

Good, bad shots

By Benson Idonije

Despite the emergence of new television stations, the NTA still remains the most vibrant. Unlike Radio where RayPower 100 FM has gained prominence over all the others, ClapperBoard, Channels and DBN are still to make some recognised impact.

Only the other day one of the stations was blaming this inability to receive the desired acclaim and recognition on the fact that advertising agencies are not patronising them. The particular station's spokesman was appealing to advertisers and their agencies to divert some of the commercials that are currently concentrated on NTA 10 to the point of saturation, to them so that they too can survive. This, certainly is not the right approach.

The stations should work hard at grappling with the ethics and basics of the profession, first by employing trained professionals. Local programmes should be produced to reflect the yearnings and aspirations of their target audiences. They will need to build and establish an image for themselves over time. As a result, they will be able to win viewers and in turn attract advertisers like NTA 10.

All the same, the NTA itself has accommodated a lot of unprofessionally produced programmes in the name of commercialisation. I watch some of these programmes and just look and laugh. They are every many magazines and interviews, all of them displaying a high level of mediocrity. They lack production expertise.

Magazines have become boring and uninteresting because they have degenerated into rag bags of items loosely and unprofessionally strung together. Interviews have been conducted without any definite aim, with interviewers themselves even helping to answer questions.

However, the image of the NTA should insist on their performing to the right standards. One way of doing it for NTA is to co-produce with these independent producers. The independent producers who I'm sure are willing to learn, should offer themselves for professional training so that they can be masters of the art.

There are, however, two programmes on NTA 10 which I think are models from which producers can learn. There is "NEWS LINE on Sundays at 9pm. Truly a 'Sunday, Sunday tonic' the programme has lived up in that name given it by its presenter Frank Olize. "News Line" is an ideal news magazine that truly obeys the rules. The signature tune is ear-catching and attention getting. Transitions are couched in simple, interesting and creative language. The presenter comes up with words that are in everyday conversation and so is able to identify with the listener. The stories are different and varied but the presenter is able to establish transitions in such a manner that one story dovetails into the other.