Procurement of office furniture and equipment etc.

2015 BUDGET ESTIMATES

The 2015 budget has been prepared in the context of three important policy frameworks. As a public organization; the Corporation is required to develop its programmes in line with the Government Medium Term National Development Policy Framework i.e. The Ghana Shared Growth Development Agenda GSGDA – II (2014 – 2017).

GBC as a public service broadcaster and the only State Owned Broadcasting station, the Corporation's core mandate is to provide free Radio and Television broadcasting services for general reception in all parts of the country and also provide government with the channel to communicate with the public.

The third policy framework which is critical to the sustenance of GBC is government's policy that the Corporation has to generate sufficient commercial revenue internally for its day to day operations.

In fulfilling our mandate of generating sufficient IGF for the provision of free Radio and Television broadcasting services for the general public, the Corporation is expected to generate a

total amount of GH¢220,424,715.06 in 2015 from its traditional revenue sources (excluding TV Licence fees) and support from central Government to undertake its Projects, Programmes and activities for the year under consideration.

The summary is as follows' IGF	
Spot Advert	Gh¢ - 11,369,792.38
Announcement	- 1,407,716.68
Sponsorship	- 8,110,349.54
Sale of Airtime	- 6,987,951.41
Rentals of Masts & Land	- 4,765,589.00
T.V. Licence	—
Other Income	- 900,513.44
TOTAL GH¢	33,541,912.45
GOG	
Re-establishment of Radio 1 & 2-	- 60,000,000.00
Digitalization of studios and Acquisition of OB Vans	- 96,039,000.00
Support for utilities	- 212,473.61
Compensation of Employees	- 30,631,329.00
TOTAL GH¢	186,882,802.61
GRAND TOTAL	GH¢220,424,715.06

We intend to undertake the underlisted projects, programmes and activities in

2015 from the expected inflows;

Compensation of Employee (GOG) - 30,631,329.00

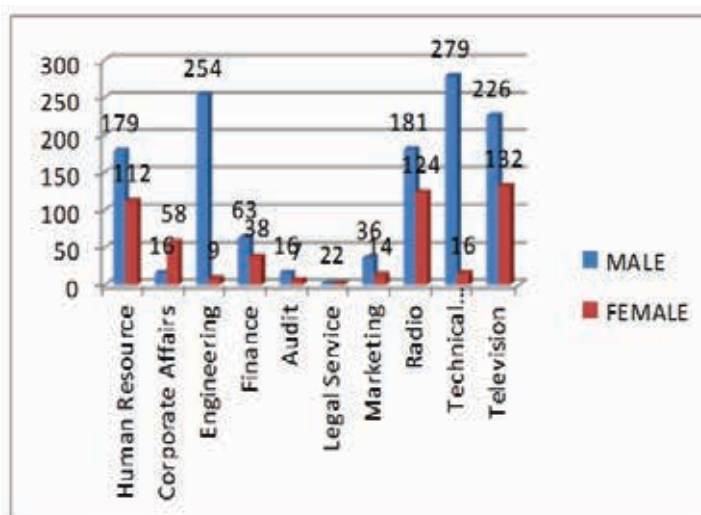
Goods and Services (Support for utilities And running cost - (GOG) Gh¢212,473.61 Goods and Services (IGF); (Allocation For payment of utilities bills, LSA, Staff Medicals, Human resource development Programmes development, Consultancy services, office consumables, Travel and Transport Allowance, repairs and Maintenance, fees and charges and other General expenses) Gh¢25,960,315.55 Re-establishment of Radio 1&2 (GOG) 60,000,000.00 Digitalization of Studios and acquisition of OB Vans (GOG) 96,039,000.00

Construction, Property purchase And major rehabilitation / renovations (IGF) 7,581,596.90
TOTAL GH¢ 220,424,715.06

Out of the estimated IGF revenue of GH¢ 33,541,912.45 for 2015, GH¢25,960,315.55 representing 77% is expected to be utilized on recurrent activities while an amount of GH¢ 7,581,596.90 representing 23% is expected to be utilized on investment activities.

STAFF STRENGTH AS AT DECEMBER 2014

	MALE	FEMALE
Human Resource	179	112
Corporate Affairs	16	58
Engineering	254	9
Finance	63	38
Audit	16	7
Legal Service	2	2
Marketing	36	14
Radio	181	124
Technical Prod.	279	16
Television	226	132
Total Staff	1252	512
		1764



Credit: Statistics Department

THEY ARE DEPUTY DIRECTORS



Eric Odonkor

Mr. Eric Odonkor joined GBC in February 1996 as Assistant Broadcasting Engineer in the Engineering Division and has risen through the ranks to become Deputy Director of Engineering.

Mr. Odonkor's main responsibilities are planning, installations of TV and FM broadcast transmitters and associated equipment at transmitter stations throughout the country.

He prepares and recommends equipment specifications and provision of cost estimates; prepares technical reports and evaluates co-location requests from mobile phone network operators.

He is one person who does not joke with his work and is always set to meet targets. Mr. Odonkor worked on the following projects, the installation of 1kw FM transmitter, 8-bay dipole antenna and Studio-to-transmitter link at Koforidua in 2002; the Digital Terrestrial Television (DTT) project pilot and phase I in 2008; the GBC Radio/ TV Modernization and Expansion project using Satellite Distribution throughout the Country between 1999 – 2005; planning and installation of 100w transposers as gap-fillers, and 1kw FM transmitter, 8-bay dipole antenna and 80m mast at Wa and Yendi between 2000 – 2003.

The rest are the installation of 2 x 2kw FM transmitters, 2 x 4.5m Satellite dish and a 6-bay dipole antenna for RFI and BBC in 1999; the dismantling and re-installation of a 4.5m solid Satellite dish, from the then Ministry of Information to Broadcasting House, to receive live feed for the world Cup in 1998; the installation of 2 x 5kw TV transmitters 2 x 12 TV panel antennas 2 x 150m masts and 2 x 90kVA generators at Tarkwa and Sefwi-Wiawso in 1997 and the installation of new Audix FM radio studio equipment and Ikegami camera equipment in TV studios in 1996.

Mr. Odonkor thinks the market has

become very competitive for GBC, hence whatever we do we should adopt best business practices to achieve our target.



Johnnie Aryeetey

Johnnie Aryeetey joined GBC from the Ghana Institute of Journalism and has since worked as a journalist in the Television Newsroom. Mr. Aryeetey has covered both local and international assignments for GBC and has produced a number of current affairs programmes on Television, which include Talking Point, Searchlight, News Conference and News reports.

Since 2010, Mr. Aryeetey has been in-charge of GBC 24 and Head of Television news in his capacity as Senior Manager before his appointment as Deputy Director in charge of News this year.

Mr. Aryeetey sees the future of GBC as very challenging. The industry according to him is changing fast and GBC is no longer having monopoly in the media industry. "Next year will see the country migrating to the digital platform, which means intense competition, awaits GBC, given the number of TV channels and radio stations, but interestingly, GBC will win this competition. GBC does not have a choice than to win." "This is because we are the leaders in the broadcasting industry and we will forever remain so," he said.



Fred Kumassey

Fred Kumassey joined GBC in 1975 as a technician in the then Technical Services and now Technical Division. Before his appointment as Deputy Director, Mr. Kumassey was the Head of Technical.

Mr. Kumassey can boast of the following achievements, he was a member of a team of technicians who set up the URA Radio Station in Bolgatanga in the Upper East Region and NEC's rehabilitation work of the National Studios as well as the setting up of Obonu FM in Accra and Tema where he was a team member and later head of the Technical team.

He advises staff to be committed to their work, which in the end will ensure productivity. Mr. Kumassey said with the new technology, staff must be more proactive and hard working to maintain the leading edge GBC has over other broadcasting stations.



Joseph K. Danso

Joseph K. Danso Joined GBC in 1998 as Senior Programmer in the Finance Division. He rose through the ranks to become Head of the Data Processing Department for twelve years.

Mr. Danso was transferred to the Statistics Department in the Human Resource Division as Head in 2012 before he became the Deputy Director, HR, in-charge of strategic policy planning.

As salary administration strategist, Mr. Danso has initiated a number of projects to the benefit of GBC. Some of them are, in-house processing of staff salaries and pay-roll system which was successfully printed out. This initiative, earned him an honorarium award.

He introduced the billing system in GBC which enabled the Corporation to increase its revenue base by 70 percent before Airwatch came to replace it in 1999.

Mr. Danso led a team of experts from the Finance Division to prepare GBC's final account from 1994 to 1998 and 2000. He was also a team member who assisted Mr. Abankwaa Manu, former DDOF to prepare the 2000 to 2005 final accounts, which won him promotion to Senior Manager.

Mr. Danso was a member of the team that prepared the new scheme of service that migrated GBC onto the Single Spine Salary Structure and was solely responsible for the preparation of the Single Spine Salary Mapping.

MAMLE MEETS CORPORATE AFFAIRS STAFF



·DOCA stressing a point to the staff

Since her assumption to work as the **Director of Corporate Affairs**, Mamle Asare has organized two durbars for the division.

She used the first one to introduce herself to the staff, while the other was used to spell out her 2015 target for the division.

Among the targets were to raise morale of staff; improve the internal total image of GBC; building up of corporate programmes around the new television channels to make them visible; reconnecting with our stakeholders; building a new phase of corporate social responsibility for GBC; inculcating volunteerism among staff and organizing

a successful anniversary for GBC.

Ms. Asare called on all and sundry to work hard to support her vision to redeem the image of the corporation. "Working hard to meet target is the only respect one can give to me. Seriously, I think that respect is not about carrying bags of superiors," she said.

WINFRED DARKO ESHUN RETIRES



·Mrs. Darko Eshun (Middle), her daughter (2nd from left) and colleagues

After teaching in Nigeria and Accra High Secondary School for 12 years, Mrs. Winifred Darko Eshun joined GBC on November 18, 1991 as a Producer with the then English Department now Radio Production.

While with GBC, Winifred had the opportunity to attend training courses like General Level Course in Broadcasting Techniques at the Radio Training School, Women in Management course at GIMPA, Management course at Management Development and Productivity Institute (MDPI), and a three-week Radio and Television seminar in Beijing, China for managers of radio and television stations in developing countries.

"During my stay in GBC, I produced radio programmes like Reflections, Godwin on the Beat and Insurance in You as well as Library on Air," she said. Winifred was also part of the production team for the Morning and Afternoon Show programmes on radio and the Spelling 'B' and Woman to Woman programmes, "I produced and presented them at the same time," she said.

TECHNICAL STAFF UNDERGO TRAINING

The School of Technology of GBC Broadcasting College from the 13th to 17th October last year organized a five-day course at BH for engineering, technical supervisors and shift workers whose duties involve regular report writing.

The course was to equip and

sharpen the skills of participants in research, writing, editing and presenting technical reports.

Topics treated were, Introduction to Report Writing; Planning the Report; Preparatory Research; Developing a Professional Style; Structure and Sequence; Language choice and Editing

and Formatting.

Speaking at the Closing Ceremony, Mr. Oscar Nchor, Director of Technical Production said, "Organizations would not function effectively without written reports because reports present vital information for everyday operations and decision making."

Mr. Nchor said, "because reports play an essential role in many business operations, they need to be read, understood, and often, acted upon."

"Most of the bosses to whom reports are addressed have too much to read and too little time to plough through all the paperwork that land on their desks.

Therefore, if writers produce reports that are lengthy; wordy and difficult to read; and if the layout is inappropriate, they will be unappealing and unclear and ultimately put away," he noted.

Mr. James Ampem Darko, Head of the School of Technology, noted that the primary role of the school is to address knowledge, skills and attitude requirements of staff for efficient job delivery. He said it is in that regard that the school promptly responded for the training.

Mr. Daniel Ashirifi Mensah, Course Leader, speaking on behalf of the Participants thanked Mr. Nchor for the able manner he combined principles of technical report writing with practical treatment.



•Mr. Oscar Nchor is the course resource person.

GBC CHOLERA, EBOLA RESPONSE PROJECT



Kaneshie Market

In July 2014 the GBC launched a project to help fight cholera in Ghana, and to also provide the needed information on Ebola. The project was to show leadership on the media front.

The project offered Uniiq FM the opportunity to carry out live community broadcast programmes on Ebola and Cholera in Communities like Maamobi, La, Chorkor, Opetekwei, Glefe, Kaneshie and Madina Markets all in Accra and Kotorkaraba Market in Cape Coast.

The project was sponsored by Camel Antiseptic with support from the Ghana Medical Association, Ghana Health Service and the Food and Drugs Authority.

MEDIA WORKSHOP FOR OFFICERS FROM GAFCS

A day's workshop has been organized at GBC Studio One for seventy students from the Ghana Armed Forces Command and Staff College (GAFCS), Teshie-Accra, by the Radio Training School in collaboration with staff from Human Resource and Television Divisions.

There were forty one officers from Ghana and twenty-nine from other African countries such as Nigeria, Zambia, Benin, Togo, Mali, Burkina Faso, South Africa, Tanzania, Cote d'Ivoire and Rwanda.



Maj. Albert Don-Chebe (Rtd) making a presentation at the workshop

The objective of the workshop was to educate the officers on how to deal with the media especially in terms of interviewing techniques.

The officers under the leadership of Commander Samuel Ayelazono were taken through topics such as Key Elements of a Media Relations Programme by Major Albert Don-

Chebe (Rtd), Director General and Interviewing Techniques for Dealing With the Media by a retired broadcaster from GBC, Mr. Cyril Acolatse.

They were also taken through Simulated Television Interviews by Abdul Hayi Moomen and Cecil Nii Obodai Wentum from TV News and Uniiq FM respectively.



Left: Cecil Nii O. Wentum moderating the interview session of the programme



Left: Abdul Hayi Moomen moderating interview session of the programme



Seated: The officers. Inset: Cyril Acolatse, resource person

Film/Video Development Organizes Send-Off for Retirees

A colorful send-off has been organized at the forecourt of GBC in honour of two retirees of the Film/Video Department. They are Mr. Joseph Obodai Thompson and Mr. George Momade.

Mr. Joseph Obodai Thompson was employed in 1976 as a Lighting man. By dint of hard work he rose through the ranks to become Manager in-charge of the Lighting Department, a position he held till he retired this year. He served the Corporation for Thirty-eight (38) years.

Mr. George Momade was also employed in 1977 and was posted to the Administration Division. In 1989 he applied for a transfer and was sent to the Film/Video Department first, as a Lighting man and later soundman. He was also transferred to Ho as the Regional Soundman. He served the Corporation for thirty-seven (37) years.

In a farewell message, Mr. E. O. Donkor, Head of the Film/Video Department congratulated them on their loyalty to work and good services they rendered to GBC.

Mrs. Betty Apau-Oppong, Acting DTV, thanked the retirees for their invaluable services to the corporation and wished them well in their retirement. On behalf of the Department, she presented to each of them a refrigerator.



Mr. George Momade



Mr. Joseph Obodai



A group picture of the Retirees and their Colleges

FAREWELL PARTY FOR TV TECHNICAL STAFF

Mr. Humphrey Macauley, former Head of Television Studios has called on management to quicken the pace at which pension benefits are paid to retired staff. Mr. Macauley said because of delays associated with the payment, some of them die without enjoying the fruits of their labour.

"Staying home without pay after working for over thirty years is not an easy task to endure," he said.

Mr. Macauley said this at a farewell party organized by the Television Technical Welfare Association for 20 retired staff who had served in various capacities between 2012/2014 at the Technical Production Division for three decades and more.

Mrs. Francisca Ashietey-Oduntun, DDG urged them to continue to support the corporation while on retirement. Mrs. Ashietey-Oduntun said the corporation would continue to strengthen its capacity to clear all outstanding pension benefits.

Mr. Fred Kumasse, Deputy Director of Technical Production thanked them for their



invaluable support to GBC.

The retirees are Isaac C. T. Lomoko, Edmund Quartey, Charles Lawson, Chris Torgbor, Justice Hormenoo, Joseph Anagba, Ransford Arpah, Prosper Mensah, Humphrey Macauley, Seth Tagoe.

The rest are Benjamin Boye Abbey, B. G. Kwofie, Samuel Ampaabeng, Anthony K. Gakpeh, M. P. Clement, H. G. Okine, Paul

Dorgbley, Joseph Abeka Mensah, Mac' Anthony, Bright Andoh and Wisdom Hialengor.

Mr. Oscar Nchor, Director of Technical Production, was in attendance and each person was honoured with a DVD player and a radio set.

GIFEC Donates Computers To Radio News

Under the initiative of Mrs. Gloria Anderson, Radio News, the Ghana Investment Fund for Electronic Communication, GIFEC, has presented ten computers and accessories and two laptops to GBC, Radio Newsroom.

The gesture is to facilitate work in the newsroom. Mr. Kofi Attor, Administrator of GIFEC said with the fast moving world of technology, every media house need to be up-to-date on issues and that cannot be done without the computer.

He said GIFEC will always aid any organization whose work is meant for the



Ms. Apik is thanking Mr. Kofi Attor for the support

development of the country.

"Since GBC plays an important role in the development of the country it is necessary that it is supported," he said.

Ms. Augustina Apik, Acting Head of Radio News, was happy about the gesture.

"The computers have come at a time when work in the newsroom is technology driven and the coming of the computers will facilitate work and make the newsroom achieve its objective of running a paperless office," she said.

Training for Audit Staff



The Audit Staff at the Training School

An Audit Field Work training workshop has been organized on September 29, 2014 for 17 Audit staff from Accra and the regions at the Engineering Training School.

The objective of the course was to equip staff with the requisite skills in audit planning and evidence gathering.

The participants were Emmanuel

Adafia, Maxwell Osei-Tutu, Mohammed Sarpong, Philomena Ahiagba, Florence Armah, Richard Quarshie, George Nyantekyi, Dominic Darko, Bernard Kyei Wilson and Michael Wadah, all from Headquarters, Accra.

The rest were Albert Doe Adjah, Sunyani, Albert Essuman, Koforidua,

Thomas Ankamah, Tema, Nat Amon Kotey, Ho, Edmund Opoku, Cape Coast, Graham Biney, Takoradi, John Tinga Mort, Wa, and Ken Bormann, Bolgatanga

Mr. Thomas A. Thomson-Aryee, Deputy Director General, Internal Audit Agency was the course facilitator.

GBC RECEIVES AWARDS



And Notable Among Them Is The CIMG Brand Award

Ghana Television, GTV has received one of CIMG Silver Jubilee Celebrated Brand awards from the Chartered Institute of Marketing Ghana. GTV was among companies, individuals and institutions honored for excellence in marketing at the 25th National Marketing Performance Awards in Accra.

The other brands which received the CIMG Silver Jubilee Brand awards include Pepsodent and key soap from Unilever, ROBB from PZ Cussons, Club Beer from ABL Coca-Cola, and Daily Graphic.

Mr. Edward Effah Managing Director of Fidelity Bank and Kate Quartey-Papafio Chief Executive of Reroy Cables were adjudged the Marketing man and woman of the year 2013 respectively.

The Chartered Institute of Marketing, Ghana's Awards seek to promote best marketing practices and the theme for the occasion was: "25 years of promoting corporate excellence: the impact of CIMG performance awards."



DG Receives Noble International Award

A Noble International Award has been presented to the Director-General, Major Albert Don-Chebe (Rtd) for being an Eminent West African who upholds the virtues of Honesty, Integrity and Accountability.

Editorial Assistants

Kwaku Bessah Agbenyadzi
Dorcas Omane Kwatemah
Egley Kuaeci Edwin, Intern



Apart from the CIMG Brand Award, Noble International Award presented to the Director-General, National Tourism Award to Kwamina Onumah, Peace and Harmony Award to Nii Adjei Klu, and the seven GJA awards received by the Corporation, GBC also received other awards during the year. They are IPR Award, United States Air Force Award, Corporate Football League Award to GTV and Health Legendary Award.

Kwamina Onumah wins National Tourism Award

Ebenezer Kwamina Onumah, a correspondent of Sunrise FM, Koforidua, has been awarded the Tourism Writer of the Year 2014.

He received the award at the recent 10th National Tourism Awards Night organized by the Ghana Tourism Authority at the State Banquet Hall in Accra.

Mr. Kwamina Onumah's interest in writing tourism stories started in the 90s when he was working in the Western Region as a national service person, and then to Central Region as a permanent worker of the Radio Central.

Due to his exposure to a number of important historical events and festivals, Mr. Kwamina Onumah has done a number of stories on Kundum, Bakatue, Aboakyir, Fetu, Panafest and Emancipation as well as the Kwahu Easter Paragliding festivals.

In a citation, Mr. Kwamina Onumah was described as a journalist who has been proficiently reporting on a number of events including visits to places of tourist attraction to promote the tourism industry.



Right: Ebenezer Onumah receiving his award

GBC RECEIVES HEALTH LEGENDARY AWARD

GBC has been honoured by the Health Legend Foundation-Africa (an NGO) for its efforts and thoughtful dedication to the Rural Health Advocacy programme across the country.

The Role of Stakeholders in forging Effective Partnership in Health Care Delivery was the theme for the 3rd awards ceremony which took place at the College of Physicians and Surgeons in Accra. It brought together media houses such as GBC, Daily Graphic, New Times Corporation, and Net 2 TV among others.

The Health Legend Foundation is an advocacy organization which rewards health workers yearly and also champions the promotion of quality, accessible, and affordable healthcare, sanitation and public safety in the attainment of socio-economic development across the sub-region.

Ms. Diana Ephraim of the Welfare Department received the award on behalf of GBC whilst Mr. Gershon Sena Yao Sekley, Director of G2 Medical Laboratory Services, was also presented with an award.

Present at the ceremony was the wife of the Late President Evans Atta Mills, Mrs. Naadu Mills and Mr. Frank Agyekum, spokesperson for former President Agyekum Kufuor.



Ms. Diana Ephraim receiving the award

YOU ARE WELCOME



Mr. George Ekow Mill

The Governing Board of Ghana Broadcasting Corporation (GBC) has appointed Mr. George Ekow Mill, as Director of Legal Services, Mamle Asare, Director of Corporate Affairs and Mr. Ebenezer Botwi Deputy Director of Finance.

Mr. Ekow Mill had his secondary education at Fiaseman Secondary School, where he obtained the GCE Ordinary Level Certificate and later to Sekondi College for a GCE Advanced Level Certificate. He continued to the University of Cape Coast, where he acquired a Bachelor of Arts Degree in Secretaryship and Diploma in Education certificates.

He had his Bachelor of Law (LLB) degree from the University of Ghana and then to the Ghana School of Law for a Barrister at Law (BL) certificate. He holds a Master of Laws (LLM) in Alternative Dispute Resolution (ADR), Ghana.

Mr. Ekow Mill has to his credit, several certificates from courses he attended in the field of Executive Leadership & Development, Telecommunication, Strategic Management, and Corporate Governance.

In the area of practical work experience, Mr. Ekow Mill has over 28 years working experience in various capacities and about 14 years working experience as a Lawyer.

He worked at the Tarkwa Goldfields Limited, Pioneer Tobacco Company Limited and later P&T Corporation as Administrative Manager. He was once Head of Corporate Customer Service of Ghana Telecom and also the company's secretary.

He worked as a Deputy Registrar, Regent University College of Science & Technology, Legal Practitioner, Beacon Law Consult as well as Gharthey & Gharthey Chambers. Until his appointment, Mr. Mill was the Head of Legal Counsel, GIMPA.

As a National Service requirement, he taught Business Methods, Commerce and Literature-in-English first at the Tamale Business Secondary School and Business Management and Literature-in-English at Tarkwa Secondary School.

Mr. Mill, has a strong legal and administrative expertise, and has demonstrated competence in corporate law, secretarial and boardroom procedures with proven results in property law and litigation. He is a married with children.



Ms. Mamle Asare

Mamle Asare had her Ordinary Level certificate at Chemu Secondary School in Tema and continued to the OLA Girls Secondary School in Ho for her A' levels.

Her higher education pursuits started from the University of Cape Coast where she studied English and graduated with a Bachelor of Arts degree. She also holds a Diploma in Psychology from the same institution.

Mamle holds certificates in Public Relations, Advertising and Marketing from the Ghana Institute of Journalism (GIJ) and Prince2 Project Management from the British Council.

She also holds an MBA from the University of Science and Technology (KNUST). She has to her credit several other professional certificates from many courses and programmes attended both locally and internationally in the areas of Management, Communication, Public Relations and Leadership.

Mamle began her working career with two NGOs, Organization for African Cultures as Assistant Programmes Director, and a Poverty Alleviation project within the Dangme West district with the late Hon. P.V Obeng for the Catholic Archdiocese of Accra. In the year 2000 she started working with Ghana Telecommunications as Communications Manager for the Northern Sector made up of Ashanti, Brong Ahafo and the three Regions in the North.

In 2009 when Vodafone International acquired Ghana Telecom, she was appointed the Corporate Responsibility Manager, this role later changed to Sustainability Manager reporting on all the company's business activities across the country in relation to Ethics, Corporate Governance and the Environment directly to the Vodafone Headquarters, Paddington, UK.

It is worth noting that Mamle played a key role in the rebranding of Ghana Telecom to Vodafone Ghana. She also managed the Vodafone Ghana Foundation for close to a year as an added on responsibility.

Mamle Asare is an Accredited and a Council Member of the Institute of Public Relations (IPR), Ghana and is currently serving her second term on the Executive Committee in the role of honorary Treasurer. She is also a

Board member of the Ghana News Agency (GNA) and the Chair Person for the Finance committee of the Board.

Ms. Asare says her vision and goals are to change the face of GBC and give it the desired image that will be appealing to all its stakeholders' particularly, the existing audience and potential listeners of all ages. This is to ensure that GBC is well positioned to beat off the stiff competition in the broadcasting landscape in Ghana.



Mr. Ebenezer Botwi

Mr. Botwi had his G.C.E Ordinary and Advanced Level certificates from Holy Trinity Cathedral and Accra Academy respectively.

He later attended the Kwame Nkrumah University of Science & Technology where he graduated with a Diploma in Estate and later became a Chartered Accountant ICA (GH) from the Institute of Chartered Accountants (Ghana)

Mr. Botwi has joined the Corporation with rich experience in electronic accounting reporting and at a time GBC is migrating from manual to digital accounting reporting.

He worked in most of his former work places as credit analyst responsible for analyzing credit and financial reports to determine risk involved in extending credit; scrutinized financial data such as market share; income growth; cash flow and management quality to decide if credit will be lucrative.

He was also responsible for Business Development; Finance; Procurement functions and played an active role in the general management of the Companies as a member of the management team.

One of his achievements he is so proud of was the successful migration of the Electoral Commission from manual to computer accounting reporting in 2004 at that time he was the System Administrator of the Commission.

Mr. Botwi was also the General Manager (Finance/Admin.), Havilah Oil Company Ltd; Financial Consultant and Trainer, Computer Security Centre Ltd; Business Development Manager, Vicdor Pharmaceuticals Ltd; General Manager (Financial & Admin.), Multi-Tech Services Limited; General Manager (Admin.) / Credit Control/Treasury Management of SMT Ghana Ltd and the Finance Manager (Far East Group of Companies).

Regional Focus

Sheriff Iddrisu Adjudged The Best Worker of Obonu FM



Sheriff Iddrisu

The Management of Obonu FM has adjudged Sheriff Iddrisu the best worker of the Station for the month of August 2014. The recognition follows his hard work, punctuality, loyalty and dedication to work, as well as his multi-tasking abilities.

Sheriff Iddrisu was born in October 1970 in Tema. With a Diploma in Journalism from the Abbot Journalism and Speech Development Institute; and also a product of the GBC Radio Training School, Sheriff was employed by the Corporation in September 2010 and posted to Obonu FM.

He has been active and been in the forefront, gathering information for news for both Radio Ghana and Obonu FM,

alongside disc jockeying and presentation of Ga and Dangme programmes.

He also assists in the airing of the 'Lunch time' programme on the Station and presents the Station's popular late afternoon show; 'the drive time' while producing 'The Police, Your Friend' a local programme.

In a citation in his honour, Nii Adjei Klu, Head of Programmes described Iddrisu as a man of discipline, humility and willing to work with less or without supervision. He said Iddrisu is a man of many parts, since he fits easily into duties at the Programmes and News Departments.

Mrs. Felicia McEwan-Anamoah, Head of Obonu Newsroom, congratulated Mr. Iddrisu on his achievements and challenged him to live above reproach.

Mrs. McEwan-Anamoah said Iddrisu, who joined the Obonu Newsroom about eight years ago as an intern has been progressively learning on-the-job. She said he is submissive; ready to learn and help; and has since maintained that posture even after employment. Mrs. Clare Banoeng Yakubo, Obonu FM Regional Director encouraged Iddrisu and challenged other members of staff to emulate him.

Nii Adjei Klu Honoured



Nii Adjei Klu receiving his award

Nii Adjei Klu, Head of programmes, Obonu FM has been honoured together with five distinguished personalities by the Ga-Adangme Concerned Youth Association for consistency in ensuring peace and harmony, through his programme presentations. The award was to motivate the recipients to continue to do more for others to emulate.

Other recipients of the award included Prof. Agyeman Badu Akosa, a former Director-General of the Ghana Health Service, Prof. Kwame Frimpong Boateng, founder of the National Cardiothoracic Centre and former CEO of Korle-Bu Teaching Hospital, Mr. Dan Abodakpi, former Minister of Trade and Industry, Lawyer Maurice Ampaw and actress Emelia Brobbey.

TWO SENIOR STAFF RETIRE FROM RADIO CENTRAL



From left: Mr Adu Debrah, Mrs Ellen Avorgbedor and Mr. Joseph A. Oppong

The Management of Radio Central has organized a luncheon in honour of two of its retired senior officers.

They were Mr. Adu Debrah, Head of Technical who served the Corporation for 38 years, 5 months and Mr. Joseph A. Oppong, Regional Accountant who also served for 36 years 6 months.

In a short speech, Ellen Avorgbedor, the Regional Director congratulated the officers on their dedication to service and contribution towards the good cause of the Corporation. She advised them to manage their lives after retirement in a way to avoid stress to ensure good health and long life.

BOARD INTERACTS WITH STAFF

The Board last year had fruitful interactions with Management and staff of the Corporation to know some of the challenges facing them.

The interactions were centered on the delay of the single spine salary allowances, back pay to staff; promotions, normalization of staff in acting positions, lack of operational vehicles and the need for replacement, lack of logistics, delay in the procurement process, filling of management positions from outside as well as the alleged off-loading of GBC's shares in Metro TV to a private person, which was described by Major Albert Don-Chebe (Rtd), DG as false.



Board Members at the Meeting



Divisional Directors at the Meeting



Union & Staff at the Meeting

ADVANCE INTERVIEWING WORKSHOP FOR PRESENTERS



The resource persons

The Broadcast Production Department of the GBC Broadcasting College from Monday, 10th November to Friday, 14th November, 2014, organised a five-day workshop on "Advanced Interviewing" for 29 selected Radio and Television programme presenters

The programme was aimed at sharpening the skills of participants for better programming.

Barbara Yakubu, Yvonne Atilego, Mercy Sowah, Agatha Asamoah, George Asekere, Yahaya Kwamoah, Kwame Insaideo, Nat Sowah, Juliet Kwakye were from Radio Division, while Nii Odartey Lampey, Ekuba Yankey, Faith Awuah, George



Group photograph of the participants

Sappor, Gadede Aku Segbefia were from Television Division.

Those from the regions were Paa Kwesi Otabil, Central, Ernest Owoahene Acheampong, Eastern, Kafui Kumaga, Volta, Lambert Felix Dangma, Upper East, Agnes Boakyewaa, Brong Ahafo

Annaela Nana Ama Andrews, Western, Lily Ahulu, Obonu, Suala Abdul Wahab, Upper West, Fuseina Issah, Northern Region, Emmanuel Essel, Ashanti, Tracy Cobbina, Sefwi Wiawso

Course coordinators were Joyce Anim Ayeko, Edina Blagogee, Edith Adwoa Vicku and Mavis Quarcoo, all of the Broadcasting College.

AMEER VISITS GBC

The Ameer and Missionary in-charge of the Ahmadiyya Muslim Mission in Ghana, Maulvi Mohammed Bin Salih has paid a courtesy call on the Director General of GBC, Major Albert Don-Chebe (Rtd).

The visit was to express his appreciation to the Corporation for the long standing relationship and services GBC has been rendering to the Mission.

The Ameer was exceptionally grateful that Major Don Chebe, participated fully in the Mission's International Convention saying they will continue to collaborate with GBC in organizing programmes.

The Director-General, Major Don Chebe thanked the officials of the Ahmadiyya Mission for the many training programmes they have brought to the doorstep of the Corporation.

He reminded the officials that as a public service broadcaster, the Corporation is always ready to welcome any institution that is prepared to work with it.

During the visit, two books, the Quran and the Philosophies of the teaching of Islam were presented to Major Don Chebe, while the Director-General in return decorated the officials with GBC's sash.



GBC Acquires New Vehicles



As part of efforts to replace all over aged vehicles of the corporation, Management has acquired 13 new vehicles to beef up operations of the corporation.

The distribution list is stated below:

Five Toyota Fortuners For Directors

GM 3877 -14

GM 3873- 14

GM 3876 -14

GM 3874 -14

GM 3875 -14

Six Toyota Pick Ups For The Regional stations.

Obonu FM (GM 3882 -14)

Transport Pool, Accra (GM 3881 -14)

Volta Star

(GM 3887 -14)

Radio Central

(GM 3885 -14)

Sunrise FM

(GM 3886 -14)

Radio BAR

(GM 3888 -14)

Two Toyota Coaster Buses For Picking Staff To And From work.

GM 3949 -14

GM 3901 -14

Corporate Affairs Staff Organize Get-together



Corporate Affairs Staff at the Next Door Beach Resort



Staff Showing Their Dancing Skills

Staff of Corporate Affairs Division have organized a get-together to interact and foster good relations with each other as well as take stock of activities during the period.

Guests and staff were treated to the

latest highlife tunes by the GBC's Pace Setters Band at the Next Door Beach Resort.

In solidarity messages, the directors urged staff to work hard in 2015 to strengthen and move the Corporation forward. Ms. Mamle Asare, DOCA, said GBC

will celebrate its 80th anniversary this year and that the year would be an exciting one in the life of GBC. Ms. Asare called on staff to participate in all the activities.

Senior Management Staff Union Organizes Send-Off Party

The Senior Management Staff Union has organized an annual get-together and send-off party for 38 retired staff of the Union on December 12, 2014 at the GBC Club House. Their retirement period covered 2012 and 2013.

Mr. Fred Kumassey, Chairman of the Union, in a welcome address said the Union, which started as an Association of Senior Management staff with the aim of promoting the welfare of management staff, has become a registered union with P. S. W. U of the T. U. C.

Mr. Kumassey said the objectives of the Union among others include, assisting management in improving productivity and ensuring that harmonious industrial relations continue to exist within the Corporation.

"We have constantly been reminding ourselves to display commitment and professionalism to duty and make invaluable contributions to GBC before age catches up with us. Let us continue to be disciplined in



Senior Management Staff at the party

our dealings," he said.

Nii Addo Kwei Moffat, Board member, said it has always been the wish of the Board to let retired staff received their

benefits before they exit from the Corporation.

Each of the retired staff was given cash award.

GBC Ladies Association Holds By-Election



•Diana Asiedu (Second from left) in a jubilant mood with her campaign team

A by-election was last year held by the GBC Ladies Association at the Staff Canteen with five members contesting for positions.

The objective of the election was to find a suitable replacement for the former Vice President, Ms. Margaret Hayford, who has gone on retirement and also to create two new positions, Assistant Secretary and Assistant Financial Secretary for the Association.

Mrs. Diana Asiedu, from Salaries, was elected Vice President after keenly contesting with Emma Gladza from TV Production and Natalie Amedahe from RadioNewsroom.

Mrs. Bridget Fianoo-Mensah from Radio Ghana was elected Assistant Secretary having contested with Eunice Roberts, secretary to Deputy Director of Human Resource, while the position of Assistant Financial Secretary went unopposed to Doris Quarshie from Final Accounts.

The new Vice President, Mrs. Diana Asiedu, and her campaign team visited Publications Department after the election.

Refresher Course for News Presenters

A 10-day workshop has been organized at Studio 4 by the Training School for Forty-One news presenters.

The objective of the course was to sharpen the skills of participants.

The lecturer, Mr. Sam Yeboah, a retired staff of the Corporation, took them through Phonetics, Characteristics of English Using Your Voice, Rhythm and Focus Pausing/Intonation, News Reading Practice, Rehearsal and Readiness for Reading.

Other topics treated were Pronunciation Drill, Clarity, Confidence and Effective Communication and News Presentation.

At the closing ceremony, Mr. Johnnie Aryeetey, Deputy Director in Charge of TV News; Mr. Ben Richman, Deputy Director of Human Resource and Mr. Yaw Opoku, Deputy Director of Radio took turns to advise the participants to make good use of whatever they have learnt for the benefit of the Corporation.



•The participants at the closing ceremony in Studio 4



•A group photograph of the participants and the resource persons

Quality Control in Sound Broadcasting Training

As part of its policy to ensure quality in sound delivery of both radio and television programme outputs, the School of Technology of the GBC Broadcasting College has organized a three-day workshop in two batches for 21 television and radio sound operators and maintenance staff.

The first batch took place on October

13th-15th and the second on 20th-22th, same month.

Mr. Yaw Ampofo Kwarteng, course instructor said the school organizes the workshop from time to time to enable course participants to appreciate the need for quality in sound broadcasting, various quality parameters in sound broadcasting,

setting and maintaining appropriate levels in sound broadcasting, recording good quality sounds using computer based audio software, selecting appropriate microphones for a task and positioning microphone for optimum efficiency.

Staff Urged To Win More Awards

Major Albert Don-Chebe (Rtd), DG has urged staff of the Corporation to strive to win more awards.

Major Don-Chebe was speaking at a lunch organized in honour of the 2014 GJA award winners in Accra.

He said management has recognized the resilience and energy exerted in writing stories that merit awards. Management would henceforth consider awards winners who have served for more than three years, with good conduct for promotion.

The award winners were given certificate with various sums of money.



Group Photograph Of Mgt & The Award Winners



◀ **Inset: Lunch Time**

OUR STORY SO FAR

From David Max Fugar (Director of Marketing)

We started the year with lots of uncertainties due to changes in the leadership of the Division, the volatile market conditions and downturn of the country's economy.

However with discipline, dedication and commitment of the leadership to team work, the Division chalked up some modest successes. These include

Internal: Reduction in the waiting period for contracts preparation from weeks to 72 hours.

Improved sales processes where clients must necessarily sign contracts and expected to make upfront payments before work orders are executed.

Reduction in the 200% barter air-time granted to clients to 140%

Ensuring that all state, parastatal, NGOs and other institutions which hitherto enjoy free adverts now pay at least 50% of the cost.

Reduction in the turn-around time for clients coming to do business with us.

Monthly training of Headquarters staff which has resulted in remarkable improvement in staff performance and work ethics. Topics treated included Prospecting, Proposal Writing, Marketing Plan and Customer Service Management.

Introduction of Sales Managements systems i.e. daily, weekly and monthly activity reporting

systems.

Introduction of quarterly Sales Conference where all regional staff are given the platform to give account of their performance

The setting up of a Client Service center at the Outer Reception to reduce the frustration that clients go through just to run their funeral or social announcement on GBC.

Work with the Finance and TV pre-view section to improve the quality of our Account Receivables through proper documentation.

Projects: Successful organization of a Charity event at Kpoi-ete in the Kpone-katamanso District in April last year.

Successful organization of the best Mothers' Day event at La Palm Hotel last year.

We actualized the Director-General vision of turning the month of March every year a Ghana Heritage Month. We ran a promotion and gave out lots of prizes including air tickets to our listeners.

We organized and promoted World Cup Viewing centers at our regional stations which created Top of Mind Awareness for our regional stations.

Successful organization of Valentine Day Card on Val's Day.

Successful creation of an on-air shopping platform code-named GBC Shopping Mall.

Successful launch and execution of GBC

Cholera and Ebola Campaign with the active involvement of GTV and Uniiq FM which was sponsored by PZ Ghana.

Total Effect: Improvement in our Image
Re-generation of confidence in our Brand

Return of Key clients to do direct business

Improvement in our cash flow

Improvement in the quality of our revenues and accounts receivables

Increase in revenue yield.

2015: Our Key Deliverables in 2015 include Achieve a revenue and collection target of 27 million Ghana cedis

Ensure days of sales outstanding of 90 days

Ensure that only 20% of our certified Accounts Receivables are beyond 120 days.

Maintain positive strong growth each quarter irrespective of the advertising cycle.

Achieve a steady growth in market share from the current 5% to 25% by the end of the year.

Increase active customer base from the current 100 to 250 by the end of the year.

Grow Brand Awareness level of the current 10% to 80%

Improve customer satisfaction level from the current 12% to 70%

Recognition/Appreciation

All staff of the division worked extremely well both in Headquarters and the Regions. However at the appropriate time we will formally recognize those who excelled in 2014.

In the words of the Director, next year will be a year of significant growth in revenue and collection.

State Enterprise Commission Officials visit GBC



Mr. Oscar Nchor, Director of Technical Production, explaining a point to the officials in one of the Control Rooms

Officials from the State Enterprise Commission (SEC) have paid a working visit to GBC to have discussions with Management on the evaluation of the Corporation's performance for Mid-year, 2014.

The discussion also included how to enhance preparation of the quarterly progress reports and the 2015 performance Contract Negotiations among others.

They also visited the studios and control rooms after the discussion to get insight into the operations of the Corporation.

Training For Finance & Audit Division Staff



Group Photograph Of The Participants

The Controller and Accountant General's Department has organised training in BH3 for 180 staff from the Finance and Audit Divisions on the updated accounting manual.

The course which was in two batches for three days each was to give guidance and direction to the business processes of the finance section.

These include the Budgeting Process, Receipt and Disbursement of Funds, Accounting for Funds Received and Disbursed Reporting to Stakeholders on Funds and Stores and Procurement

Management Procedures, Payroll Management Procedures, Treasury Management Procedures, Fixed Assets Management, Procedures for Managing Accounts Receivables and Payables etc.

The manual would also assist the Corporation to prepare adequately for the current reforms in Public Sector Financial Management (ie. the Ghana Integrated Financial Management Information System – GIFMIS Programme).

It would also guide the Corporation to work towards adopting current global Accounting Standards such as the

International Accounting Standards (IAS), International Financial Reporting Standards (IFRS) and the International Public Sector Accounting Standards (IPSAS).

The manual would besides guide the Finance Division to operate in line with the relevant financial regulations and Acts such as FAR, FAA, the Procurement Act, Internal Audit Agency Act, Internal Revenue Act. Etc. in order to avoid audit queries and also avoid the wrath of the dreaded Public Accounts Committee of Parliament.

GBC Launches 80 Years Anniversary



The Board, Management and staff of GBC have officially launched a colourful double-headed anniversary of the Corporation (80 years of Radio and 50 years of Television broadcasting in Ghana) on December 31, 2014 at Studio 1, BH , with the theme "80 Years of Dependable Broadcasting: Evolving into the Digital Age."

The occasion, which was used to unveil the anniversary logo of the celebration, was covered live on all GBC's networks.

Major Albert Don-Chebe (Rtd), DG in a welcome address, said 2015 would be a very

crucial year in the annals of GBC, because it is the year the Corporation will cascade into full digital transmission per the Geneva Convention on broadcasting and GBC's double-headed anniversary celebration.

Major Don-Chebe promised that the Corporation would carry all the anniversary messages and programmes to every corner of the country for the public to be part of it.

Mr. Richard Kwame Asante, Borad Chairman, said GBC is poised to remain relevant in the digital broadcasting era. Mr. Asante said with digital transmission, the Corporation would offer its cherished

viewers better picture quality, clear sound and more interactive channels.

Hon. Edward Ato Sarpong, Deputy Minister of Communication reiterated government's position to support GBC to continue to perform its public service role. On digital migration, Hon. Ato Sarpong said government is committed to support GBC to fully migrate from analogue to digital transmission by the June 2015 deadline. "Government will commit the needed resources to make the migration a success," he said.



GBC Resuscitates French News on Radio

Since last year 4th November, 2014, GBC has started airing news in French on radio with Mrs. Nathalie Amedahe behind it.

At 2.05 pm from Monday to Friday after the major bulletin, Natalie reviews some of the news papers in French on Uniiq FM.

Listeners have commended Management for the effort.

Chief Imam Calls on GBC Board



The Chief Imam (3rd from right) & some members of the Board

Sheikh Osman Nuhu Sharabutu, National Chief Imam has paid a courtesy call on the Board of Directors. He was in GBC to express the appreciation of the Muslim Community for the Corporation's efforts towards educational programmes in the Hausa language.

Sheikh Armiyao Shaibu who spoke on behalf of the Chief Imam, said with the platform, especially discussions in Hausa on the Television Breakfast Show, makes them better appreciate national and policy issues.



AEROBICS

Management has instituted aerobic session for staff, interns and national service personnel on GBC's lawns from 3:00pm-4:00pm on Fridays.

The aim is to help participants burn body fats and also curtail the huge medical bills of the Corporation.

Management and staff at the aerobics session



Joyce Anim-Ayeko Heads GBC Broadcasting College

The Board in consultation with Committee Members of the GBC Broadcasting College has appointed Ms. Joyce Anim-Ayeko as Acting Principal of the College with effect from October 1, 2014.

Ms. Ayeko joined GBC 25 years ago and started her career as broadcaster with the Radio Programme Operations before moving to Radio Newsroom and

later to the Radio Training School as the Acting Head. The Committee Members are Mr. Oscar Nchor-Chairman, Mr. John O. Korasare, Ms. Dinah Paintsil-Member, Mr. Joe Imbeah, Ms. Joyce Anim-Ayeko, Mr. James Ampem Darko, Mr. Jonathan Assan and Ms. Joanne Sowah.

Joyce Anim-Ayeko (3rd from left), Committee Members and Staff of the Training Schools

Congratulations, Congratulations,



Gabriel Nii-Okpey of TV Production (Obonu TV) and Gloria Helena Sonne, got married on the 8th November 2014 at the Teshie Peniel Presbyterian Church.



Barbara Mary Yakubu, Radio News has graduated with M.A Public Affairs from University of Ghana, Legon.



Joseph Madjah Tettey of Riggers and Charity Nutsugbodo, got married on the 22nd November 2014 at the Rev. Dr. Nantoma Presbyterian Church, Kanda.



George Asekere, Radio News has graduated with M.A Public Affairs from University of Ghana, Legon.



Stephen Nyarko Bempong, Operation Officer II, HR and his bride, Mabel Afuah, an employee of Birim Central Municipal Assembly, Akim-Oda.



Renee Dylis Ata-Bedu, has graduated with MBA Human Resource Management from University of Ghana, Legon.

GBC / STAR-Ghana Project Team Briefs Mgt



Rebecca Ekpe (standing) briefing Management on the status of the project

The Star Ghana project implementation team has briefed Management on the status of the project. The 14-month project, supported by STAR GHANA, began in October 2013 and ended in December 2014.

The Project "same curriculum different opportunities", featuring four Districts namely Ho, Ashiaman, Cape Coast

and Obuasi has culminated in a documentary series and generated studio discussion dubbed "the curriculum" which is aired on GTV on Thursday at 8:30pm and Friday at 6pm.

The Project co-ordinator Rebecca Ekpe & Project Finance Administrator, Javier Buckman took Management through key activities carried out since October 2013.

They explained that the most important part of the project is to report the result to the donor. The team needs to capture what has changed since GBC's intervention in the four project districts.

It emphasized that GBC sought to document disparities in the physical learning environment in public versus private basic schools in the selected districts.

The goal was to get the people, community, Ghana Education Service, Ministry of Education, the metropolitan and Districts Assemblies to be more responsive to the needs of basic education.

Miss Ekpe impressed upon Management the need to sustain the project on GTV adding that research is one of the contributory factors to the success of the project.

She said the Corporation has benefited a lot from the project in terms of capacity building; content development; marketing avenue; above all, it has helped GBC to play its pivotal role and mandate as providing education to the people.

Miss Ekpe noted that Education is the key to national development and there is the need to invest in it, as the saying goes "the

Pictures Showing Activities of the Project



On location at Mawuli Primary School-Ho



On the set of 'The Curriculum' on GTV



The Crew at AngloGold Ashanti-Obuasi



On location at Abura Ahmadiyya, Cape-Coast



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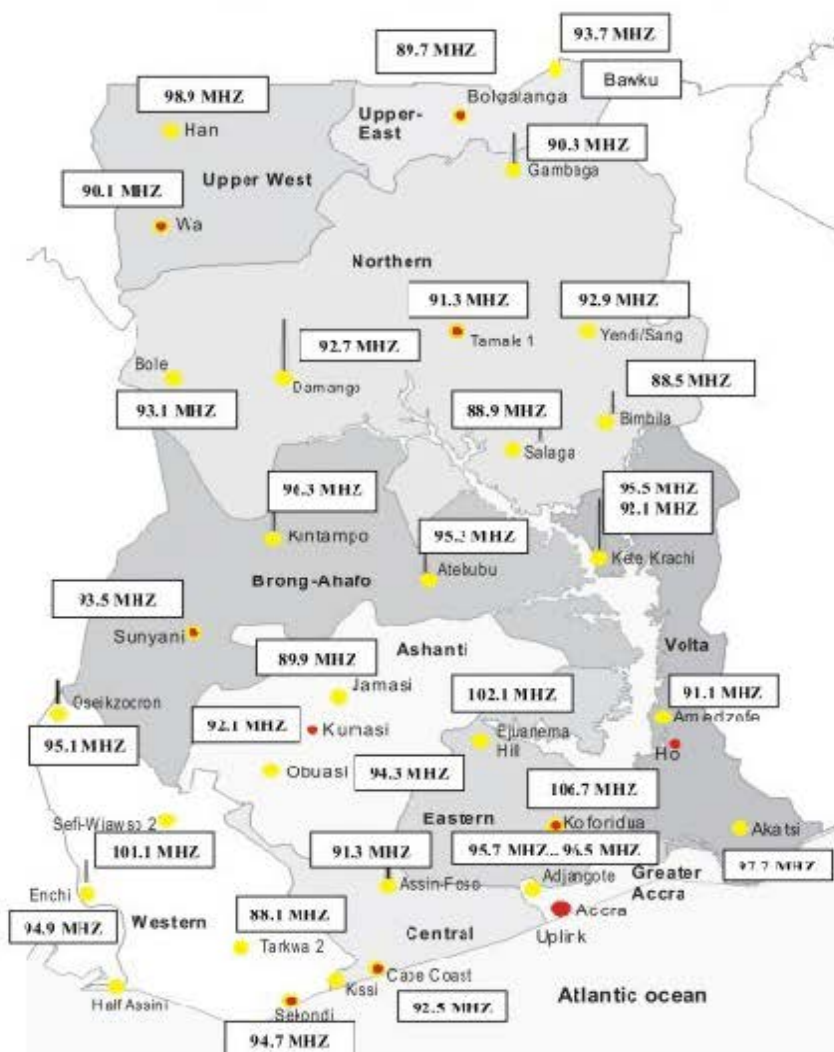


80 years of dependable broadcasting:
Evolving into the digital age

GBC NEWS

Newsletter of Ghana Broadcasting Corporation No.: 32 JAN. 2015

GBC FM TRANSMITTER FREQUENCIES



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

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

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

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

For more information contact:

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Radio Ghana



The Authentic and True
Voice of Ghana



The Legends live here



All News Channel



Your Religion and
Culture Channel



Demystifying Governance



Nilee Sojy