

## REALITY TELEVISION SERVICE WEBSITE

### BRIEF HISTORY OF REALITY TELEVISION SERVICE

The idea to establish a Television Service was conceived in 1980 by the Bola Ige Administration of 1979-1983 to complement the efforts of the radio service in informing, educating and entertaining the good people of the then Oyo state and its environs.

The project was being supervised by Dr. Yemi Farounbi, who was the Special Adviser on Media to the Governor.

The vision of the Government was to establish a television station that will form a centre point for participation by all professional stakeholders of television broadcasting such that the station would become the Mecca of television in Africa.

The station was then called Television Service of Oyo State (TSOS) and had its operational base in Ibadan sharing accommodation with the Radio OYO now called BCOS after a merger of the two in 1984 by the military that seized power from the civilian administration in December, 1983.

However, while the operation of the TSOS began in August, 1982, within the premises of OYO, construction work had earlier begun in Iwo where the permanent site was located.

When government changed hand in 1983, because of political in-congruency of the state, the project, which was 40% completed as at the end of Bola Ige regime was abandoned by the succeeding Governor, Dr. Omololu Olunloyo though the Administrative staff of the station had moved into the building in September, 1983 shortly before the change of government.

Ever since the abandonment in 1983, no succeeding government, both civilian and military, had taken interest in the project's continuation. Following the creation of Osun State in August 1991 by the Federal government, the location of this new television station fell under Osun state and expectedly, one would think that the new government will take interest in the project and use it as a spring board for the establishment of its new broadcasting station. But surprisingly, this was not so, but rather a new site was chosen within the state capital for the construction of a new broadcasting station. Various governments have emerged since then and none was able to develop interest in the abandoned project.

However, in the year 2004, the government of Prince Olagunsoye Oyinlola unlike its predecessors took interest in the project when he visited the site at Iwo event though it was not part of his electioneering campaign and in 2005 re-awarded. The contract to contractors some of whom started the project at the initial stage in 1980.

## OUR VISION

Reality Radio vision services is to be the unmatched in feeding everyone with reality of our environmental issues, locally and globally and build a matured mind for socio-economic and political harmony by using state of the art equipments to produce news and current affairs, sports, entertainment broadcast services and extra broadcast ventures.

## MISSION STATEMENT

Reality Radio vision services is established to serve as a reference point in the introduction and implementation of new orders in television broadcast management that will give viewers and beneficiaries ultimate satisfactions.

## OUR SHARED VALUES – OBJECTIVES

Reality Radio vision services objectives includes:

- To inform, educate and entertain everyone in a wholesome mental and physical relaxation.
- To analyze important issues and events at local, national and international levels.
- To employ the use of the state of the art equipment for these purposes.
- To provide extra broadcast services such as camera rentage, mass disc dubbing, edition, educational service, post production services etc to meet public demands
- To generate revenue to sustain the system
- To deliver objectives and believable broadcast services.

## OUR SERVICES AND PRODUCTS

### Sales of Airtime

- Local sales
- Major sales

### Programme Production

- Documentary
- Features
- Magazine
- Drama
- Musical Productions
- Post Production services

## Rental Services

- Reception hall
  - Conference hall
  - Meeting hall
  - Crusade Ground
- ### Production Equipment Rental

- Camera
- Editing (non-linear)

## Consultancy

- TV Broadcast management
- Training (Engineering vocation)
- Information Management

Apart from the above listed services, RTS is also into Public Private Partnership with FINL & TOMICH Investment in the under listed areas respectively.

- (a) Academic – Living Spring College of Arts and Sciences, Iwo.
- (b) Mass Dubbing Venture

## ORGANIZATIONAL STRUCTURE OF REALITY TELEVISION SERVICE

At the apex of the organization is the governing board otherwise called board of directors.

The board of directors is charged with the responsibility of ensuring policy formulation, proper accountability and adherence to the dictates of the famous trilogy of broadcasting which are information, education and entertainment.

The Chief Executive Officer (CEO) of the organization leads the management team which consists of three departments namely, Corporate Services, Engineering and Programmes and News department.

The Chief Executive Officer is the accounting officer of the organization and is responsible for the implementation of organization's policy and the day-to-day administration of the organization.

## ORGANOGRAM OF RTS

At present, Reality Television Service has total staff strength of 77 distributed among Corporate Services, News and Programmes Services and Engineering Services department.

## DEPARTMENTS IN THE ORGANIZATION

There are mainly three departments namely, Corporate Services department, News and Programmes Services department and Engineering Services department.

### CORPORATE SERVICE DEPARTMENT

Corporate Service Department consists of three division, namely Administrative division, Finance division and Marketing division.

#### ADMINISTRATIVE DIVISION

Administrative division being a service department responsible for staff matters, ranging from fashioning out the code of conduct for all staff rules and regulations and scheme of service for every staff.

The division caters for personnel matters, training and re-training of staff and discipline. It handles record keeping, takes care of matters relating to insurance of men and materials, survey of Establishment's land matters, dealing with contracts servicing of meetings, provides clerical and secretariat duties for all departments.

Administration division ensures that the two-way communication between the management and staff is facilitated and it monitors all who work for the Establishment play their roles well in the delivery of goods and services of the organization through the building of a sense of common purpose in the organization.

The Administration division collates reports from all departments on monthly basis with comparison against the budget, Annual bonus for staff as motivation is also arranged by the division and this may come in various forms.

The public relations unit is also in this division and is responsible for projecting the image of the organization via different medium which include News letters, press conference etc.

Administration division is also responsible for the maintenance of estate.

#### FINANCE DIVISION

The finance division is responsible for the in-flow and out-flow of the organization's finances. It is the division in conjunction with Administration charged with the responsibility of the preparation of budget and budget control. The division is responsible for the keeping and dispensing of materials purchased for the organization.

The division discharge duties ranging from billings, collection of funds, payment (in divers form) salary preparation, remunerations, assessment and evaluation of

contracts, accounts-reconciliation, auditing, dept collection etc. It also advises Chief Executive Officer in financial matters from time to time.

## MARKETING DIVISION

The division is statutorily empowered to generate revenue through programmes marketing, sales of airtime and other extra broadcast avenues. It also undertakes research on audience composition, and desires, and markets share of the organization.

The division is responsible for accepting and placing advertisement in the channel. With the approval of the management, the division determines the rate for different categories of advertisement.

The division is also responsible for the development of customized sponsorable programmes with the cooperation of the programmes division. It is responsible for advertising agencies servicing for market development using different marketing concepts/strategies.

## ENGINEERING DEPARTMENT

This department is responsible for the supervision, installation and maintenance of engineering equipment of the organization. In this department, every member is expected to be conversant with the state of the art equipment in broadcast technology. Notable amongst the engineering equipment of the station are: Transmitters, Editing equipment, Cameras, Audio/Video Mixer, Television monitors, Power generating plant, Vehicles etc.

The department has two main divisions: the transmitter service division and production facility division.

The Transmitter service division is responsible for the supervision and maintenance of the transmitters while the production facility division is in charge of the installation, supervision and maintenance of production equipment like the editing machines, the monitoring sets, audio/visual mixers etc.

## PROGRAMME SERVICES DEPARTMENT

The programme services department is the department responsible for the production of all programmes of the organization ranging from News programmes, current affairs programmes, sporting events, documentaries, public enlightenment programmes, drama and many other programmes covering all aspects of life – agriculture economy, religion, culture, social events etc. All of which are aimed at meeting the audience/viewers needs for their delights.

This department consists of two main divisions: the News and current affairs division and the programmes division. There are other units which include the Library, Camera, Audio, Graphics Public enlightenment and Entertainment units.