

MALTA BROADCASTING AUTHORITY



SECOND ANNUAL REPORT

covering the year ended
31st March 1963

MALTA BROADCASTING AUTHORITY

SECOND ANNUAL REPORT

covering the year
ended
31st March 1963

ANNUAL REPORT 1962 - 1963

I. TELEVISION BROADCASTING

The year was dominated by the inauguration of the new Malta Television Service on September 29th 1962. The agreement between the Authority and Malta Television Service Ltd signed on September 28th 1961 gave the contractor fifteen months in which to commence television broadcasting. In order to commence within twelve months of the signature of the agreement, and before the completion of the construction of a specially designed and equipped television building, the contractor had to make use of a small temporary studio and technical installations in the existing Rediffusion House at Guardamangia. During the six months of television broadcasting under review, therefore, the contractor has worked under considerable technical and space limitations. Considering these limitations, the service has made a promising beginning.

Small television stations with modest resources (both in terms of advertisement revenue and public funds) inevitably make use of a great deal of recorded material. The agreement stipulates, however, that at least 20% of total broadcasting time shall be devoted to locally originated programmes. A further concession during the first year of television broadcasting permits the contractor to broadcast each week as little as four hours of local programmes. In fact, during the first six months of television, MTV broadcast nearly twice this amount each week (see Appendix III, Table 2)

Following the innovation in Sound broadcasting (introduced with the inception of the Authority) of a regular local news bulletin, and in compliance with the Second Schedule of the television agreement, MTV introduced a regular twice daily local news bulletin from Monday to Friday. These bulletins, which have progressively made increased use of local film have been supplemented with television film of world events, obtained from an overseas news film agency. The joint Rediffusion/MTV News Department has, in the opinion of the Authority, made the greatest impact on the listening and viewing public in the field of locally originated programmes.

The period has seen a number of experiments in the production of various types of local programmes - current affairs, discussions and interviews, panel games variety, religious programmes etc. Satisfactory progress has been made, although the limited temporary facilities have imposed severe strains on both technicians and participants.

In the sphere of imported recorded programmes - at present the bulk of the output - a reasonable balance has been established between, in the words of the Broadcasting Ordinance "entertainment, education and information".

/The Authority

The Authority, which has a contractual obligation to spend a minimum of £25,000 on television programmes has restricted itself to prescribing informative and cultural programmes. On an average it has prescribed - i.e. paid the total cost, including airtime at commercial rates, 30 minutes out of a rough average of 4½ hours a day. Outside prescribed imported programmes, again in the majority, its contribution in 'live' programming has been mainly devoted to Party Political Broadcasts, Ministerial Broadcasts and the two programmes "Ritratt" and "Youth Wants to Know". There is evidence that the new service is listened to extensively in Malta and Gozo and the number of Television licences is now greatly in excess of the number twelve months ago. On 31st March 1963 the total number of such licences was understood to be some 19,000.

There is one notable omission in the programmes offered by the new service - television programmes for schools. Now that Malta is equipped with the technical resources for television, education by television (regarded by most modern countries today as an indispensable and highly effective weapon of education) is at our disposal. The Authority drew up a comprehensive plan for a pilot scheme for grammar schools to commence in October 1963. It was estimated that this would have cost the Authority in the first year the sum of £11,000 only. However, this additional sum was not forthcoming, to the great regret of the Authority.

II. SOUND BROADCASTING

The Authority, in addition to the new claims of television, continued to take a close interest in the progress of Rediffusion's Sound Services. No notable developments call for report and despite the competition of the new medium, the wired broadcasting service continues to be the country's most widely received medium of communication.

III. POLITICAL BROADCASTS AND MINISTERIAL STATEMENTS

Party Political Broadcasts recommenced on Sound for the first time since the election in October 1962. Prolonged negotiations preceded the new scheme (details of which are given in Appendix V). Once again the Malta Labour Party declined to take part. It made clear that its refusal to participate in the scheme was not because it objected to (although it did not necessarily agree with) the actual allocation of airtime but because of the existence of the 'religious clause' in the Broadcasting Ordinance and the Authority's interpretation of it in January 1962. Shortly after the introduction of television (in November 1962) the Authority announced a new scheme (See Appendix VI) whereby approximately 2/7 of the time allotted to parties under the original scheme

/could be.....

could be used, at the respective parties' option, on television.

With the return of representative government the Authority considered that time should be made available by it to the Government of the day, on both Sound and Television for the purposes of non-controversial statements of government policy. This time was to be over and above any time allocated to political parties and would ordinarily not carry a right of reply. Prolonged negotiations were conducted with the administration on the definition and procedure of these broadcasts, which reached no final conclusion. Eventually, on 25th March 1963 the Authority made known to the administration and the political parties its policy on this subject. (See Appendix VII). Several Ministerial Broadcasts under these procedures took place. It should incidentally be pointed out that both for party political and ministerial broadcasts, the Authority meets the full actual cost including commercial rates for airtime paid to the contractors. There is thus ultimately a financial factor, apart from other considerations, governing the allocation of time for these broadcasts.

IV. STAFFING

During the year, the Authority brought its operational staff to full strength by recruiting a Broadcasting Assistant and Deputy to the Chief Executive, a Religious Broadcasting Organiser (See Appendix II) and two Programme Editors. Staff training was continued, and three Authority officials received extensive training courses at the B.B.C. (the Broadcasting Assistant, the Schools Broadcasting Organiser and the Religious Broadcasting Organiser).

V. FINANCES

The Authority's finances continue to be a matter of concern. The financial clause of the Broadcasting Ordinance was framed with the object of ensuring that the Authority should receive, in any one year, the full proceeds of the Radio and Television licence less £15,000 for the cost to the Government of collection. This licence was fixed in February 1962, in order to finance the Authority.

The following table is illuminating in this connection.

<u>Financial Year</u>	<u>Government receipts from licences</u>	<u>Authority's receipts</u>
1961/62	£63,546 (actual)	£17,200
1962/63	£80,000 (estimate)	£45,000
1963/64	£80,000 (estimate)	£45,000 (estimate)

/Roughly

Roughly speaking, in other words, the Authority is receiving a little more than £2 for every £4 paid by the licence payer. Not only does this appear inequitable to the licence payer, but its ultimate effect is to hamper the Authority in the discharge of its duties to improve and extend existing services. The inability of the Authority to inaugurate Schools Television Broadcasts is a case in point. The Authority must in any event put on record its view that as from the end of the current period of review, i.e. now that television is operational for a full twelve months of every year, it may be unable to discharge its contractual liabilities and pay its running expenses from an annual income of £45,000.

Finally, the Authority places on record its appreciation of the efforts of its contractor Malta Television Service in opening its Television Service, in spite of all difficulties so relatively soon and looks forward with keen anticipation to the opening of the new fully equipped studios during the latter half of 1963. It also records with satisfaction the lively interchange of ideas between itself and both its contractors, Rediffusion (Malta) Ltd and Malta Television Service Ltd.

A P P E N D I X I

SCHOOLS BROADCASTING

PRIMARY SCHOOLS

The school broadcasting programme for the scholastic year 1962/63 consisted of 221 scheduled broadcasts made up of 39 Friday-morning broadcasts, 25 programmes for stages and Class I; 49 programmes for Classes II - III; 61 programmes for Classes IV-V and 47 programmes for Classes VI and school leavers.

A number of new features characterised this programme. Foremost among these was the introduction on an experimental basis of an element of direct teaching mainly in programmes dealing with secondary subjects. Direct teaching in a school programme is not meant in any way to supplant the class teacher. The sole aim of introducing this method was to provide situations for teaching beyond the limitations imposed on the teacher by his class and school time-table. Moreover, school teachers as a rule are not specialised in secondary subjects. Such programmes together with the ancillary literature provided are intended to furnish them with a basis for their work and to help foster among them an increased awareness of the importance and necessity of these subjects.

The greatest measure of direct teaching was employed in Science programmes which were for the first time directed also to the 8 to 10 and 10 to 13 years age groups. Listener reaction to these experimental series revealed that Schools Broadcasting can play a major part in familiarising our children with fundamental scientific principles. Apart from this however, it has also become evident that there is room for long term experimentation in this field.

In the way of combatting the inadequacies of the broadcasting medium when contrasted with classroom teaching great care has been taken in activating broadcasts and increasing listener participation. Apart from an overall attempt at improving presentation of subject matter, a number of programmes in magazine form were introduced, aimed specifically at providing listeners with an opportunity of taking part themselves through interviews or features on activities intimately connected with them. Another form of encouragement towards more active listener participation was the organisation of a number of competitions with prizes. Although the number of entries for these competitions was satisfactory other incentives are being considered in an effort to secure greater participation.

Another new element in the programme which was very well received by the listeners was a series of broadcasts directed at the lower classes consisting of

/selected.....

selected short poems in Maltese set to specially composed music. This series satisfied a twofold aim: providing teachers with poems suitable for children of this age-group and fostering among children a love for poetry and singing.

As a result of these experiments a good start has been made in the search for ways of engaging the child's imagination, and arousing a receptive disposition in the child's mind.

Experimentation on the programme side alone however is not enough to secure the greatest possible benefit from schools Broadcasting. There must also be co-ordination between programme planners and the listening schools. One of the steps jointly taken by the Authority and the Education Authorities to establish this link was the holding of a meeting between heads of schools and programme producers where problems facing both sides were aired and discussed. As a result of this meeting arrangements were made whereby class groups were allotted specific broadcast days; an enquiry was held into the best times for broadcasts and a decision was taken to provide schools with full details of the programme of broadcasts three months before the commencement of the corresponding scholastic year. Such meetings are intended to become regular features during the year.

A great step forward was the implementation of the scheme for attaching two teachers to the Unit for a term, to work alongside the programme producers. This scheme has already proved to be a success.

Finally a move was made to improve the printed material supplementing the broadcasts. The school Broadcasting publication - 'The Young Listener' has been rendered more attractive. It is now being stitched and trimmed and printed on better quality paper. Every effort is being made to furnish listeners with the visual material required as background and complementary to the broadcasts.

GRAMMAR SCHOOLS

Towards the end of 1961, a detailed enquiry was made into the reception and suitability of the system of 'Grammar Schools Broadcasting'. Under this system schools were receiving one programme per week per class group. Programmes were broadcast at the same time each morning.

The enquiry revealed that notwithstanding the suitability of programme content students were making very little use of these broadcasts, if at all. The main reason for this was that programmes as broadcast tended to disrupt the school time-table. It was suggested that if programmes were to be made available to schools on tape, such tapes could be played back in relation to a lesson taking place at any time of the day.

After a careful study of the situation in direct consultation with the Education authorities it was decided

/to terminate

to terminate the existing system and implement the suggestion made by the schools in the form of a 'Transcription Service'. This service would put at the disposal of schools a library of programmes (transferred on to tape) complementary to their classroom activity which may be used at their discretion to further the scope of their teaching. The service was operated experimentally in six schools during the summer term of 1962. The Authority purchased three tape-recording machines for playback purposes and these were used by the schools on a rota basis. Reports from the schools at the end of the experimental phase proved that this service had distinct advantages over the previous system and much greater use of the programmes would be made provided that listening facilities were improved. On this point the Education Authorities have expressed their intention to make all the necessary arrangements.

Since October 1962, 105 programmes have been taken by the schools under this scheme. In an effort to meet the requests for programmes on foreign languages and English language and Literature at G.C.E. Level, contacts have been established with the B.B.C. Schools Transcription Service and the British Council Educational Recordings Unit. Orders have been placed for a number of such programmes.

PROVISIONAL PLANNING FOR EDUCATIONAL T.V.

The Authority has been in close contact with the 'Centre for Educational Television Overseas' since its setting up in 1961. The primary aim of the centre is to concentrate on the needs of overseas television services particularly those in developing countries. It provides help in the way of training staff, in the production of programme material and generally in their use of both school and adult educational purposes. A major aspect of the Centre's work is the production of packaged programmes or what could be called 'Do it Yourself' kits which can be adapted to the special needs of any country.

The Authority has taken great interest in such programmes and it is intended to acquire samples for demonstration purposes.

Arrangements were made for the Schools Broadcasting Organiser to spend two days at the Centre where he had the opportunity of finding out more about its organisation and activity.

Contacts have also been established with B.B.C. Television Enterprises with the view of providing sample Schools Television programmes, for demonstration purposes.

During the period under review, the Schools Broadcasting Organiser attended a 'General Television Production Course' at the B.B.C. T.V. Training School. This was followed by a two week working attachment with the B.B.C. Schools Television Department.

SCHOOL BROADCASTING ADVISORY COMMITTEE

Throughout this whole period, close interest continued to be taken by the School Broadcasting Advisory Committee under the chairmanship of Chev. J.P. Vassallo, O.B.E., the Director of Education. The Committee not only examined and approved the entire Primary Schools Broadcasting programme for the year but its members also constituted themselves into a number of vetting panels - one for each subject - to scrutinise and pass each script before it was broadcast. To the ladies and gentlemen on this Committee the Authority expresses its heartfelt gratitude. The Committee continued to be composed, in addition to the Chairman, of

S. Gatt, Esq
Miss M. Mortimer
Mgr. M. Azzopardi
G. Mangion, Esq., M.A.
G. Zarb Adami, Esq.
Miss R. Chetcuti
F.X. Mangion, Esq.
P. Miceli, Esq.
J.A. Cilia, Esq.
J.M. Demanuele, Esq.
Rev. Fr P. Cachia, O.P.
Miss M. Attard Gouder

APPENDIX II

RELIGIOUS BROADCASTING

As foreshadowed in the Authority's last report, steps were taken to appoint a Religious Broadcasting Organiser to the staff of the Authority with the duty of organising (with the collaboration of the contractors) and supervising, the total output of religious sound and television broadcasting. The Rev. Fr Charles G. Vella was appointed to this post in September 1962. In November 1962, under the terms of Clause 10 of the Broadcasting Ordinance, a Religious Broadcasting Advisory Committee was appointed by the Authority to advise it on matters of religious broadcasting policy. This Committee is under the chairmanship of the Right Reverend Monsignor A. Bonnici.

Since his appointment, the Religious Broadcasting Organiser has undertaken the task of reviewing religious broadcasting and ensuring that as far as possible the very considerable output of religious programmes receive the necessary supervision and professional production. This has entailed a good deal of reorganisation of existing programmes and since the advent of television, the appearance of some new ones. In particular, Television Epilogues, broadcast at the end of transmissions six days a week, represent a new element in Malta broadcasting.

In the field of Outside Broadcasts, the problem of Festa High Masses continued to engage the Authority's attention and Sung and Dialogue Masses which are susceptible to adequate preparation and production were broadcast in greater numbers. On 18th January, 1963 the Religious Broadcasting Advisory Committee recommended to the Authority that Festa High Masses should be discontinued as from 1963 and replaced by a greater number of Sung and Dialogue Masses. The Committee also advised the gradual introduction of radio features devoted to Parish Festas as a partial replacement of the Festa High Masses, when discontinued.

To sum up, some progress has been made in improving the professional standard of religious broadcasting - a task which is perhaps less easy in this particular field owing to the high proportion of broadcasts of this nature. The basic problem in religious broadcasting in Malta, in other words, is the harmonisation of quality with quantity in the context of slender resources, particularly financial.

(ANNEXURE TO APPENDIX II)

Religious Broadcasting Advisory Committee

Chairman: Rt. Rev. Mgr. Prof. A. Bonnici

Members: Rt. Rev. Mgr. E. Vella

Rt. Rev. Mgr. Prof. J. Lupi

Rt. Rev. Mgr. S. Laspina

Very Rev. Fr C. Xuereb

Very Rev. Fr L. Cachia

Very Rev. Fr C. Farrugia

Very Rev. Fr N. Cauchi

Rev. Fr E. Borg Olivier

Rev. Fr B. Tonna

Rev. Fr H. Born, O.P.

Rev. Fr H. Chircop, O.P.

Magistrate Dr J. Formosa

Surg. Major R.L. Casolani

Dr Paul Mallia

Mrs T. Vassallo Mallia

Rev. Fr C.G. Vella (Secretary)

APPENDIX III

ANALYSIS OF TELEVISION OUTPUT FOR PERIOD 30th September 1962 to 31st March 1963

Table 1. Breakdown of All Television Programmes

	<u>Weekly Average</u>	<u>%</u>
1. News	2.89 hrs	9.9
2. Documentaries	4.04 hrs	13.8
3. Talks and discussions	1.12 hrs	3.8
4. Religion	0.93 hrs	3.6
5. Schools	-	-
6. Adult Education	0.08 hrs	0.2
7. Children's		
a) Informative	1.21 hrs	4.2
b) Entertainment	4.01 hrs	13.8
8. Plays and Serials	8.98 hrs	30.6
9. Variety and Shows	3.04 hrs	10.6
10. Feature Films	-	-
11. Panel Games	0.51 hrs	1.7
12. Serious Music	0.23 hrs	0.8
13. Opera and Operetta	0.27 hrs	0.9
14. Sport	1.02 hrs	3.5
15. Others	0.75 hrs	2.6
<u>Total</u>	<u>29.09 hrs</u>	<u>100.0</u>

Table 2. Breakdown of Locally Produced Programmes

	<u>Weekly Average</u>
1. News	2.72 hrs
2. Talks and Discussions	0.87 hrs
3. Religion	0.66 hrs
4. Schools	-
5. Adult Education	0.08 hrs
6. Children's	
a) Informative	0.48 hrs
b) Entertainment	0.37 hrs
7. Variety and Shows	0.33 hrs
8. Panel Games	0.51 hrs
9. Sport	0.40 hrs
10. Others	0.69 hrs
<u>Total</u>	<u>7.11 hrs</u>

Percentage of Weekly Average Output: 24.4%

/Table 3

	<u>Weekly Average</u>		<u>Percentage of Weekly Average Output</u>		
<u>Total Output</u> (Table 1)	29.09 hrs		100		
Less:					
Locally Produced Programmes (Table 2)	<u>7.11 hrs</u>		<u>24.4</u>		
<u>Total Imported</u>	<u>21.98 hrs</u>		<u>75.6</u>		
ANALYSED THUS:					
<u>Commonwealth Origin</u>					<u>Percentage of Filmed Material</u>
United Kingdom	13.03 hrs		44.79		59.28
Other Countries	<u>1.36 hrs</u>	14.39 hrs	<u>4.68</u>	49.47	<u>6.19</u> 65.47
<u>Foreign Origin</u>					
U.S.A.	7.36 hrs		25.3		33.94
Various	0.23 hrs	<u>7.59 hrs</u>	<u>0.83</u>	<u>26.13</u>	<u>0.59</u> <u>34.53</u>
		<u>21.98 hrs</u>		<u>75.6</u>	<u>100.00</u>

Table 4. Breakdown of Programmes 'prescribed' by the Malta Broadcasting Authority

	<u>Weekly Average</u>
1. Documentaries	1.6 hrs
2. Talks and Discussions	0.3 hrs
3. Religion	0.2 hrs
4. Plays and Serials	0.8 hrs
5. Serious Music	0.11 hrs
6. Opera and Operetta	<u>0.23 hrs</u>
<u>Total</u>	<u>3.24hrs</u>

Percentage of Weekly Average Output: 11.2%

APPENDIX IV

ANALYSIS OF REDIFFUSION PROGRAMMES
DURING YEAR ENDED 31ST MARCH 1963

Table 1 Breakdown of 'B' Network Programmes

	<u>Weekly Average</u>	<u>%</u>
1. News	2hrs 30mins	1.99
2. Talks and Discussions	19hrs 25mins	15.41
3. Religion	2hrs 10mins	1.71
4. Schools	2hrs	1.60
5. Adult Education	30mins	0.38
6. Children's Programmes		
a) Informative	1hr	0.78
b) Entertainment	55mins	0.72
7. Plays and Serials	4hrs	3.17
8. Variety Programmes	1hr 30mins	1.20
9. Quizzes and Panel Games	30mins	0.38
10. Sports	75mins	1.00
11. Serious Music	8hrs	6.36
12. Popular Music	80hrs 15mins	63.70
13. Others	2hrs	1.60
<hr/>		
Total	126hrs	100
<hr/>		

/Table 2

Table 2 'B' Network - Breakdown of locally
originated programmes

	<u>Weekly Average</u>	
	<u>Hours</u>	<u>% of Total Output</u>
1. News	2hrs 30mins	1.99
2. Talks and Discussions	17hrs 58mins	14.26
3. Religion	1hr 40mins	1.32
4. Schools	2hrs	1.60
5. Adult Education	30mins	0.38
6. Children's Programmes		
(a) Informative	1hr	0.78
(b) Entertainment	55mins	0.72
7. Plays and Serials	4hrs	3.17
8. Variety Programmes	1hr 30mins	1.20
9. Quizzes and Panel Games	30mins	0.38
10. Sports	1hr 15mins	1.00
11. Serious Music	6hrs 10mins	4.89
12. Popular Music	20hrs 15mins	16.07
13. Others	2hrs	1.60
<hr/>		
TOTAL	62hrs 13mins	49.36
<hr/>		

/Table 3

Table 3 Breakdown of "A" Network [≡] Programmes

	<u>Weekly Average</u>	
	<u>Hours</u>	<u>% of Total Output</u>
1. News	30hrs 24mins	25.2
2. Talks and Discussions	13hrs 41mins	11.3
3. Religion	2hrs 40mins	2.2
4. Schools	- -	-
5. Adult Education	- -	-
6. Children's Programmes	0hrs 45mins	0.6
7. Plays & Serials	10hrs 45mins	8.9
8. Variety	2hrs 0mins	1.7
9. Quizzes & Panel Games	1hr 30mins	1.3
10. Sports	8hrs 40mins	7.2
11. Serious Music	15hrs 30mins	12.9
12. Popular Music	32hrs 35mins	27.2
13. Others	1hr 51mins	1.5
	<hr/>	<hr/>
	120hrs 21mins	100.0
	<hr/>	<hr/>

/[≡]Note to Table 3

Note to Table 3

The 'A' Network of Rediffusion consists in the main of a direct relay of the General Overseas Service of the B.B.C. between 7.00 a.m. and midnight each day of the week.

In order to reach various parts of the world at different listening times, the General Overseas Service repeats certain programmes from time to time. The less important of these are replaced by a variety of substitutions of locally produced programmes and by B.B.C. transcription recordings. These are also used to fill the daily period when the G.O.S. is off the air between 9.00 a.m. and 10.00 a.m.

The programmes broadcast from the Malta Studios includes:-

- a) a weekly play from transcription recordings.
- b) three topical weekly programmes supplied on tape by the B.B.C.
- c) a weekly request programme for Service families in Malta.
- d) the "Top Twenty" a highly topical weekly disc-jockey programme.
- e) "Films in Malta", a panel discussion programme, broadcast weekly.

APPENDIX V

Statement on Party Political Broadcasts

issued on 26th September 1962

The Authority's policy on Party Political Broadcasts is that it makes airtime available for such broadcasts: the actual division of this time should be a matter for agreement between the Parties themselves. In the absence of such agreement the Authority is faced either with having no Party Political Broadcasts at all or with implementing a scheme which seeks to take account as far as is humanly possible of the views which all the parties have put before it.

The five parties represented in the Legislative Assembly have failed to agree among themselves on how best to allocate airtime available. The Authority has therefore decided to implement a scheme which reflects the parties' strength in the Assembly. At the same time the Authority is anxious that parties with minority representation should have a reasonable opportunity for putting their case to the public. The scheme it proposes to implement allocates airtime as follows:

Nationalist Party:	*22	broadcasts	of 20 mins each
Malta Labour Party:	*14	"	of 20 " "
Christian Workers Party:	7	"	of 10 " "
Democratic Nationalist Party:	7	"	of 10 " "
Progressive Constitutional Party:	2	"	of 10 " "
Total:		52	

In total broadcasting time this gives

The Nationalist Party	440 minutes
The Malta Labour Party	280 "
The Christian Workers Party	70 "
The Democratic Nationalist Party	70 "
The Progressive Constitutional Party	20
Total:	880

This allocation bears a close relationship to the parties' representation in Parliament, which is:

Nationalists:	25 seats
Labour:	16 "
C.W.P.	4 "
D.N.P.	4 "
P.C.P.	1 "

By allowing the Christian Workers Party, the Democratic Nationalist Party and the Progressive

* Of these, three broadcasts may be divided at the Party's option into six of ten minutes.

Constitutional Party to divide all their airtime into 10-minute broadcasts the scheme gives them a greater number of appearances on the air. This has been done to meet the views put forward by these parties. Representations were also made on this point by the Nationalist and the Labour Parties and the Scheme will also allow these two parties to divide three of their twenty minute broadcasts each year into six broadcasts of ten minutes each.

The Authority's Scheme is designed for a period of twelve months commencing on Thursday 18th October, but would be discontinued in its present form in the event of the dissolution of the Legislative Assembly. At the proper time consideration will be given to the possibility of mounting some political broadcasts on television. Any television broadcast however would not increase the total quota of broadcasts in any one year.

Finally the Authority emphasises that should at any time all parties represented in the Assembly agree on the allocation of the airtime made available for political broadcasts, the Authority would be fully prepared to implement the Parties' recommendation.

- - - - -

APPENDIX VI

Party Political Broadcasts on Television

1. The Authority suggests that a proportion of the Broadcasts allocated to the Parties should be given on Television instead of on Sound. Such allocation, in accordance with the provision of its existing scheme would not therefore increase the total quota of broadcasts in any one year.

2. The proportion to be devoted to Television Broadcasts shall be approximately two sevenths of the total time allocated to all Party Political Broadcasts as follows:

Nationalist Party	6 20-minute broadcasts
Labour Party	4 20-minute broadcasts
Christian Workers Party	2 10-minute broadcasts
Democratic Nationalist Party	2 10-minute broadcasts
Progressive Constitutional Party	1 5-minute broadcast

The duration of each broadcast, as on Sound, is to include opening and closing announcements.

3. Notice is to be given to the Broadcasting Authority, at least fourteen (14) days in advance of the broadcast, that the Party concerned wishes to speak on Television. (This precaution is intended to allow the Malta Television Service to rearrange its programmes with adequate notice).

4. All T.V. Broadcasts **are to be scripted and the** scripts to be delivered to the Broadcasting Authority by the usual time i.e. by 12.00 noon forty eight hours before the broadcast.

5. As the Malta Television Service are not yet equipped with Television recording facilities, these broadcasts will be read live. It is emphasised that not only must the broadcast be rehearsed beforehand for timing purposes but that the facility of television broadcasting time is offered on the strict understanding that the speaker or speakers do not depart from the script in any material particular. It follows that if any party were to deviate from the script, it would render itself liable to be switched off the air and would also lose its right to any further Television broadcasts until television recording facilities become available.

6. It is realised that a scripted broadcast on Television is not as effective as one framed on the lines of an interview or discussion on a spontaneous talk. As soon as recording facilities are available, the Authority will explore the practicability of reducing the necessity for scripts to a minimum.

- - - - -

Note New procedures governing these broadcasts on television came into effect after the close of the year under review.

APPENDIX VII

MINISTERIAL BROADCASTS

Copy of a letter sent by the Authority
to all Political Parties on 25th March
1963

I enclose for your information, the conditions and procedures under which the Broadcasting Authority affords to the Government of the day broadcasting facilities on Sound and Television for the purpose of Ministerial Broadcasts.

In order to avoid future misunderstandings on this subject, I shall be grateful if you will take note of the following observations:

1. Nothing in the attached paper can, or is intended to prejudice the obligations and rights of the Authority as respects the observance of due impartiality in its broadcasts.
2. These obligations and rights ensure that in certain circumstances, political parties, organisations or individuals could establish under the Broadcasting Ordinance, a right of reply.
3. Under such circumstances, the Authority would not make available for the purpose of reply broadcasting time in **excess** of the duration of the original Ministerial broadcast.
4. Whenever such a right of reply is established the Authority will normally set a time limit of forty eight hours between the time of the broadcast and the receipt of a request for facilities for a reply.
5. Ministerial Broadcasts do not and are not intended to exhaust the possibilities of Ministers appearing on Sound or Television. Ministers also broadcast, according to established practice, at the invitation of the Broadcasting Contractors, in news interviews, balanced discussions, radio and television Press Conferences, outside broadcasts, etc, etc: Ministerial Broadcasts come into a separate category because they constitute special time placed at the disposal of Ministers which is availed of at the choice of and on the initiative of the Ministers and not either of the Contractors or of the Broadcasting Authority

(signed) G.K. Brown

Chief Executive

(ANNEXURE TO APPENDIX VII)

Policy on Ministerial Broadcasts

1. In view of their responsibilities for the care of the nation the Government should be able to broadcast from time to time Ministerial Broadcasts which are purely factual, or explanatory of legislative or approved administrative policies, or in the nature of appeals to the nation to co-operate in non-controversial national policies which require the active participation of the public.
2. Such broadcasts must comply with the provisions of the Broadcasting Ordinance 1961, and in particular with the provisions of Clause 7 (2) (a) thereof.
3. It will be incumbent on Ministers making such broadcasts to be as impartial as possible, and in the ordinary way there will be no question of a reply.
4. Ministerial Broadcasts will not (with the exception of the Annual Budget Broadcast) exceed 30 minutes in length. The total number of broadcasts in any one year will be as follows:

a) On Sound only:	4
b) On both T.V. and Sound:	3
c) Budget broadcast on T.V. and Sound:	1
5. All requests for Ministerial Broadcasts shall be made direct to the Authority, and adequate notice shall be given.
6. All sound only broadcasts shall be recorded in good time beforehand, and all T.V. broadcasts shall be rehearsed in good time before the broadcast. In the absence of a rehearsal, a script of a Ministerial Broadcast shall be submitted to the Authority beforehand.
7. Where any dispute arises over Ministerial broadcasts the final responsibility remains with the Authority (subject to the provisions of Clause 11 of the Broadcasting Ordinance).

APPENDIX VIII

PRINCIPLES TO BE FOLLOWED IN BROADCASTING ADVERTISE- MENTS ON SOUND AND TELEVISION

PREAMBLE:

1. The general principle governing all advertising broadcast in Malta is that it should be legal, clean, honest and truthful.
2. The Broadcasting Authority and/or its contractors reserve the right to reject any material which does not conform with the spirit of these principles, even though it may not offend any of the specific grounds set out hereunder.

DEFINITION

3. The word "advertisement" implies any item of publicity inserted in the programmes broadcast in conformity with the Malta Broadcasting Ordinance, 1961, in consideration of payment to the Authority's contractors.

GENERAL:

4. Advertisements shall be subject to the provisions of the Malta Broadcasting Ordinance (Ordinance No. XX of 1961).
5. All advertisements shall be clearly distinguishable as such and be separate from the rest of the programme.
6. Advertisements shall not be inserted otherwise than at the beginning and end of a programme or in natural breaks which occur in a programme.
7. No advertisements shall be included which contain any reference to industrial, political or religious controversy.
8. The Authority and/or its Contractors may reject any advertisement which it considers unsuitable for broadcasting.
9. No advertisements shall be included in or associated with programmes of a religious nature and there shall be an interval of at least two minutes before and two minutes after such programmes during which no advertisements shall be carried.
10. Nothing shall be included in any programmes broadcast by the Authority and/or its Contractors, whether in an advertisement or otherwise, which states, suggests or implies, or could reasonably be taken to state suggest or imply, that any part of any programme broadcast by the Authority and/or its Contractors, which is not an advertisement has been supplied or suggested by any advertiser.

/Provided....

Provided that nothing in this subsection shall be construed as prohibiting the inclusion in the programmes broadcast by the Authority and/or its Contractors, of programmes which have been accepted and approved by the Authority and with which an advertiser, in consideration of payment, may be allowed to associate himself without exercising control over the contents of such programmes, such association taking the form of announcements, immediately before the commencement or immediately after the end of any such programmes or in natural breaks therein, of the name or goods and services of the sponsor.

FALSE OR MISLEADING ADVERTISEMENTS:

11. No advertisement, taken as a whole or in part, shall contain any spoken or visual presentation of the product or service advertised, or statement of its price, which directly or by implication misleads.

IN PARTICULAR:

- a) SPECIAL CLAIMS - No advertisement shall contain any reference which is likely to lead the public to assume that the product advertised, or an ingredient, has some special quality or property which is in fact unknown, unrecognised or incapable of being established.
- b) SCIENTIFIC AND TECHNICAL TERMS - Statistics, scientific terms, quotations from technical literature and the like must be used with a proper sense of responsibility to the ordinary listener. The irrelevant use of data and jargon must never be resorted to in order to make claims appear more scientific than they really are. Statistics of limited validity should not be presented in such a way as to make it appear that they are universally true.
- c) IMITATION - Any imitation likely to mislead listeners, or viewers even though it is not of such a kind as to give rise to a legal action for infringement of copyright or for "passing off", must be avoided.

DISPARAGING REFERENCES:

12. No advertisement shall contain any statement intended to promote sales by unfair comparison with or reference to competitive products or services.

TESTIMONIALS:

13. Documentary evidence of testimonials may be required as a condition of the acceptance of advertisements. The irresponsible use of testimonials must be avoided.

/GUARANTEE:.....

GUARANTEE:

14. The word "guarantee" should be used with caution and sparingly and only in relation to some specific description or quality and the detailed terms of any such guarantee must be available for inspection. Where the guarantee is associated with an offer to return the purchase price, it must be made quite clear to what it applies and in what way it protects the purchaser.

ADVERTISING IN CHILDREN'S PROGRAMMES:

15. No product or service may be advertised and no method of advertising may be used, in association with a programme intended for children or which large numbers of children are likely to hear or see which might result in harm to them physically, mentally or morally, and no method of advertising may be employed which takes advantage of the natural credulity and sense of loyalty of children.

IN PARTICULAR:

- a) No advertisement which encourages children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels, etc., is allowed.
- b) No advertisement for a commercial product or service is allowed if it contains an appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service they will be failing in some duty or lacking in loyalty towards some person or organisation whether that person or organisation is the one making the appeal or not.
- c) No advertisement is allowed which leads children to believe that if they do not own the product advertised, they will be inferior in some way to other children or that they are liable to be held in contempt or ridicule for not owning it.
- d) No advertisements for tobacco or alcoholic liquors may appear in the advertising intervals immediately before, during or immediately after programmes designed for children.

RULES ABOUT SPECIFIC CLASSES OF ADVERTISEMENTS AND
METHODS OF ADVERTISING

1. UNACCEPTABLE PRODUCTS OR SERVICES

Advertisements for products or services coming within the recognised character of, or specifically concerned with, the following, will not be accepted:

- a) money-lenders,
- b) Matrimonial agencies and correspondence clubs,
- c) fortune tellers and the like,
- d) undertakers or others associated with death or burial,
- e) organisations/companies/persons seeking to advertise for the purpose of giving betting tips,
- f) employment services, registers or bureaux,
- g) products or treatments for bust development or, except as permitted by the British Code of Standards, for slimming, weight reduction or limitation or figure control.
- h) contraceptives,
- i) smoking cures,
- j) products for treatment of alcoholism,
- k) contact or corneal lenses,
- l) clinics for the treatment of the hair and scalp,
- m) haemorrhoids,
- n) products associated with intimate personal hygiene or medication,

2. ADVERTISEMENTS OF MEDICINES AND TREATMENTS:

a) THE BRITISH CODE OF STANDARDS

The advertising of medicines and treatments may be accepted provided it complies with the basic standard of "The British Code of Standards in relation to the Advertising of Medicines and Treatments".

- b) In advertisements for medicines, treatments and products which are claimed to promote health or to be beneficial in illness, the following are not allowable:-

- (i) presentations which give the impression of professional advice or recommendation, and
- (ii) statements giving the impression of professional advice or recommendation made by persons who appear in the advertisements and who are presented, either directly or by implication, as being qualified to give such advice or recommendation.

3. FINANCIAL ADVERTISEMENTS:

Advertising is limited to recognised Banks and Insurance Companies, Building Societies, Government Departments, and persons, bodies, companies and corporations carrying on a trade or an undertaking provided they have been granted a permit or licence when one is required by law.

4. GENERAL

The Advertisement referring to the holding of any assembly, meeting or activity whatsoever shall not be allowed if a permit or licence therefor is required according to law, unless the permit or licence has been granted prior to the broadcast of the advertisement.

APPENDIX IX

THE MEMBERS OF THE AUTHORITY

By Government Notice No. 370 of 28th August, 1962, the Right Reverend Mgr. Emanuel Vella, D.D., B.L. Can., Ph.D. was appointed member of the Authority (on the nomination of the Metropolitan Archbishop of Malta) in succession to Rev. Fr C.G. Vella, Ph.B., S.Th.L., who had resigned in order to be able to take a more active part in Religious Broadcasting as the Authority's Religious Broadcasting Organiser.

On 31st March, 1963, the Authority was accordingly composed as follows:

The Hon. Mr E.G. Arrigo, C.B.E. (Chairman)

Lt. Col. G.C. Micallef-Bynaud

Mrs Inez Galea, O.B.E.

Prof. V. Caruana Galizia, O.B.E., LL.D. (nominated by
the Vice Chancellor and
Rector Magnificus of the
Royal University of Malta)

Mr Edgar Staines, O.B.E.

Mr E.C. Tabone

Rt. Rev. Mgr. E. Vella, D.D., B.L. Can., Ph.D.
(nominated by the Metro-
politan Archbishop of
Malta)

Mr G.K. Brown (Chief Executive)

The Authority's Secretary throughout the period under review was Mr A.J. Bellizzi.

MALTA BROADCASTING AUTHORITY
(Constituted under Ordinance XX of 1961)

BALANCE SHEET AT 31ST MARCH 1963

31st March
1963

£	£	s	d	£	s	d	£	s	d
	<u>FIXED ASSETS</u>								
630	Freehold Land	654	18	8	-	-	654	18	8
932	Office Equipment, Furniture and Fittings	2,689	1	6	543	4	2,145	16	8
265	Technical Equipment	606	18	0	189	0	417	17	3
827		3,950	18	2	732	5	3,218	12	7
	<u>CURRENT ASSETS</u>								
058	Sundry Debtors and Prepayments				37	10	0		
5	Cash in hand				12	17	7		
	Cash at Bank:								
255	On Current Account	14,872	14	6					
-	On Savings Account	2,494	14	4	17,367	8	10		
318					17,417	16	5		
	<u>CURRENT LIABILITIES</u>								
778	Sundry Creditors and Accrued Charges				2,574	6	7		
	<u>WORKING CAPITAL</u>						14,843	9	10
							18,062	2	5

Represented by:-

	<u>GOVERNMENT CONTRIBUTIONS</u>					
014	Amount applied for Capital purposes (see above)	3,950	18	2		
-	Special Reserve Fund (see note 1)	2,481	19	6		
353	Balance of Income and Expenditure Account					
	(page 4)	11,629	4	9		
		18,062	2	5		

AUDITORS' REPORT TO THE MEMBERS OF THE
BOARD OF THE MALTA BROADCASTING AUTHORITY

We have examined the above Balance Sheet and the annexed Income and Expenditure Account which are in agreement with the books and records kept by the Authority. Proper books of account have been kept so far as appears from our examination thereof. In our opinion and according to the information and explanations given to us, the said Balance Sheet presents a true and fair view of the state of affairs of the Authority as at 31st March 1963, and of the surplus for the year ended on that date.

(sd) TURQUAND, YOUNGS & CO.

19 Coleman Street,
LONDON, E.C. 2.

Chartered Accountants
26th July, 1963

MALTA BROADCASTING AUTHORITYINCOME AND EXPENDITURE ACCOUNTFOR THE YEAR ENDED 31ST MARCH 1963

Period from
28.9.61 to
31.3.62

£		£	s	d	£	s	d	£	s	d
	<u>INCOME</u>									
,200	Government Contributions							45,000	0	0
51	Licence Fees from									
	Contractors							102	0	0
21	Ground Rents							50	16	10
3	Bank Interest							61	3	6
,275								45,214	0	4

Deduct:

	Prescription and improvement of Sound Broadcasts in accordance with clause 12 of an agreement dated 28.9.61 with Rediffusion (Malta) Ltd.									
,014	Programmes prescribed by the Authority (note 2)	6,929	14	6						
	Contribution towards improvements carried out by Rediffusion (Malta) Ltd.	3,070	5	6						
,055					10,000	0	0			

	Prescription and improvement of Television Broadcasts in accordance with clause 12 of an agreement dated 28.9.61 with The Malta Television Service Ltd.									
	Programmes prescribed by the Authority (note 3)	13,523	1	7						
	Contribution towards improvements carried out by The Malta Television Service Ltd.	66	15	0	13,589	16	7	23,589	16	7
,220								21,624	3	9

Deduct:

	<u>ADMINISTRATIVE CHARGES</u>									
586	Honoraria to Board Members	1,500	0	0						
,778	Wages and Salaries	7,688	0	8						
205	Rent of Office Premises	450	0	0						
151	Stationery	489	4	10						
75	Water, Electricity and Telephone	241	1	1						
31	Transport	78	3	5						
53	Audit Fees	150	0	0						
,879	Carried forward	10,596	10	0	21,624	3	9			

£	£	s	d	£	s	d	£	s	d
220	Brought forward						21,624	3	9
879	<u>ADMINISTRATIVE CHARGES (Continued)</u>						10,596	10	0
97	Sundry Expenses			122	15	0			
17	Messenger's Uniforms			22	12	9			
9	National Insurance Contributions			33	0	10			
112	Legal Fees			200	0	0			
24	Postages and Telegrams			82	4	3			
41	Subscriptions to Newspapers, magazines etc.			70	12	11			
101	Duty visits abroad			267	8	6			
-	Training of staff			717	15	10			
34	Entertainment and Hospitality			75	8	9			
24	Medical Expenses			17	3	8			
205	Monitoring and supervision of programmes			-	-	-			
-	Overseas Travelling Expenses			115	8	6			
-	Maintenance and repairs			71	8	2			
	Depreciation:								
72	Furniture and Fittings 10%	173	4	8					
46	Office Equipment 20%	141	8	0					
31	Soft Furniture 33 $\frac{1}{3}$ %	79	6	3	393	18	11		
692					12,786	8	1		
	Less:								
	Charged to the cost of programmes provided by the Authority:								
268	Sound (note 2)	730	13	0					
-	Television (note 3)	1,826	12	6	2,557	5	6		
424							10,229	2	7
796							11,395	1	2
	Deduct:								
	<u>SPECIAL CHARGES</u>								
29	Initial cost of decorating and repairing office premises						-	-	-
-	Contribution towards the cost of publication of school magazine						700	0	0
67	SURPLUS FOR THE YEAR						10,695	1	2
	Less:								
14	Applied for capital purposes						936	18	3
53	Carried forward						9,758	2	11

£		£	s	d	£	s	d
4,353	Brought forward				9,758	2	11
	Add:						
-	Balance brought forward from previous year	4,353	1	4			
	Less: Transfer to special reserve fund (note 1)	2,481	19	6	1,871	1	10
4,353					11,629	4	9

NOTES

1. In accordance with the powers conferred upon him by clause 12(3) and (4) of the Ordinance the Governor directed that the cash surplus at 31st March 1962 of £2,481.19. 6 be lodged in a special reserve Fund.

The excess revenue of the Authority at 31st March 1963 calculated in a similar manner is made up as follows:-

Balance of Income & Expenditure Account	11,629	4	9
Add:			
Depreciation to date	732	5	7
	12,361	10	4
Less:			
Prepaid Insurance	37	10	0
	12,324	0	4

2. The following expenditure was incurred in sound programmes prescribed by the Authority

	£	s	d	£	s	d
Salaries and Allowances				4,157	13	10
Scriptwriters' and Actors' Fees				600	5	0
Airtime and studio charges				845	2	5
Records, tapes and publications				119	7	1
School Broadcasting Magazine				302	9	3
Sundry Expenses				60	8	1
Depreciation of Technical Equipment	151	14	5			
less allocated to Tele-						
vision broadcasts (see note 3)	37	18	7	113	15	10
				6,199	1	6
Proportion of Overhead Expenses (5.7%)				730	13	0
				6,929	14	6

3. The following expenditure was incurred in Television programmes prescribed by the Authority:-

Hire of Television Films, including freight etc.	2,623	1	10
Airtime and studio charges	8,933	2	0
Script Contributors' Fees	68	5	0
Sundry Expenses	34	1	8
Depreciation of Technical Equipment - (see note 2)	37	18	7

11,696 9 1

Proportion of Overhead Expenses (14.3%) 1,826 12 6

13,523 1 7
