

14. Professional Qualifications :

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15. Skills /Achievements :

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16. Language Proficiency :

Language	Reading	Writing	Speaking
Sinhala			
Tamil			
English			

Dully filled applications should be sent in registered post addressing to “Director General, Sri Lanka Broadcasting Corporation, Colombo 07. You are advise to write clearly “**Katahandata Aruthak - 2020**” on top left hand corner of the envelop.

I hereby declare that the particulars contained in this application are true and correct to the best of my knowledge and I am aware that in case any information given by me is incorrect, I am prepared to abide by the rules and regulations of “**Katahandata Aruthak - 2020**” programme of the Sri Lanka Broadcasting Corporation.

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Date :

Signature of the Applicant

Meaning to Voice – “Katahandata Aruthak - 2020”



National Programme

➤ **Our Vision**

“Kata handata aruthak” is meant to set a platform to knowledgeable and skillful male and female Announcers scattered in the island who have limited access to national level through a correct process to unveil their inborn talents.

➤ **Our mission**

Educationally qualified aged between 18-30 years group who want to become male and female Announcers achieving their lives representing all languages and nations are not only a resource to the SLBC. They are certainly an asset to the entire nation.

➤ **Purpose of the project**

Male and female Announcers are introduced to the nation in overnight nowadays as blooming mushrooms. It is worth to appreciate. But they couldn't win the heart of public due to their fewer skills. The country is in need of guiding these skillful personalities of male and female Announcers into correct path. As the national broadcaster we are ready to take that responsibility as a national obligation. That is the “Meaning to Voice- Katahandata Aruthak 2020 programme .

➤ **The responsibility of national radio: History in Brief**

Inaugurated as the world's second radio station and the premier in the South Asia on 16th December 1925 in Sri Lanka as a Department later to a public corporation in 1967, the SLBC is serving to Sri Lankans to enhance their knowledge, entertainment, skills and attitudes for past 95 years. The main responsibility of this national broadcaster is to serve as the public broadcaster.

The SLBC cooperated this mission for a certain extent some decades ago. Especially, around five decades ago, the male and female Announcers were hugely welcomed by the listeners. They were attached to listeners whilst building up friendship among them. Their knowledge, eloquence, presentation skills and correct language ability were the reasons to become popular among listeners. There was a verity in their talents as well .

Cyril Rajapakshe, Burty Galahitiyawa, Asoka Silva, Tissa Jayawardhane, Ramya Wanigasekera, Sujeewa Harischandra, Prasanna Chandana Bandara, Vjira Jayawardhane as well as Himananda Rajapakshe were able to forget what was happening



around the listeners when they read news. Moreover, it was exactly news in the sense. Lilith S.Maithreepala, Karunarathna Abesekera, Chithrananda Abesekera, Premakeerthi De Alwis, Ananda Punchihewa, Seelarathne Senarath and Ariyasiri Withanage were loved by all Sri Lankans when they presented programmes. These are just a few voices of the SLBC. Although most of these voices were detached from us the texture of their voices are still haunting around us. The credit of introducing such great voices automatically bound to SLBC.

In a situation where the art of announcing is depreciated, the responsibility of optimizing that art and introducing a new generation and the mission of guiding them to correct path is on the shoulders of the SLBC.

➤ **Our Strength**

If there is a renowned TV or radio presenter in any radio or TV station, no doubt their inception has been the SLBC. There are a few reasons for that. The SLBC has paved the way to follow training course on announcing to acquire comprehensive knowledge and enhance skills in the field of announcing. We have an enormous strength as the national broadcaster.

1. Island wide national channel network coverage.
2. Regional service network covering major areas.
3. Experienced staff
4. Training center equipment facilities.
5. Number of radio channels

➤ **In search of the most talented individuals:**

Any qualified individual in any district in the island can apply for this competition.

1. Age should be between 18-30
2. Should pass either O/L or A/L
3. Skills(basic qualifications)

➤ **Application and duration:**



Applications can download from the SLBC official website www.slbc.lk

Applications are available from the head office, Kandurata, Rajarata, Ruhuna, Wayamba ,Danbana ,Pirei FM and Jaffna regional services .

➤ **We accept your CVs:**

- Dully filled applications should be sent in registered post addressing to “ Director General, Sri Lanka Broadcasting Corporation (Clearly state “ Katahandata Aruthak 2020” on top left hand corner of the envelop)
- Dully filled applications can be handed over to head office, and all our regional services.
- E-mail katahandataaruthak2020@gmail.com

➤ **Closing Date:**

- Closing date of applications: 14th March 2020.

Audition and interviews will be informed by the Corporation soon after the closing date.