

3 November 1976

MEMORANDUM FOR: Chief, FCS
SUBJECT: BBC's Latest Sourceline Proposals

1. The solution to BBC's first question really involves two problems:
 - a. Do we want to continue designating certain broadcast services as official?
 - b. To what extent do we want to distinguish among "domestic," "external," and "domestic and external" services?
2. I sense a growing consensus within FBIS that "Panama City Radio Libertad" would be a sufficient replacement for "Panama City Domestic Service," etc. If such is the case, there are many countries in which every broadcast organization ~~which~~ could be distinguished by its station name or network name. The use of "Domestic Service" to distinguish official broadcasts would be discontinued.
3. The problem of stations in the Communist countries cannot be resolved so easily. I doubt that anyone would want to replace "Warsaw Domestic Service" with "Warsaw Polskie Radio i Telewizja" or even with "Warsaw Polish Radio and Television." There would be very valid opposition to the ~~new~~ introduction of FBIS coinages, such as "Warsaw Radio Poland," which suggests ~~XXXXXXXXXXXX~~ an entity which does not exist. I doubt that "Shihchiachuang People's Broadcasting Station in Mandarin" would have much appeal. Conceivably FBIS ~~may~~ would designate a few countries where the present use of "Domestic Service" would be maintained.
4. BBC is pushing the domestic/external question to a ridiculous extreme. Obviously they want to apply one or both of those words to every sourceline. In the case of the private broadcasters, whether commercial, educational, or religious, the question of targetting is of little consequence. ~~XXXXXXXXXXXX~~ In most cases we have no positive basis for ascribing a target. We could assume that unless a station announces a specific foreign target that it is broadcasting primarily to an audience in the country in the

country in which it is located. I believe that most users of the Daily Report already assume that. ~~and the~~ What then would be the value of adding the word "Domestic" to every one of the present sourcelines for private broadcasters?

5. The BBC's second point is too silly to waste time on. If we ever face a real problem about studio locations we can always write the station.



STAT

1. Can we apply same STANDARDS TO
commercial or private stations
as STATE Radios

The following rules govern^g the formulation of sourcelines for radio broadcasts intended entirely or primarily for audiences outside the country of origin.

A. With the exceptions noted below, sourcelines for these transmissions are in the form:

(Studio) External in (Language)

Examples: London External in Arabic
Prague External in French
Delhi External in English

B. Generally when two or more broadcasters with studios in the same city transmit ~~programs~~ external programs, the sourceline includes the name of the broadcaster. (see the exception noted in paragraph d. below)

(Studio)(Broadcaster) External in (Language)

Examples: Manila Voice of the Philippines External in English
Taipei Voice of Righteousness External in Mandarin

C. External broadcasts from the USSR and the PRC are exempted from the general rule. Sourcelines for these usually are in the form:

(Studio) in (Language) to (Target)

Examples: Moscow in Greek to Cyprus
Kiev in Ukrainian to North America
Peking in French to Europe

D. There are two special exceptions for Soviet broadcasts. Those from Radio Peace and Progress include the name of that station, ^{AS WELL AS THE TARGET,} in the sourceline. (Note, however, that the station name is not included for Radio Moscow broadcasts). Also, when the target of a Soviet or Chinese broadcast cannot be ascertained, the sourceline reverts to the general form:

Examples: Moscow Radio Peace and Progress in Hebrew to Israel
Moscow External in Russian

E. There are certain ~~stations~~ covert international radio broadcasts or clandestine stations for which it is not possible to ascribe a studio location. Sourcelines for these are in the form:

((Dissident))(Broadcaster) in (Language) to (Target)

Examples: {((Dissident))} Our Radio in Turkish to Turkey
 {((Dissident))} Voice of Malayan Revolution in Mandarin
 to Malaysia and Singapore

F. The word "External" will not be used in any sourceline which specifies targets.

CPR

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INTERNATIONAL SERVICES

Principle 5 main reason for dual
 headlines.

- From simplicity point of view,
 format including studio, language,
 and target is most informative
 and direct.
- But format using "external" is also
 simple and perhaps better in
 that it makes clear the broadcast
 is intended for foreign audiences,
~~and~~ eliminates headlines that are
 unwieldy due to complex scanning and
 eliminates need for different
 headlines for individual programs
 in a single language that
 are beamed to different audiences.
- In deciding, we should look to
 format that gives us FEWEST
 VARIATIONS. As views
- Do we continue to make Moscow
 and Peking International services
 exceptions, or can we apply
 'external' format to all cases
 except where branding is critical or
 must be shown to differentiate
 between different beams for same
 language service.
- If you don't make exceptions for
 Moscow - Peking, then does "external" format
 still qualify as dominant system. Yes!

(2)

CLAUDETINE

NO DECISION ON "DISSIDENT"
FBI'S STILL DOES NOT LIKE LOCATION
UNDISCLOSED.

DOMESTIC / EXTERNAL.

- - Unless we agree to have one
source line, based on primary
target, we will end up with
variety of source lines for
different programs in same service,
which will be very confusing for
FIELD EDITORS in applying
- - do we indicate which ones in this
category would revert to domestic
category if we go with primary
and/or secondary source?

Domestic (other than known Regional)

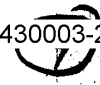
- INCLUDE ONLY NAMES of commercial broadcasters in noncommunist source lines
- Define when only "domestic" is used alone in source line -- when it is only radio operating, when name duplicates studio (Belize City)
- Role of network in source line:

Regional Domestic

- new format for China:
Regionals - studio language domestic to province.

Television

- Should we leave Domestic in source line, or assume TV is naturally for domestic audiences. I prefer leaving it in. Should we name station? IN Communist countries or only noncommunist - what about more than one channel in Communist countries. Should we put a channel instead of name or affiliation.



Press Casts

- Don't use Bureau unless necessary.
use external.

Miscellaneous

- Do we tag and put ^{official} ~~document~~
in ~~circulation~~

FCS position.

EXTERNAL for all SERVICES
EXCEPT SWIFT-PRC.

Bean pattern for SW-PRC.

Large number of variant scenarios
that must be handled in
program skeds, so we must
keep simple.

include examples how this
would affect Program skeds.

Domestic/external

Settle on case by case
basis - domestic or external
on basis of

Regional

studio language ~~to~~ to provide
or
area
would prove formula be okay or
should "regional" or "domestic"
be inserted to insure consumer
knows it is local broadcast?

studio language to area is best
source line

Prescasts

Keep "external" if we get
rid of it elsewhere? Put
Beams back in?

Countries will multi-beaming
 makes additional source lines

1. South Africa - ~~2~~ 4 EXTRA
2. Portugal - 2 EXTRA
3. PAKISTAN - 4 EXTRA
4. INDIA - 4 EXTRA
5. Nigeria - 3 EXTRA
6. CANADA -
7. AUSTRALIA - 2 EXTRA

EXTERNAL

STUDIO, LANGUAGE, BEAM

STUDIO, SEPT IN NAME, LANGUAGE, BEAM

above formula virtually ELIMINATES
 "EXTERNAL" from all International
 source lines

STUDIO EXTERNAL LANGUAGE (Beam when
 necessary)

-- If you ELIMINATE EXTERNAL FROM
 INTERNATIONAL CATEGORY, WILL IT BE
 CONFUSING WHEN INSERTED IN DUAL DOMESTIC/
 EXTERNAL CATEGORY.

-- SHOULD TERM "EXTERNAL" BE ELIMINATED
 TOTALLY IF WE USE BEAM FORMULA.

-- IF WE KEEP "EXTERNAL" FOR DUAL SOURCE
 SHOULD WE CHOOSE "EXTERNAL" FOR
 INTERNATIONAL CATEGORY FOR UNIFORMITY

Domestic

Can we leave out radio names
and just use "domestic" when
there is only one broadcaster

or do we say all radio names
will be included except
Communist countries

or do we make it across the board
ruling that all radio names be
included

~~We have~~

Should we apply THE INTERNATIONAL
formula where station name is
usually omitted

~~IS IT NECESSARY TO INCLUDE~~

Can we get away with only
giving station name for Latin
American radios