

BROADCASTING AUTHORITY

ANNUAL REPORT
AND ACCOUNTS
1967-68



MALTA

BROADCASTING AUTHORITY

SEVENTH ANNUAL REPORT

Covering the Year ended
31st March 1968

MALTA

Broadcasting Authority,
12, Old Treasury Street,
Valletta.
31st July, 1968.

Your Excellency,

In accordance with Section 13 (4) and (5) of the Broadcasting Ordinance 1961, we have pleasure in enclosing the Broadcasting Authority's Annual Report and Accounts for the financial year ended on 31st March, 1968.

We have the honour to be,
Your Excellency's
Obedient Servants,

(sd) A.J. Montanaro-Gauci
Chairman

(sd) J.A. Manduca
Chief Executive

H.E. Sir Maurice Dorman, G.C.M.G., G.C.V.O., Hon.L.L.D.,
Governor-General of Malta,
The Palace,
Valletta.

MEMBERS OF THE AUTHORITY

on 31st March, 1968

Chairman: Judge A. J. Montanaro-Gauci, C.B.E., K.M., Gr. Off. Mer., O.St.J., LL.D.

Members: Dr. V.A. Mercieca, LL.D.
G. Muscat Azzopardi, Esq.
Rev. Dr. P. Serracino Inglott, B.A., B.D., M.A.(Oxon).
J. Vella, Esq.

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Review of the year

Television in Malta began on a regular basis in September 1962 and is thus barely six years old. But like other broadcasting services throughout the world it has grown with extraordinary speed. The latest available figures indicate that by the time this Report is published more than half of the Islands' 76,500 households will have a television set.

Television receivers imported into the Maltese Islands by the end of March 1968 totalled 43,150 while the number of registered licence holders stood at 36,267 — an increase of 4,097 over the corresponding figure for 1967. Despite heavy Customs Duty the number of licence holders has been increasing steadily by some four thousand each year and the Maltese Islands now have more television sets per hundred inhabitants than countries such as Spain, Portugal, Cyprus, Bulgaria and Israel.

The increase in imports and in the number of licence holders was matched by a corresponding increase in the number of persons watching Malta Television. The latest available survey carried out on behalf of MTV in April 1968 shows a steady increase in viewership and the number of persons aged 9 and over who viewed television at least once a week was estimated at 174,000.

A similar trend was noticeable during 1967-68 with regard to wired sound receivers and wireless sets. Rediffusion subscribers at the end of the year numbered 42,251 (an increase of 1,189) and the number of wireless licence holders was 9,670. Because the £4 licence fee paid each year by the public covers both radio and television there is at the moment no precise figure showing how many wireless sets are actually in use. It is significant however that the number of wireless receivers imported into the Maltese Islands during 1967-68 was 11,493 and the total number imported since 1952 is 59,206.

Licence fees collected by the Government during the year amounted to £146,532 while Customs Duty on television and wireless receivers and spare parts during the same period totalled £138,703.

The increase in the number of licence holders and of subscribers is a reflection of the popularity of the broadcasting services and in part at least of the improvements which have taken place on both media during the year under review.

Among these improvements pride of place should go to the introduction of regular locally produced television drama. As a rule it is only the larger countries and broadcasting services which have the resources, calculated in terms of studios, staff, talent and revenue which can produce television drama. The standards achieved so far have been commendable and steps were being taken towards the end of the year to maintain and improve standards even further.

The "A" and "B" Rediffusion networks were re-named "International" and "National". The "International" network had consisted almost exclusively

of BBC programmes and although the majority of programmes on this Network remain a direct relay of the BBC World Service steps were taken in October 1965 to replace a number of programmes which are repeated by the BBC World Service or which were being broadcast in Malta at an unsuitable time. Changes were likewise made to provide a channel for locally-produced programmes reflecting the Maltese point of view on certain issues and others were introduced in the English language from broadcasting organizations other than the BBC.

A listenership survey carried out on behalf of Rediffusion in June 1967 indicated that around 106,000 persons aged 12 and over listened to the National Network at least once a day.

Action was also taken to strengthen the machinery of programme planning and constant contact is maintained with the programme companies to pin-point and try to eliminate certain areas of weakness. The aim continues to be that of presenting the public with a balanced and diverse diet of programmes and polished performances. Room for improvements there will always be and there is need for fresh and sustained effort in a number of programme areas but without being in any way complacent the Authority is satisfied that good progress continues to be made.

The Authority paid special attention to those programmes classified as "serious and informative", which include the following: News and News Magazines; Talks and Discussions; Documentaries; Schools Broadcasts; Adult Education; Children's informative programmes; Religious programmes; Serious Music and Ballet. This type of programme accounted for 35.9 per cent of the output on television and to 33.4 per cent of the output on Sound (National network).

The Authority is likewise anxious to see an increase in the number of locally produced programmes which according to the Contractual Agreements in being between the MBA and the Programme Companies should account for not less than 20 per cent of the total output. In fact locally produced programmes on television accounted for nearly 33 per cent of the total and for 98.3 per cent of the total on Sound (National Network). Malta Television broadcast 1,794 hours of programme material during 1967-68. This works out at around 34 hours a week against a stipulated minimum of 28 hours a week. Rediffusion broadcast 34 hours of programmes a day on the National and International Networks (approx. 17 hrs. on each network) although the programme company is legally only required to produce 12 hours of programmes a day.

Finance

There was a slight improvement in the finances of the Authority and the money available to the MBA was for the first time increased from £45,000 to £50,000. In presenting the General Estimates for 1968-69 the Government again increased the Authority's funds by a further £5,000. While welcoming

this trend the Authority must point out that its own budget made provision for £70,000 and that the amount actually made available by the Government accounts for less than one third of the amount being collected in licence fees. There are definite limits as to what can be done with this amount of money and since critics are apt to make comparisons with the broadcasting services in other and more affluent countries it is perhaps relevant to point out that the whole of the Authority's programme budget is no more than has on occasion been used to produce one single hour programme by such broadcasting giants as the BBC or RAI.

The following Table shows the amount collected by the Government in licence fees and the amount passed on to the Authority since 1961-62.

Year	Revenue from Wireless Licence Fees	Amount budgeted for by MBA	Amount available to MBA	% of Wireless Licence Fees
	£	£	£	£
1959/60	17,793	—	—	—
1960/61	21,847	—	—	—
1961/62	63,546	19,200	17,200	27.06
1962/63	83,067	50,355	45,000	54.70
1963/64	96,074	65,075	45,000	46.83
1964/65	103,769	66,000	45,000	43.36
1965/66	107,773	67,000	45,000	41.75
1966/67	145,382	68,000	45,000	30.95
1967/68	146,532	68,382	50,000	34.12
1968/69	146,000 (est)	70,807	55,000	37.67

The Authority again reiterates its view that the amount made available for broadcasting purposes should be increased and that this amount should have a relation to the licence fees being paid by the public. The Authority likewise holds that the amount which is to be channelled into broadcasting should be guaranteed by law and should preferably cover a three year period, and that it should be in a position to make provision for a reserve and contingency fund. Only in this way can the Authority look and plan ahead. It cannot do so — and the service suffers — if the MBA never knows from one year to another what its financial resources will be.

Wireless Broadcasting

Important discussions between the Government and the Broadcasting Authority on the future of wireless broadcasting started in November and were still proceeding at the end of the year under review. In order to allow these discussions to continue and having regard to all the circumstances

involved, the Authority following a request from MTV and after consultation with the Government agreed to extend the period during which the Company may start a wireless service. The Authority decided that the expiry date (28th March 1968) be further extended to the 28th March 1969. But the Authority remains anxious to conclude discussions and reach an equitable solution as quickly as possible.

Queen's Visit

The Queen's visit in November 1967 was one of the highlights of 1967-68. The Authority took the initiative in sounding RAI about the possibility of helping with television O.B. coverage of the visit. RAI generously agreed to do so and with the cooperation of the Government and of MTV, who agreed to share the costs involved, extensive and excellent live coverage was given to many of the important events of the Royal Visit.

Intertel Council

1967 also saw a meeting in Malta of the Intertel Council. The hosts were Rediffusion Television (U.K.) in association with The Malta Television Service Ltd and Rediffusion (Malta) Ltd. Intertel a project for international understanding through television, was founded in 1961. It has as its aim the production of high quality documentaries for television showing throughout the English-speaking world. The Members are: The Australian Broadcasting Commission, the Canadian Broadcasting Corporation, the National Educational Television (U.S.A.) and Rediffusion Television (U.K.).

The Intertel Council decided to produce a programme on the Maltese Islands which will be shown throughout the world.

International Contests

For the first time the Broadcasting Authority took part in the Japan Prize 1968 — an international contest for radio and television educational programmes — organised by the Japan Broadcasting Corporation in Tokyo. There were 202 entries with 106 radio programmes and 96 television programmes submitted by the 86 organizations from 61 different countries. The MBA entry was "Modern English" a television programme for the senior classes in secondary schools. The year's Japan prize was awarded to Chile for its programme "Women and Work" submitted by Television Universida Catolica de Chile. The Authority plans to take part in the 1968 contest.

The MBA also participated in the International Choir Competition — "Let the People Sing" — organised by the BBC on behalf of the European Broadcasting Union. The aim of the contest is to stimulate interest in choral music by encouraging competition between amateur choirs through the international comparison of their performances. Malta participated in the Mixed Voice Choirs class with recordings by the Chorus Melitensis.

Twenty one countries took part and prizes were awarded to Bulgaria and Portugal.

The Malta Television Service entered a programme — "Festa" — for the Golden Harp Festival of Folklore and Folk Music organised by the Radio Telefis Eireann on behalf of the European Broadcasting Union in Dublin. Twenty countries participated and the Golden Harp was awarded to NTS of the Netherlands for their programme "The Final Stanza". The Silver Harp went to NHK of Japan. Very valuable experience was gained from participation in these international contests.

Educational Broadcasting

Following close consultation and cooperation with the Ministry of Education and the Private Schools Association, the Broadcasting Authority in association with MTV and with the help of the British Council continued to broadcast educational programmes in the morning to Secondary Schools. Physics, English and Biology were the subjects taught during the year and the response from the Schools was most encouraging. The Authority and the Programme Companies submitted detailed plans for a radical expansion in educational television which provide for the building of a new studio by MTV — without which no expansion is possible — as well as the purchase of new equipment by the Government. These plans which would also necessitate an increase in recurrent expenditure would allow for a doubling of the present output of MET to 160 transmissions during each scholastic year. Although these plans were not approved for 1968-69 the Authority is hopeful that the government's approval will be forthcoming during the following year.

Television is being recognised by more and more countries as having great potential as a teaching medium. Television should never and can never replace the teacher but it can and does supplement his work. It can hold the attention of children and handle a large class effectively. It can ensure that only the best available teachers do the demonstrations with the best available equipment and it can show things visually in a way not possible in a classroom. Properly used and generously endowed its potential is enormous.

The Authority continued its broadcasts to Primary Schools on Rediffusion. Two hundred and ten programmes were transmitted during the year under review. Sales of the Schools Broadcasting magazine "The Young Listener" continued to increase and the average monthly sales during the Scholastic year reached 19,500.

Advertising Rules

Advertising rules and regulations first submitted to the Government in July 1964 were returned to the Authority in February 1968 with amendments proposed by the Government. The Authority took the opportunity to revise and clarify these rules in the light of experience. These revised rules were

returned to the Government in March in accordance with the provisions of the Broadcasting Ordinance. The Authority hopes that the new rules will be brought into force as soon as possible.

Copyright Legislation

New Copyright legislation containing a number of innovations to broadcasting in Malta was approved by the House of Representatives in February 1967. Unfortunately the new law had not been brought into force at the end of the year under review. The MBA would welcome a declaration of continuity to the Berne Union at the level of the Rome version of the Berne Convention (1928);* accession to the European Agreement on the suppression of pirate broadcasting stations; accession to the European Agreement on the Protection of Television Broadcasts; and accession to the European Agreement concerning Programme Exchanges by means of Television Films.

Following reports that the Italian authorities were establishing a number of "repeaters" in order to boost RAI's television programmes throughout the Maltese Islands the Authority wrote to the Government seeking clarification on certain points. Representations were also made to the Government regarding the need for consultations on broadcasting matters when entering into Cultural Agreements with other countries.

Charitable Appeals

In association with the British Forces Broadcasting Service a Rediffusion Wireless for the Blind programme was broadcast between the 24th and the 26th December. Hundreds of listeners pledged money for the Malta Society for the Blind and a record sum for £1,267 was collected. The Authority, Rediffusion and the B.F.B.S. are represented on the Wireless for the Blind Fund Committee which is responsible for organizing this charitable event. Blind people in Malta are exempt from the payment of licence fees and during the year the Government took the additional welcome step of exempting wireless receivers for the blind from the payment of Customs Duty.

With the Authority's approval MTV and Rediffusion broadcast fifty-one other charitable appeals on behalf of thirteen organizations during 1967-68.

The System

The Constitutional provisions and the Broadcasting Ordinance are the basis of the Authority's existence and of the system now in being.

The Constitution charges the Authority with ensuring, so far as possible, "impartiality in matters of political and industrial controversy or relating to current public policy" and the Constitution also lays down that in the exercise of this function "The Authority shall not be subject to the direction

*NOTE: On July 24th 1968 the Government announced that it considers itself bound by the Berne Convention for the Protection of Literary and Artistic works (Rome text of June 2nd 1928).

or control of any other person or authority". The service must be fair and impartial in its presentation of news and in all controversial matters; the broadcasting authorities express no views of their own on political matters.

The Authority is satisfied that these onerous duties have been carried out during the year under review. The independence of the broadcasting authorities from the Government of the day in matter of programme content and in the day-to-day conduct of affairs is a fundamental principle of democratic broadcasting. While the general rules are laid down by government their application to programme policy is matter for the broadcasting authorities.

The Authority is also charged under the Broadcasting Ordinance to provide sound and television broadcasting services in Malta. These services are provided for and on behalf of the Authority by Programme Companies, The Malta Television Service Ltd and Rediffusion (Malta) Ltd. — representing a combination of private initiative with public control.

The Authority must ensure that all programmes are in accordance with the provisions of the Broadcasting Ordinance and shares responsibility with the programme companies for such things as accuracy in news, maintaining impartiality in matters of controversy, balance in subject matter and the maintenance of good taste. The Authority also has responsibilities with regard to the control of advertisements which must be in accordance with the provisions of the law and the principles governing advertisements laid down by the Government and the Authority.

In addition broadcasting is regulated by contractual agreements which, among other things, bind the Authority to spend not less than £25,000 a year on the prescription and/or the improvement of television programmes and not less than £10,000 a year on sound programmes. The Authority derives its funds from the Government, which collects licence fees from the public, while the Companies' main source of income is the sale of advertisements. But the responsibility for what is broadcast rests entirely with the Authority and programme companies and not with the advertiser who exercises no control on the contents of a programme.

The Authority

The term of office of Members of the Authority under the Chairmanship of Judge A.J. Montanaro-Gauci expired during the year under review. All Members were re-appointed for a six month period as from the 29th September 1967 and for a further six months from the 29th March 1968.

MBA Programmes

The two tier-system of broadcasting prevalent in Malta contains some interesting and unusual features. The Authority is ultimately responsible for the programme output of the two companies but responsibility for observance of the Broadcasting Ordinance is shared by the companies as part of their contractual obligations. While the Companies provide the bulk of the programmes the Authority also provides some of its own on both media.

Such a system can only work effectively if there is close, constant and detailed consultation between the Authority and the programme companies at all levels. During 1967-68 this consultation took place almost daily. Numerous meetings are held and a number of standing committees meet each week or each month to consider various aspects of the services being provided.

Transmissions are monitored by the Authority's staff and after due assessment and processing the matters raised are discussed with the contractors. Monitoring of programmes is an important aspect of the work carried out by the Authority's staff. There are two main qualifications for this work: a thorough knowledge of the Constitution, the Broadcasting Ordinance, the Contractual Agreements and of the Authority's current policies; a broad general knowledge, a soundness of judgement and a sensitivity of taste. The programme staff pay special attention to children's hour, to programmes containing an element of violence, to impartiality in matters of controversy, to any unauthorised "plugs" for charitable and other organizations, and to the rules on advertising. Staff are asked to comment on any material from the standpoint of an intelligent viewer and listener.

As a result of this system and of consultation with the programme companies certain programmes were withdrawn, modified or re-scheduled during the year.

In addition, the Authority may under the provisions of the Broadcasting Ordinance and must under the provision of existing agreements spend money each year on the prescription and improvement of programmes. Programme scheduling is a complex affair and the fact that both the MBA and the programme companies choose or produce their own makes the exercise a more complex business than would otherwise be the case. Nonetheless the system has some distinct advantages. The Authority's direct financial involvement means it can and does exercise a positive role in programme scheduling. Since the Authority is financed through public funds and not through the sale of advertisements it is in a better position to ensure that there is proper balance and a wide range in subject matter and that the serious content in programme schedules remains substantial. Furthermore without a financial contribution from public funds television of a good standard would not be a viable economic proposition in a small island such as Malta.

Throughout the year the Authority continued its policy of spending its

limited public funds on the acquisition and production of programmes of an educative and informative nature and some of those broadcast during the year were out-standing by any standard.

Language Teaching

The Authority has always been keen to use television as a vehicle for the teaching of languages. In previous years the Authority prescribed two courses in the English Language, "English by Television" (with Walter and Connie) and MTV had also broadcast a course in the Maltese language. During the year the Authority broadcast a series of thirty lessons in Italian — "Parliamo Italiano". Each lesson was repeated during the week and programmes were supplemented by three booklets and records, supplied by the BBC, which were put on sale. The course was successful and steps were taken towards the close of the year to screen a German language course — "Guten Tag". Plans are already in hand to follow this up with courses in other languages such as French and Spanish.

Courses in the Italian, German and Maltese languages were also broadcast on wired sound by Rediffusion.

The Authority took the initiative in giving programme coverage and support to the Freedom from Hunger Campaign, the Red Cross, the World Health Organization, United Nations Day, the Refugee Problem, and the problems faced by the mentally and physically handicapped.

The Authority's prescribed programmes on television, including those produced by the Authority's own staff, numbered 323 (166 hours) and the number of programmes to Schools broadcast in association with MTV numbered 89 (32 hours). Together these accounted for 11 per cent of the total output on television.

In sound broadcasting the Authority continued to organise, produce and present a total of 210 programmes (66 hours and 25 minutes) to the primary schools during the scholastic year 1967-68.

In addition the Authority made a contribution towards the improvement of the following programmes:

Television: "Nithaddtuha"; Expert Opinion; The Press Wants to Know, "Djalogu"; and towards the appearance on television of the Jose de La Vega Spanish Dancers.

Sound: Argument of the Week; Radio Press Conference; Religious Forum; Malta Magazine and This Week in Parliament.

The Authority's staff also organised Party Political Broadcasts and the Authority's Religious Broadcasting Adviser organised and helped in the production of Religious programmes on sound and television.

Locally originated television programmes produced by the Authority's staff during 1967-68 included the following:

Malta Educational Television

"English for Today"; "Atomic Physics" and "Biology Today". (Weekly programmes with a repeat produced in association with MTV, the British Council and the Ministry of Education). "Macbeth" in four parts, was broadcast for G.C.E. students.

Taht L-Ghoxrin

Three 30-minute programmes devoted to the problems facing young people.

Ahseb Mitt Darba

Seven 30-minute cultural quiz programmes with the participation of teams from the University Junior College; the College of Arts, Science and Technology; the Mater Admirabilis Training College for Women, and the St. Michael's Training College for Men.

Retina

A monthly studio documentary with filmed inserts. Subjects dealt with during the year included: three programmes on handicapped adults and children; three programmes on Malta in prehistoric times; three programmes on the geology and endemic species of the Maltese Islands and one programme on Antonio Sciortino the renowned sculptor.

Dawra Mal-Ġnien

A programme for amateur gardeners.

Two In Harmony

Six 30-minute programmes with soprano Antoinette Miggiani, Violinist Shelagh Williams (Mrs Cozens) and guest artists.

Filmed Documentaries

The Santa Marija Convoy (a 35-minute documentary screened on the 25th anniversary of the arrival in Malta of the famous wartime convoy on August 15th, 1942) and Taqbida Għall-Hajja (the Sicilian earthquake).

Documentaries with a Maltese Commentary

Banquet of Life (in connection with the Freedom from Hunger Campaign); Spring in Ethiopia; After the Miracle (Israel); The Cultural Explosion; The Knights of St. John; The Difference Between Us (The educational system in Britain and in the United States); Pilgrimage to Fatima; Our Heritage in Stone (A DOI production on Architecture in Malta). Survival (10 programmes).

Among the recorded programmes chosen and prescribed by the Authority during the year were the following:

Children

Disneyland (ten 45-minute programmes).

Young People's Concerts (twelve 50-minute programmes with Leonard Bernstein and the New York Philharmonic Orchestra).

Classic Series

The Three Musketeers (by Alexandre Dumas — ten programmes).

Poison Island (by Sir Arthur Quiller-Couch — 6 programmes).

Adventure

Expedition (13 programmes)

Natural History

Survival (ten programmes)

Music

The Golden Ring (Wagner's Gotterdammerung)

The Schonenburg Boys Choir

Sing We now of Christmas

Sir John Barbirolli

The Arts

Rediscovering the Image (2 programmes with Sir Kenneth Clark on Paul Gauguin and Henri Rousseau)

Artist's Notebook (4 programmes on Leonardo da Vinci, William Hogarth, Eugene Delacroix and Vincent Van Gogh).

Documentaries (One Hour)

People Like Maria (A WHO programme); A Tale of Two Streets; The Angry Voices of Watts; The Last Invasion; The Aviation Revolution; The Stately Ghosts of England; Back to Budapest; An Island Called Ellis; The Lion and the Eagle; To Save a Soldier; Karamoja; The Law and the Prophets; All the Queen's Men; Royal Palaces of Britain; The Legacy of Rome; Made in Japan; I am a Soldier (Vietnam); The Pity of it All (Traffic Accidents); French Eyes on the Future; Israel — Victory or Else; The Glory of Sail; Siberia — The Great Experiment; Kennedy — The Presidency; Hail to the Chief; Hall of Kings (Westminster Abbey); Farewell to Arabia; Battle for Asia (3 programmes); Thoroughbred; Marshal McLuhan; Leningrad; Expo Observed; Someone Must Govern Us; Eisenhower on the Military Churchill; Indian Eyes on the Future; Matador (El Cordobes); The Heart of the Matter (Teilhard de Chardin); Wind of Change (Harold Macmillan); Any Old Thing; Shadow in the Clouds; The Cultural Explosion; The Grafters; Cortez and the Legend; Scot and the Race to the South Pole; The View from Geneva (The Red Cross) and Clement Attlee (Obituary programme).

Informative — Current Affairs

The Lost Peace (6 programmes during the year)

Decision (26 programmes with former President Truman)

The Smithsonian (13 programmes)

Crossroads of the World (3 programmes on the Middle East)

The Pace Makers (6 programmes with Marcus Wallenberg, the Aga Khan, Pierre Luigi Nervi, Louis Armand, Pinin Farina, and Philippe Lamour).

Finland's Tug of War

Italy's Booming North

Jackpot in Libya

Religious

In Seach of St. Paul (9 programmes)

Pilgrimage to Fatima

Christmas Oratorio

Adult Education

Parliamo Italiano (an Italian Language Course — 30 programmes)

Best Sellers (13 programmes dealing with great novelists of the 19th and early 20th century)

Growing Up Safely

The World of Three

Miscellaneous

Radio City Music Hall at Christmas Time

Educational Broadcasting

Television

Although the output of Educational Television remained the same in 1967-68 as in the previous year, Biology was added to English and Atomic Physics in the series of programmes directed at Secondary Schools and broadcast with a repeat during the morning. The response from schools remained good and there is a demand for more of these programmes. All these programmes were planned in close consultation with the Ministry of Education and with the Private Schools Association and were produced under the auspices of the Authority in association with MTV and with the help of the Government, the British Council and the Private Schools Association.

The series "English for Today" (Twenty programmes presented by Mr R. Allan and Mr R. Moss of the British Council) included many modern subjects for discussion and extracts from 20th century books, including information on authors' lives and detailed study of the language used by them. The most successful venture was programme 10 ('News') which outlined the development of newsmaking since the invention of writing and the challenge of television to newspapers. This led naturally to a Newspaper Competition which attracted entries from over four-hundred contributors. Students were invited to design a page from an imaginary Malta newspaper of the past, or from a Malta newspaper of 1998. The result reflected credit on the skill, imagination, wit and optimism of the children as well as proving the power of Educational Television in stimulating the mind. The competition attracted a great deal of favourable press comment.

The 'Atomic Physics' series for fifth forms ran for eleven weeks in the autumn of 1967. Some schools found this timing inconvenient though the series was a great improvement on the programmes broadcast earlier in the year. Films were used extensively to illustrate the series which were presented by Mr Charles Xerri B.Sc. who was seconded by the Ministry of Education for this purpose.

In the New Year 'Biology for Schools' began its run of nine programmes for forms III and IV. 85 per cent of the schools following this series rated the value of it 'good' or 'excellent', in a survey carried out in March. This was a tribute to the effort which went into producing such an ambitious project. Film and other material from CETO was adapted to scripts planned and written in Malta with Maltese flora and fauna as examples. The objective was to give pupils a grasp of some biological principles, while teaching 'O' level requirements. Miss Irma Pace of the Education Department presented the series.

Mr Robin Allan (British Council Television Officer, Malta, 1965-67) left the Island for Iran in May 1967. Mr Robin Moss, who trained in Educational

Television on the Island and at CETO, arrived in August and with the Authority's Schools Broadcasting Unit produced the three series and strengthened links with the schools. Next year, the Authority plans to produce and present forty entirely new programmes. This will be the first time so much has been attempted, and will require a great effort: scripts, material and literature for teachers, will have to be created and all schools visited before the programmes can be expected to succeed.

Educational Television work is no sinecure, as the precision and skill of good teaching must be allied to a constant search for visually exciting material and the discipline of television production. Malta Educational Television programmes are technically of an excellent standard, but the educational impact of programmes can be improved and in the Authority's view expansion of the service is urgently needed. For this to take place new studios, equipment and more funds are essential. The Authority is confident that this expansion will take place and that the Ministry of Education will continue to help by making more trained teachers available to help in producing and presenting more educational programmes. Detailed plans for an expansion submitted by the MBA and MTV are being considered by the Government.

Sound

The Authority's Schools Broadcasting Unit while helping in the production and direction of Schools Television, continued to organise, produce and present, all broadcasts to the primary schools. There were 210 programmes (66 hours 25 minutes) during the Scholastic Year 1967-68. The Authority estimated that some 40,000 school children in 118 primary (mainly Government) schools followed these broadcasts.

Close touch was maintained throughout the year with the schools and all available evidence shows that the service is being well received and is fulfilling a need. As in the case of television broadcasts however there remains room for improvement especially in the case of preparation and follow-up by the teacher. Steps were being taken towards the end of the year to print and supply more "Notes for Teachers".

The position of wired receivers in the classrooms improved considerably during the year and more visits to schools were paid by members of the Schools Broadcasting Unit.

The Authority continued to publish the "Young Listener" a magazine closely linked with schools broadcasting. Various schemes aimed at increasing the circulation of the "Young Listener" were launched during the year and proved successful. The monthly average sale for the year was 19,500 copies and total sales during 1967-68 reached the record figure of 156,000 — an increase of nearly 24,000 copies over the previous year's figure. It has now been decided to publish a junior "Young Listener" aimed at the very young.

Government and private secondary schools continued to make use of a

transcription service offering a wide selection of programmes. In all 300 programmes were dubbed for eight different schools.

The help and cooperation afforded by members of the Schools Broadcasting Advisory Committee under the Chairmanship of the Director of Education Mr S. Gatt and by the Vetting Panels again proved invaluable.

Broadcasting and Parliament

The formal series of Party Political Broadcasts continued throughout the year under review. These broadcasts are meant to serve the interests of the political parties and since the General Election held in March 1966 the MBA scheme allocating the time between the two parties has been based on the following formula:

Nationalist Party	7 broadcasts of 20 minutes
Malta Labour Party	5 broadcasts of 20 minutes
	1 broadcast of 10 minutes

This scheme reflects the strength and is limited to those Parties with representation in Parliament. Requests made during the year by the Christian Workers Party — which is not represented in the House — for inclusion in the scheme for Party Political Broadcasts were not entertained by the Authority.

During the year the Authority made the following allocations for the period 1st June to 30th September:

Nationalist Party	2 broadcasts of 20 minutes
	1 broadcast of 10 minutes
Malta Labour Party	2 broadcasts of 20 minutes

The allocation for the period of 15th October 1967 to 14th April 1968 was as follows:

Nationalist Party	3 broadcasts of 20 minutes
	1 broadcast of 10 minutes
Malta Labour Party	2 broadcasts of 20 minutes
	1 broadcast of 15 minutes

The Authority provides broadcasting time for these broadcasts but the subject, the speaker and day of broadcast are chosen by the Parties themselves. The Authority does not exercise control on the contents of these talks other than to ensure that they comply with the provisions of the law.

A number of Members of the House of Representatives from both sides of the House took part in discussion programmes during the year and the Authority would like to see more doing so and would welcome participation by Members of Parliament in debates and in Press Conferences.

Parliamentary and political affairs continued to be given coverage in news bulletins and in current affairs programmes. Debates in the House were given coverage in "This Week in Parliament" broadcast each week on a Sunday (and repeated on a Monday) whenever the House is sitting.

There were no Ministerial broadcasts during the year.

In September, on the occasion of the third anniversary of independence, the Prime Minister broadcast a special message to the people of Malta and Gozo, and in November the Minister for Education, Culture and Tourism,

in his capacity as Chairman of the Royal Visit Committee, also broadcast in connection with the visit to Malta of H.M. the Queen.

A short appeal was made by the Minister of Health in January in connection with the earthquake in Sicily, and special messages from U Thant, General Secretary of U.N.O. and the Minister for Education were broadcast on the occasion of U.N. Day in October.

M.T.V. and Rediffusion

Television

Steady progress was maintained by The Malta Television Service Ltd in the technical and artistic quality of most of the locally originated programmes shown throughout 1967-68. These now account for 33 per cent of the total output — a significant amount for a small station. The most notable achievement was the marked increase in the output and the quality of television drama.

Six plays ("Ward u Xewk"; "Biex It-Tajjeb Ma Jonqosx"; "Huwa"; "Dar Fuq Ir-Ramel"; "Iż-Żjara"; and "Qamar il-Ghasel") were produced during the year as well as three sketches shown during children's hour. In the face of numerous difficulties MTV embarked on an ambitious plan to screen a locally originated drama once a month.

The progress made in the field of light entertainment was maintained. In order to encourage and discover talent, a competition programme "Talent 67" was launched. Inevitably in a programme of this kind some of the earlier efforts were somewhat amateur, but as the number of performers thinned out, the standard improved. It is gratifying to report that many of the young artists "discovered" during the course of this competition are now making regular and successful appearances in all fields of public entertainment.

Other successful and popular variety programmes included "Music Shop"; "Folk Time"; "Stringalong"; "The Russ Conway Show" and "Music Express".

Serious Music

Music of a more serious nature is difficult to present successfully on television. However, M.T.V., with the assistance of the British Council, presented a series of classical music recitals featuring both Maltese and foreign artists. The programmes ranged from pianoforte, violin and choral music to such specialised instruments as the viola d'Amore.

Among the artists who appeared were the following:-

Montague Cleeve; Maryann Kissaun; Chorus Excelsior; Malta Choral Society; St. Julians Choir; Josette Grech Mercieca; Joe Chetcuti; Christine Marinelli; Shelagh Williams; Jean Myers; John Clegg; Shiela Grimes; Helen Dyer and Marguerite Woolfe who was introduced on MTV by Sir Arthur Bliss, Master of the Queen's Musick, since she was playing his Sonata for pianoforte.

Specialised Programmes

MTV continued to provide special programmes for children in the fields of religion, entertainment and information. A participation programme for infants "Għat-Tfal iż-Żgħar" introduced late in 1967 and expanded to 30 minutes in 1968, is proving popular.

"Il-Mara Tal-Lum", a programme for women, was introduced during the period under review. Designed to arouse greater awareness of current problems among women as well as dealing with cookery, housekeeping and fashions, the programme has achieved a good measure of success.

"Arti Madwarna", a magazine programme for Arts, has continued to improve and, has stimulated interest in Maltese dramatic and literary circles.

Ad Hoc Programmes

Special arrangements have been made by MTV to provide space in programme schedules for ad hoc programmes to keep abreast of events in the Maltese Islands in particular, and the rest of the world in general. One such programme "Malta G.C.", commemorated the 25th anniversary of the award of the George Cross to the island and its people. By the extensive use of film facilities, a large cross section of the people were able, for the first time to follow the consecration of one of the Island's Bishops. Other programmes dealt with past Royal Visits to Malta, the problem facing producers of motion pictures in the Island, and the wedding of a member of Malta's small Indian community.

MTV's entry for the Golden Harp Festival of Folklore and Folk Music organized by Radio Telefis Eireann on behalf of the European Broadcasting Union, was well received and excited a good deal of discussion. The programme, "Festa" was subsequently shown by Scottish Television, Television West and Wales and by the Australian Broadcasting Commission.

Engineering

The contractors continued their policy of expanding their technical facilities. During the period under review, a separate Vidicon caption scanner was provided for use in the main studio, a professional microphone boom (giraffe) has greatly simplified the sound coverage, especially of drama productions, and additional recording and replay facilities for use in commercial advertisements have been introduced. A transflex front projection system has also been introduced as a studio facility.

From April, 1967, to March, 1968 MTV broadcast 1,794 hours of programme material. Breakdowns due to technical failure amounted to 1 hour 14 minutes (0.0068 of transmissions.). Loss of transmission due to breakdown in the public electricity supply amounted to 2 hours 57 minutes.

Staff Training

Progress was maintained in staff training. Two members of the Engineering Department were successful in their Professional Broadcasting Engineering Course conducted by the British Broadcasting Corporation.

The Contractors obtained the services of Mr G. Gurrin, a director of photography, for a period of three months on a consultancy basis. As a result of Mr Gurrin's advice an improvement in both camera and processing techniques has been registered.

Sound Broadcasting

Despite the challenge and the increasing popularity of television the wired sound service provided by Rediffusion (Malta) Ltd continued to hold its own and to increase the number of its subscribers. At the end of March these numbered 42,251.

New names, "National" and "International" were introduced for the "B" and "A" networks to reflect the character of the respective services and a new programme policy for the "A" network was implemented.

Programmes

Programme changes covered many fields of broadcasting, including serious and popular music, variety, comedy, drama and sport. Emphasis was placed on locally-produced programmes. Amongst these were the following: Diary of the Second World War; I was There (Informative); Sincerely Yours (Popular music); Science vs Crime; Morning Appointment (Women's programme); The Immortals (Serious Music); The Classics (Literary); Musical Essays; Malta Song Festival 1967; This is Opera; Accountancy in Malta; Programmes promoting various Maltese singers; Your view (Discussion programme); Sports Special; Daily Sports Commentary; Meet the Maltese and The writing of Humour.

Programmes with audience participation continued to attract special interest. As large audiences cannot be accommodated at Rediffusion House, programmes were broadcast live from De Porres Hall, Sliema and Radio City, Hamrun.

New programmes with audience participation have included "The Lubrans" (variety); "Hit or Miss" (popular music); "Sincerely Yours" (popular music, broadcast live); "The Malta Song Festival 1967" (broadcast live).

Language Courses

Three language courses were broadcast. The first to be introduced was a course in the German language, followed by a course in the Italian language and a course in the Maltese language for non-Maltese residents in Malta.

Special Programmes

Special programmes were broadcast during the period covered by this report either when specific occasions warranted or to maintain a live interest in the service. Amongst these there was the extensive coverage of Her majesty the Queen's visit to Malta. There was a direct live link-up with the BBC in England (the first ever) on the first anniversary of the Breakfast Show programme. Rediffusion (Malta) Limited's sports commentator, covered the Mediterranean games in Tunis. Features were broadcast to commemorate Human Rights Day, The Freedom From Hunger Campaign, World-Literacy Day, and the death of Dr. Martin Luther King. The opening of the Boat Show in London by the Prime Minister of Malta was recorded and broadcast within a few hours.

Rediffusion broadcast a special programme received by line from London to inaugurate the opening of the International Advertising Conference. The conference was linked by satellite to broadcasting stations in Tokyo and New York.

Drama

In an effort to improve the standard of local drama, Rediffusion in September 1967 put into effect a new policy aimed at encouraging Maltese playwrights to write original works. Under the new scheme each play judged by the Drama Panel is given points for the script, the production and the acting. It was decided that prizes would be awarded for the best Radio Play as well as the best Serial; Actor; Actress; Supporting Actor and Actress and for the Best Production.

A system of half-yearly auditions has been introduced as a result a number of new actors and actresses have been accepted by the Drama Panel.

During the period April, 1967 to March, 1968, 84 radio plays and 8 serials (91 episodes) were broadcast.

The first locally produced English language serial, "The Big Still", was broadcast on the International network for eight consecutive weeks. Both Maltese and English radio actors took part.

Music

In the field of light and popular music local composers were encouraged by making their work known to listeners in Malta and Gozo. A weekly programme of Maltese compositions was a regular feature in the National network Schedule. As there are no record presses in Malta for the production of Maltese music, foreign works still have the major share of Rediffusion's musical output. But it is the programme company's policy to promote local compositions, and to broadcast works that are available on tape. The average output of light and popular music on the National network was 46.6 per cent.

Most of the serious music broadcast during the year was on discs or tape. The works broadcast were received from Britain, Yugoslavia, Germany and Spain and other countries.

In order to stimulate interest in local compositions and to commemorate Rediffusion's association with the Malta Song Festival 1967, the Company released the first long-playing record of entirely Maltese compositions featuring the twelve finalists in the festival.

The Song Festival organised at the Company's expense in December, 1967 provided a new incentive for Maltese composers. Rediffusion also provided the prizes for the winning entries.

The Arts

Rediffusion organised, in association with the British Council in Malta, a number of concerts at the Manoel Theatre. On one occasion, in partnership

with MTV, Rediffusion invited Sir Arthur Bliss, Master of the Queen's Musick, to conduct the orchestra at a concert held at the time of the Intertel Conference in Malta.

In addition to these concerts, Rediffusion contributed towards the annual concert of the Malta Band Clubs Association. In the field of modern music, Rediffusion presented groups recorded daily from the Malta Trade Fair Theatre at Naxxar. Thousands of young people attended these shows.

Personalities

Several personalities contributed to Rediffusion's programmes. These included Dr. Arvid Pardo, Malta's representative to the United Nations; His Excellency the Ambassador for the United States, Dr. Hugh Smythe; the Papal Nuncio, Mgr. Martin O'Connor; Lord Robens; and entertainers Ernie Wise, The Tremeloes, Roger Moore, Betty Marsden, Bill McGuffie, Barry Mason.

Changes to English Language Broadcasting

The major change introduced during the year by Rediffusion was to the former "A" network, or the English-language service of Rediffusion.

When the new policy came into effect an overall average increase of 20% in listenership was registered. Although these changes gave rise to some controversy it is felt that they have created a new awareness of English-language broadcasting among English-speaking listeners in Malta.

Technical

There was a continuous overhaul of the network, mainly in out-lying areas, to improve the quality of reception. The network was extended, in the north-west areas especially, in preparation for new hotel development and to reach isolated farmhouses. Special highlevel links were installed to connect hotels in the Sliema and St. Julians districts.

The power amplifiers in the Station are being modified to improve and stabilize performance. Work is also in hand on an additional studio and control room. Recording facilities are being improved to keep pace with the increased output of local recordings.

Extensive purchases of equipment were made for outside broadcasts. Portable recording facilities for producers, interviews and outside contributors were increased.

The Rediffusion group of Companies in Malta employ a staff of 320, three of whom are expatriates.

News and Current Affairs

As in previous years news and current affairs formed an important part of the overall output on sound and television. These programmes accounted for 14.2 per cent of the output on television, 13.8 per cent on the National and 34.6 per cent of the output on the International network.

The service is provided by the News and Current Affairs Department of MTV but the Authority has a special interest in news since it is one of its duties to ensure that "any news given in the programmes (in whatever form) is presented with due accuracy and impartiality". The Authority's staff report on all news bulletins and a News and Current Affairs Committee meets regularly with a view to ensuring the best possible service.

Discussions were taking place with the programme companies at the close of the year under review aimed at bringing about a strengthening of the news room staff and a further extension of the news service on both sound and television.

During 1967-68 Malta News Headlines in English were introduced on the 'A' Network, now called the International Network.

These were broadcast on six days a week — from Monday to Saturday — at 10.30 a.m.; 3.43 p.m.; 9.30 p.m.; 10.15 p.m. and 11.25 p.m.

Together with the main Malta News Bulletin in English on the 'A' Network at 6.30 p.m., these constitute a balanced extension of the service established on the 'B' Network, now the National Network.

The local news services broadcast on the two networks from Monday to Saturday during the year were as follows:-

National Network

Malta News Summaries	4 minutes duration	(4 editions)
Malta News Headline Services	2 minutes	" (3 editions)
Main Malta News Bulletin	10 minutes	" (1 edition)
Foreign News in Maltese	10 minutes	" (2 editions)
Malta Magazine	15 minutes	" (2 editions)

International Network

Malta News Headlines	2 minutes	" (3 editions)
Main Malta News Bulletin	10 minutes	" (1 edition)

During the course of the year, the News Department extended its service and worked under great pressure to give full coverage to the Royal Visit. On various other occasions the Department laid on special arrangements to cover major events such as the visit to Malta of the Italian Foreign Minister, Professor Amintore Fanfani; the extraordinary meeting of the House of Representatives on a Sunday morning to pass urgent legislation related to the monetary crisis; the successive visits to Malta of Lord Shackleton in connection with the future of the Drydocks; and the visits abroad of the Prime Minister.

The current-affairs operation on Sound and Television made steady progress. Many special programmes were broadcast on the two media and these drew favourable press attention.

On Television, the fortnightly magazine programme "Žminijietna" continued and maintained its standard and its popularity.

On Tuesdays, the regular current affairs "live" discussion continued to be broadcast. In this slot, "Rendezvous" in which a resident panel takes part, dealt with topical and controversial subjects, at times at very short notice. In the intervening weeks, The Malta Television Service broadcast interview-type and discussion programmes depending on the subject in hand. The programmes in this slot included "The Press Wants to Know"; "Viewpoint"; "Close-up" and "Nithaddtuha".

On Sound, the fortnightly, half-hour magazine programme, "Minn Kullimkien" continued to command attention. In January, 1968, the programme "I Was There", which ran for almost nine months, was rested, and a new programme "Today" was introduced.

This programme deals with local and foreign developments, topical at the time of broadcast, and steps were taken during the year to repeat it on the day of broadcast.

Various special programmes broadcast on the two media during the year were related to the Royal Visit.

The special programme in the "Close-Up" series included interviews with the last Commander-in-Chief of the Royal Navy in Malta, Admiral Sir John Hamilton; Lord Robens; H.E. the Australian High Commissioner, Sir Hubert Opperman; Mr Roger Moore, the film actor; and Mr Greville Wynne, who was imprisoned in Russia on charges of espionage.

"Żminijietna" was broadcast in special editions to deal with school examinations, the anniversary of St. Michael's Training College, Independence Day, the textile Industry in Malta, and the vanishing trades in these Islands.

On Sound, two special discussion programmes were mounted. The first was a Radio Press Conference, in which the Secretary of the Ministry of Commonwealth and Foreign Affairs, Mr F.E. Amato-Gauci, was questioned by three journalists on "Malta's Relations with Neighbouring Countries". A discussion on the devaluation of Sterling was also mounted soon after the announcement of the news from London. These two broadcasts were in addition to the fortnightly discussion programmes broadcast regularly on Rediffusion.

The following is a detailed timetable showing the news and current affairs broadcasts on Sound and Television.

NEWS — MTV

6.00 p.m.	News Summary in Maltese	Mon. to Sat.
7.15 p.m.	Main News Bulletin in Maltese	Mon. to Sat.
7.25 p.m.	Weekly News Round-Up in Maltese	Sundays

8.00 p.m.	News Summary in English	Mon. to Sat.
10.15 p.m.	Main News Bulletin in English followed by Second News Summary in Maltese	Mon. to Sat.
10.10 p.m.	Weekly World News Round-up in English	Sundays

CURRENT AFFAIRS ON MTV

7.30 p.m.	Rendezvous	Every third Tuesdays
7.30 p.m.	The Press Wants to Know or Viewpoint, or Discussion, or Close-up	Tuesdays (in between each edition of Rendezvous)
8.35 p.m.	Religious News	Mondays
9.50 p.m.	World in Action	Mondays

NEWS — National Network

6.30 a.m.	Malta News Headlines	Tues. to Sun.
10.00 a.m.	Malta News Headlines	Mon. to Sat.
12.30 p.m.	Malta & Foreign News Headlines	Mon. to Sat.
1.30 p.m.	Malta News Headlines and BBC News in Maltese	Mon. to Sat.
1.40 p.m.	Malta Magazine	Mon. to Fri.
5.30 p.m.	Malta & Foreign News Headlines	Mon. to Sat.
6.00 p.m.	Malta News Bulletin	Mon. to Sat.
6.10 p.m.	Malta Magazine	Mon. to Sat.
6.55 p.m.	Din hija Londra	Mon. to Fri. and Sunday.
7.05 p.m.	Din Hija Londra	Saturdays
7.00 p.m.	BBC News in Maltese	Mon. to Fri.
8.55 p.m.	Malta News Summary	Mon. to Sat.
10.50 p.m.	Malta News Summary	Mon. to Sat.

CURRENT AFFAIRS — National Network

11.30 a.m.	Gozo Magazine	Sunday (repeat Mon. at 2.00 p.m.)
12.15 p.m.	Kont Hemm	Thurs. (fortnightly) repeat 8.00p.m.
1.45 p.m.	This Week in Parliament	Sunday (repeat Mon. at 7.15 p.m.)
2.00 p.m.	Minn Kullimkien	Tues. 2.00 p.m. (fortnightly) repeat 9.00 p.m.
7.15 p.m.	Fid-Dinja Llum	Friday (fortnightly)
9.00 p.m.	Nithaddtuha	Friday (repeat Sat. at 2.00 p.m. — fortnightly)

A detailed timetable of news and current affairs broadcast on the International Network in English (including locally produced programmes) will be found in Appendix "B" tables 5 and 6.

Religious Broadcasting

The broad pattern of religious broadcasting in sound and television remained constant though various innovations and improvements were made. The participation of laymen in all programmes was encouraged.

Outstanding among the religious programmes on television was "Djalogu" which continued to interest and sometimes provoke large audiences. This stimulating and challenging programme is broadcast every fortnight and its duration originally twenty minutes was increased to thirty minutes. A wide variety of topics were dealt with in this programme.

"Mid-Dinja Tat-Tfal" was given a new look and continued to be presented each week during children's hour. A weekly news bulletin dealing with Catholic news, and an Epilogue on Sunday might continue to be broadcast.

On Sound "Hajja Kattolika", a weekly programme, retained its popularity and a new programme on ecumenism in which members from various Churches took part was introduced on the International network.

Religious broadcasting constitutes an important element in the service provided on both sound and television. The weekly average of religious broadcasts on sound (National network) was 4.92 hours (4.1 per cent) and the figure for television was .69 hours (2 per cent).

Advertising

Sound and television programmes may, according to the Broadcasting Ordinance, "include advertisements inserted therein for payment". Television without an element of advertising would not be possible in a small Island such as Malta but it is a fundamental principle of the Broadcasting Ordinance that an advertiser has no share in programme production and no say in programme decisions — these are matters for the Broadcasting Authority and the programme companies.

Among other things the Authority must ensure that advertisements "are clearly distinguishable as such and recognisably separate from the rest of the programme" and that advertisements are inserted only at the beginning or the end of a programme or "in natural breaks therein". No "sponsorship" of any programme is allowed by an advertiser but the Ordinance allows an advertiser to "associate himself" with programmes "which have been accepted and approved by the Authority" without exercising any control on the contents of such programmes. The "association" takes the form of announcements before, after and within the programme, of the name or goods and service of the advertiser. A limited number of "Advertising Magazines" are also allowed.

In 1962 the Authority had brought into being a set of "principles" governing advertisements. These have been revised in 1964 and new regulations had been drawn up governing the permissible amount of advertising in any one clock hour and their distribution over programmes. In accordance with the provision of the Broadcasting Ordinance these had been sent to the Government. In February 1967 the Government had returned these to the Authority with certain amendments. Since so much time had elapsed the Authority decided to take a fresh look at these rules and revise and clarify them in the light of experience. This has now been done and the revised version of the "Principles" returned to the Government in March. The Authority hopes that these will be brought into force without undue delay.

Out of the 1794 hours of television programme hours broadcast during the year under review some 97 hours were devoted to spot advertisements and 22 to advertising magazines. On Sound the number of hours given over to advertisements was 81 (National and International networks) and 14 hours were devoted to advertising magazines. All these figures are well within the "advertising entitlement" laid down in existing Agreements between the MBA and the programme companies.

Overseas Contacts

Relations with a number of Broadcasting Organizations overseas were strengthened and new links were forged during the year. A valuable exchange of information and views took place. The Broadcasting Authority and The Malta Television Service Ltd are associate members of the European Broadcasting Union and the Authority also belongs to the Commonwealth Broadcasting Conference.

An increasing number of broadcasters visited Malta from overseas either on business or holiday and many of them visited the Offices of the MBA and the studios of Rediffusion and MTV.

U.N. Roundtable Conference

The Chairman, Judge A.J. Montanaro-Gauci, attended the European Editors' Roundtable Conference held in Warsaw in September 1967 and organised by the United Nations.

The Conference was presided over by Mr J. Rolz Bennett, U.N. Deputy Secretary for Political Affairs. It was attended by leading representatives of the Press and by directors of different broadcasting services in Europe, besides representatives of the various special Agencies of U.N.O.

The Conference considered how best to improve dissemination of information on the activities of the special Agencies of the United Nations on economic and social questions and human rights. However, there being no fixed agenda, discussion ranged on all activities of the special Agencies.

During these discussions, the Chairman emphasised that the raw material of information supplied by the United Nations Office should be self-explanatory and should be presented by the Press dramatically to attract attention. He also stressed that it was essential that correspondents should be given facilities to communicate news immediately and at cheap cable rates, and that freedom of expression be guaranteed.

The Chairman's participation was at the invitation of the United Nations Organization, which met all the expenses involved.

E.B.U. General Assembly

In July Mr John Manduca, Chief Executive and Broadcasting Director attended the 18th Session of the General Assembly of the European Broadcasting Union held in Istanbul, Turkey. The meeting was attended by over 100 delegates from 35 countries.

Mr Manduca also visited Western Germany at the invitation of the Federal German Government. He visited various broadcasting organizations in the Federal Republic and in West Berlin.

Many useful contacts were made during these visits.

Rome Conference

At a meeting convened by RAI in Rome in January discussions were held between representatives from various broadcasting organizations to promote technical coordination among countries in the Western Mediterranean area. The Broadcasting services in Malta were represented by Mr. W. Fenton, Manager MTV. Countries taking part were: Algeria, France, Italy, Libya, Morocco, Spain and Tunis.

Staff

The remuneration and conditions of service of the Authority's Staff are matters which in the oft expressed opinion of the Authority should be the sole responsibility of the MBA. As matters stand the Authority while empowered to recruit staff must obtain government approval when establishing rates of remuneration and conditions of service. This is not the position with regard to other public corporations such as the Central Bank, the Development Corporation, the Drydocks Corporation and the Electricity Board. In the Authority's view the fact that these restrictions continue to apply to the MBA is anomalous.

The Authority's view is that it should be free to determine remuneration and conditions of service and that in so doing comparisons should be made not only with the Civil Service — certain posts in broadcasting, which is a specialised profession, have no counterpart in the Civil Service — but also with other public corporations and commercial radio and television organizations. Besides being unjust the present position gives rise to unnecessary delay and frustration not conducive to efficiency. Further representations on this and related points were made, and will continue to be made by the Authority.

Following the implementation by Government during the year of a 4% increase, minor salary adjustments and a policy of parity for female employees, similar measures were authorised by Government and extended to the Authority's staff.

Two new programme editors Mr. H. Zammit Cordina and Mr. A. Mallia were employed by the Authority during 1967-68 to replace two trained producers who resigned from the service of the Authority.

Mr. A. Cassar joined the Staff of the Authority after a call for applications and replaced Mr. K. Vassallo, a Schools Broadcasting Officer, who reverted to government service.

Training

The Authority's policy of training members of its staff continued throughout the year. Mr. Victor Formosa, Programme Editor, took part in a television production course at the Thomson Foundation Television College in Glasgow in September. The Course which lasted sixteen weeks was designed to train personnel in all aspects of television operation and dealt with productions, direction, programme planning, administration and advertising.

In April, Mr. J. Zammit Cordina, a member of the MBA's Schools Broadcasting Unit attended a twelve weeks' course in educational television organized by the Centre for Educational Television Overseas. The course is intended to provide theoretical and practical instruction in studio techniques and included lectures, demonstrations and tutorial sessions. The British Council generously awarded a bursary to cover Mr. Zammit Cordina's attendance at this course.

ANALYSIS OF TELEVISION PROGRAMMES**(Year ended 31st March, 1968)****Table 1. BREAKDOWN OF ALL TELEVISION PROGRAMMES**

	Weekly Average	%
1. News/Magazines	4.50 hrs	13.3
2. Talks/Discussions	.41 hrs	1.2
3. Documentaries	1.73 hrs	5.1
4. Feature Films	1.61 hrs	4.8
5. Schools	.58 hrs	1.7
6. Adult Education	.60 hrs	1.8
7. Children's		
(a) Informative	1.58 hrs	4.7
(b) Entertainment	3.86 hrs	11.4
8. Series and Serials		
(a) Classic	.27 hrs	.8
(b) Adventure	6.63 hrs	19.6
(c) Comedy	3.23 hrs	9.5
(d) Others	1.21 hrs	3.6
9. Drama	.71 hrs	2.1
10. Religion	.69 hrs	2.0
11. Variety/Shows	1.75 hrs	5.2
12. Panel Games/Quizzes	.27 hrs	.8
13. Serious Music/Ballet	.15 hrs	.5
14. Sport	1.08 hrs	3.2
15. Political Broadcasts/Ministerials	.12 hrs	.3
16. Miscellaneous	1.33 hrs	3.9
17. Magazine Programmes	1.54 hrs	4.5
TOTAL	33.85 hrs.	100.0

Table 2. BREAKDOWN OF LOCALLY PRODUCED PROGRAMMES

	Weekly Average
1. News/News Magazines	4.21 hrs
2. Magazine Programmes	1.15 hrs
3. Talks/Discussions	.40 hrs
4. Documentaries (Local)	.08 hrs
*Documentaries (Maltese Commentary)	.23 hrs
5. Schools	.54 hrs
6. Adult Education	.02 hrs

*Imported film material transmitted with Maltese Commentary.

7. Children's	
(a) Informative	.58 hrs
(b) Entertainment	.67 hrs
8. Drama	.08 hrs
9. Religion	.48 hrs
10. Variety/Shows	.63 hrs
11. Panel Games/Quizzes	.27 hrs
12. Serious Music/Ballet	.12 hrs
13. Sport	.44 hrs
14. Political Broadcasts/Ministerials	.12 hrs
15. Miscellaneous	1.27 hrs
TOTAL	11.06 hrs

Percentage of Weekly Average Output 32.7%.

**Table 3. BREAKDOWN BY SOURCE
OF IMPORTED FILM MATERIAL**

	Weekly Average
United Kingdom	7.40 hrs
Commonwealth	.58 hrs
United States of America	14.54 hrs
Others	.27 hrs
TOTAL	22.79 hrs

Percentage of weekly average output 67.3%.

**Table 4. BREAKDOWN OF PROGRAMMES PRESCRIBED BY
THE BROADCASTING AUTHORITY**

	Weekly Average
Magazine Programmes	.13 hrs
Documentaries	1.42 hrs
*Schools	.58 hrs
Adult Education	.60 hrs
Children's Programmes	.40 hrs
Serials Classic	.25 hrs
Religion	.08 hrs
Variety/Shows	.02 hrs
Panel Games/Quizzes	.06 hrs
Serious Music/Ballet	.04 hrs
Political Broadcasts/Ministerials	.12 hrs
TOTAL	3.69 hrs

Percentage of Weekly Average Output 10.9%.

*A joint MBA/MTV production.

ANALYSIS OF REDIFFUSION PROGRAMMES

(Year ended 31st March, 1968)

Table 1. BREAKDOWN OF "NATIONAL" NETWORK PROGRAMMES

	Weekly Average	%
1. News/Magazines	16.88 hrs	14.2
2. Talks/Discussions	3.79 hrs	3.2
3. Political Talks/Ministerials	.12 hrs	.1
4. Religion	4.92 hrs	4.1
5. Schools	1.42 hrs	1.2
6. Adult Education	2.85 hrs	2.4
7. Children's		
(a) Informative	1.37 hrs	1.1
(b) Entertainment	.92 hrs	.8
8. Plays and Serials	8.71 hrs	7.3
9. Variety Programmes	2.83 hrs	2.4
10. Quizzes and Panel Games	1.69 hrs	1.4
11. Sport	1.38 hrs	1.2
12. Serious Music	5.88 hrs	4.9
13. Light/Popular Music	55.56 hrs	46.6
14. Women's Programmes	5.10 hrs	4.3
15. Others	5.73 hrs	4.8
	<hr/>	<hr/>
TOTAL	119.15 hrs	100.0
	<hr/>	<hr/>

Table 2. "NATIONAL" NETWORK — BREAKDOWN OF
LOCALLY ORIGINATED PROGRAMMES

	Weekly Average	%
1. News/Magazines	16.44 hrs	13.8
2. Talks/Discussions	3.65 hrs	3.1
3. Political Talks/Ministerials	.12 hrs	.1
4. Religion	4.92 hrs	4.1
5. Schools	1.42 hrs	1.2
6. Adult Education	2.73 hrs	2.3
7. Children's		
(a) Informative	1.37 hrs	1.1
(b) Entertainment	.92 hrs	.8
8. Plays and Serials	8.65 hrs	7.3
9. Variety Programmes	2.71 hrs	2.3
10. Quizzes and Panel Games	1.69 hrs	1.4
11. Sport	1.38 hrs	1.2

12. Serious Music	5.19 hrs	4.3
13. Light/Popular Music	55.06 hrs	46.2
14. Women's Programmes	5.10 hrs	4.3
15. Others	5.73 hrs	4.8
TOTAL	117.08 hrs	98.3

Table 3. BREAKDOWN OF "INTERNATIONAL" NETWORK PROGRAMMES

	Weekly Average	%
1. News/Magazines	41.13 hrs	34.6
2. Talks/Discussions	13.29 hrs	11.2
3. Political Talks/Ministerials	—	—
4. Religion	1.90 hrs	1.6
5. Schools	—	—
6. Adult Education	.79 hrs	.7
7. Children's		
(a) Informative	—	—
(b) Entertainment	.25 hrs	.2
8. Plays/Serials	8.19 hrs	6.9
9. Variety Programmes	2.75 hrs	2.3
10. Quizzes/Panel Games	1.87 hrs	1.6
11. Sport	9.37 hrs	7.9
12. Serious Music	6.00 hrs	5.0
13. Light/Popular Music	31.73 hrs	26.6
14. Women's Programmes	.75 hrs	.6
15. Others	.98 hrs	.8
TOTAL	119.00 hrs	100.0

**Table 4. "INTERNATIONAL" NETWORK — BREAKDOWN OF
LOCALLY ORIGINATED PROGRAMMES**

	Weekly Average	%
News/Magazines	2.65 hrs	2.2
Talks/Discussions	.60 hrs	.5
Religion	.19 hrs	.2
Plays/Serials	.38 hrs	.3
Variety Programmes	.12 hrs	.1
Quizzes/Panel Games	.10 hrs	.1
Serious Music	.50 hrs	.4
Light/Popular Music	4.56 hrs	3.8
Women's Programmes	.63 hrs	.5
Others	.29 hrs	.2
TOTAL	10.02 hrs	8.3

**Table 5. "INTERNATIONAL" NETWORK — IN ENGLISH
NEWS**

Time	Programme	Frequency
7.00 a.m.	News and Commentary	Daily
7.15 a.m.	Radio Newsreel	Daily
8.00 a.m.	News and Commentary	Daily
8.15 a.m.	From the Editorials	Daily
9.00 a.m.	Radio Newsreel	Mon. to Sat.
10.00 a.m.	News	Mon. to Sat.
10.30 a.m.	*Malta News Headlines	Mon. to Sat
12.00 a.m.	News and Commentary	Daily
1.00 p.m.	From the Weeklies	Sunday
1.00 p.m.	Radio Newsreel	Mon. to Sat.
2.00 p.m.	News	Daily
3.00 p.m.	News and Commentary	Saturday
3.43 p.m.	*Malta News Headlines	Mon. Tue. Fri. (Sat.)
4.00 p.m.	Radio Newsreel	Sun. to Fri.
5.00 p.m.	News and Commentary	Sun. to Fri.
6.00 p.m.	News	Daily
6.30 p.m.	*Malta News Bulletin	Mon. to Sat.
7.00 p.m.	News	Daily
7.15 p.m.	Radio Newsreel	Daily
9.00 p.m.	News and Commentary	Daily
9.30 p.m.	*Malta News Headlines	Saturday
10.15 p.m.	*Malta News Headlines	Mon. to Fri.
11.00 p.m.	News	Daily
11.25 p.m.	*Malta News Headlines	Mon. to Sat.

* Locally produced.

**Table 6. "INTERNATIONAL" NETWORK — IN ENGLISH
CURRENT AFFAIRS**

7.30 a.m.	Overseas Assignment	Mondays
8.45 a.m.	This Week at the U.N.	Wed. (fortnightly)
12.30 p.m.	Forum	Thur. (fortnightly)
2.15 p.m.	The World Today	Tue. to Sat.
3.00 p.m.	Outlook	Mon. to Fri.
4.35 p.m.	The Commonwealth This Week	Tuesday
8.00 p.m.	Outlook	Mon. to Fri.
9.15 p.m.	Your View	Fri. (fortnightly)
9.15 p.m.	*People in the News	Saturday (repeat Sunday 9.00 a.m.)
11.00 p.m.	The World Today	Mon. to Fri.

* Locally produced.

SCHOOLS BROADCASTING

During 1967/68 the number of programmes for the Primary Schools totalled 210. These were broadcast as follows:

Stages and Classes I	Thursdays	29
Classes II-III	Wednesdays and Fridays (March/May)	42
Classes IV-V	Tuesdays and Fridays (October/February)	47
Classes VI-VII	Mondays and Thursdays (October/February)	50
All Classes	Gospel Programmes	50
	Christmas Feature	1
	Easter Feature	1

The subjects treated were the following:

	Stgs. I-II Cl. I	Classes II-III	Classes IV-V	Classes VI-VII
Religion	—	8	8	8
Maltese	—	3	4	4
English	—	10	10	8
English/Music	14	—	—	—
Maltese/Music	5	3	—	—
Civics	10	6	—	6
History	—	6	6	6
Geography	—	—	5	6
Science/Nature Study	—	6	6	4
Current Affairs	—	—	—	8
Music	—	—	4	—
Health	—	—	4	—

With the exception of the English programmes all were in the Maltese language and almost all were in the main, dramatised. Schools are still firmly convinced that to capture and retain the children's attention broadcasts must be represented in dramatised form, containing as wide a variety of voices as possible. This contrasts sharply with what is demanded for the infant classes where the bulk of a broadcast is taken up by a narrator who dons the mantle of a story teller, supported very occasionally by a few voices representing characters familiar to children.

Every effort was made to correlate certain subjects (mostly cultural) to the syllabus. This correlation of subject to the syllabus presents great difficulties to the programme planner. Broadcasts are aimed at children

in different class groups (Stages II — Classes I, II-III, IV-V, VI-VII) who have a completely different syllabus and the schemes of work which are based on one common syllabus differ from one school to another.

To get round the first difficulty, themes from both syllabuses were selected whenever possible. With regard to timing, programmes were planned to follow what to the planner appeared a logical order, in the hope that schools would take them — as in fact the majority did.

For some time now Religion broadcasts have been criticised with some justification and it was felt the time had come to break new ground. A competent lay teacher was invited to write a series of broadcasts on matters which directly effect school leavers such as vandalism, dating, leisure and youth centres, books, films and television, respect for authority etc. The first part of the broadcast was dramatised exposition of the theme. It was followed by a priest who answered questions on the subject and gave practical hints.

Although not without flaws, it seems that the experiment was on the whole, a success. Similar experiments are planned for next year.

Another innovation was made with regard to Maltese Language broadcasts for Classes IV-V. Past attempts at inducing the children to take part in spontaneous discussion over the radio have almost always met with failure. To try to offset this, four topics of general appeal to the children (hobbies, reading, news and music) were selected. Each topic was discussed by a number of people closely connected with the theme. Following the children's opinions (a sort of simplified **vox pop**) were sought and recorded. The result was encouraging.

Another encouraging feature was the manner in which the majority of schools reacted to a series on the human body.

English broadcasts were all of an enrichment character and on the usual pattern, with one exception. The exception being a series of 4 programmes for Classes VI-VII called "Mr. & Mrs Tourist", which was designed to familiarise 14 year olds with words and phrases in common use by visitors asking for information.

Training Colleges

On the suggestion of the Director of Education, the Principles of the Training Colleges were invited to sit on the School Broadcasting Advisory Committee. Their presence, it was felt, would create the link so essential between the Authority's School Broadcasting Unit and prospective teachers. This arrangement bore fruit. With the cooperation of the newly appointed Audio Visual Aids Organiser students of both colleges were able to learn about the structure of school broadcasting in Malta. A demonstration was held at Rediffusion studios to allow students to see the actual production (including a rehearsal) of a school broadcast. It is hoped that similar

activities will be held and expanded in future in order to enable prospective teachers to "gain a knowledge of and an insight into the aims and uses of school broadcasts".

School Visits

The visits to schools by members of the School Broadcasting Unit were intensified this year. Between January and May, 80 schools (about 150 classes) were visited during the actual transmission of broadcasts. The main fact emerging from these visits is too many teachers take only a passive interest in school broadcasts. They do not seem to be aware of the fact that without proper preparation and follow-up the effect of the broadcast on the listeners will be marginal.

Rediffusion Sets

The question of Rediffusion sets in schools has now been much improved. During the year 9 more schools with a total of 110 classes have been wired and are now able to receive the service.

The Young Listener

To increase sales of 'The Young Listener', a new scheme was introduced whereby children who subscribed for a whole year were given a reduction in price of $12\frac{1}{2}\%$ thus saving 4d on eight issues. The scheme has been successful and 14,500 school children elected to subscribe for a whole year. The total monthly average sale for the year was 19,500 — an increase of 3,000 over the previous year.

The idea of annual subscription was only one of a number of schemes designed to attract and retain more readers. These included pictorial features on various Primary Schools and regular competitions.

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 for example are purely factual, or explanatory of approved legislative or administrative policies or in the nature of appeals to the nation to co-operate in national policies which require the active participation of the public.
2. Such broadcasts must comply with the provisions of the Broadcasting Ordinance, 1961.
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. If however a reply is established to the satisfaction of the Authority, the total broadcasting time devoted to such reply or replies will not exceed the duration of the original Ministerial Broadcast. Requests for a reply should be submitted in writing to the Authority within forty-eight hours of a Ministerial Broadcast being made.
5. Except by agreement with the Malta Broadcasting Authority the amount of airtime which may be utilized in any one year (April 1st of one year to March 31st of the next) will not exceed 210 minutes, and any one broadcast will not exceed 30 minutes in length. Ministerial Broadcasts may be on Sound only or on both Sound and Television.
6. All requests for Ministerial Broadcasts are to be made direct to the Authority and reasonable notice given.
7. In the absence of a recording a script of a Ministerial Broadcast should be sent to the Authority.
8. Except by agreement with the Broadcasting Authority Ministerial Broadcasts will not take place during periods when General Election or Referendum Broadcasts are being held.
9. Ministerial Broadcasts do not and are not intended to exhaust the possibilities of Ministers appearing on Sound or Television. Ministers also broadcast by invitation in news interviews, balanced discussions, Radio and Television Press Conferences, outside broadcasts 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 and on the initiative of the Ministers and not either of the Contractors or of the Broadcasting Authority.
10. When any dispute arises over Ministerial Broadcasts the final responsibility remains with the Authority.

**PRINCIPLES TO BE FOLLOWED IN BROADCASTING
ADVERTISEMENTS 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 provision 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 that nothing in this subsection shall be construed as prohibiting the inclusion in the programmes broadcast by the Authority and/or its Contractors, of pro-

grammes 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

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 therefore is required according to law, unless the permit or licence has been granted prior to the broadcast of the advertisement.

MEMBERSHIP OF THE AUTHORITY'S ADVISORY COMMITTEE

During the year the Authority received advice in the field of schools broadcasting from a committee which was appointed in terms of Section 10 of the Broadcasting Ordinance.

The membership of the **Schools Broadcasting Advisory Committee** as on 31st March, 1968 was as follows:

- Chairman: S. Gatt, Esq.
- Members: Rt. Rev. Mgr. M. Azzopardi
Rev. Fr. P. Cachia, O.P.
F. X. Mangion, Esq.
J. Cilia, Esq.
Miss R. Chetcuti
Miss M. Attard Gouder
Miss L. Bugeja
F. Vella Jones, Esq.
P. Vella, Esq.
P. Bugeja, Esq.
L. Mizzi, Esq.
- Secretary: A. J. Ellul, Esq.

RADIO AND TELEVISION LICENCE STATISTICS, DECEMBER 1967

Country	Separate Sound Licences I	Separate TV Licences II	Combined Sound and TV Licences III	Population	Sound Licences (I + III) per hundred inhabitants	TV Licences (II + III) per hundred inhabitants
Algeria	604,044	—	83,037	12,093,203	5.68	0.69
Cyprus	145,805	27,848	—	612,000	23.82	4.55
France	6,939,591	—	8,316,325	50,083,000	30.46	16.61
Germany (F.R.)	4,781,267	—	13,805,653	59,970,000	30.99	23.02
Gibraltar	3,207	5,596	—	25,000	12.83	22.38
Greece	994,343	—	—	8,000,000	12.43	—
Israel	482,000	26,000	—	2,775,000	17.37	0.94
Italy	3,934,171	—	7,686,427	53,631,581	21.67	14.33
	*(39,457)					
Malta	9,544	—	34,588	319,565	27.22	10.82
	** (42,851)					
Morocco	814,724	70,388	—	13,330,000	6.11	0.53
Spain	7,150,000	2,685,000	—	32,896,542	21.73	8.16
Tunisia	370,000	35,000	—	4,675,000	7.91	0.75
Turkey	2,788,906	93	—	31,391,207	8.88	0.0003
United Kingdom	2,582,949	—	14,910,346	54,500,000	32.09	27.36

Note: * Licences for wired sound broadcasting.

** Subscribers.

THE STAFF OF THE AUTHORITY

Chief Executive and Broadcasting Director... Mr. John Manduca

Administrative Services

Secretary to the Authority..... Mr. A. J. Ellul

Assistant Secretary..... Mr. M. Camilleri

Programme Services

Productions Assistant	Mr. M. Spiteri
	{Mr. V. Formosa
Programme Editors	{Mr. H. C. Zammit Cordina
	{Mr. A. Mallia

Schools Broadcasting Unit

Schools Broadcasting Organizer.....	Mr. L. Mizzi	
	{Mr. J. Scerri	
Schools Broadcasting Officers.....	}Mr. J. Zammit	Cordina
	{Miss L. Ciarlò	
	{Mr. A. Cassar	

Religious Broadcasting Adviser..... Fr C. G. Vella Ph.B., S.Th.L.

BALANCE SHEET

at 31st March, 1968

INCOME AND EXPENDITURE ACCOUNT

For the Year Ended 31st March, 1968

BROADCASTING AUTHORITY

(Constituted under Ordinance XX of 1961)

BALANCE SHEET AT 31st MARCH, 1968

31st March 1967		Cost	Depreciation Provided	
	<u>FIXED ASSETS</u>			
£		£	£	£
655	Freehold Land	655	—	655
	Office Equipment, Furniture			
1,692	and Fittings	4,540	2,936	1,604
1,406	Technical Equipment	3,839	2,880	959
145	Studio Equipment	238	116	122
—	Editing Shed	212	212	—
<u>3,898</u>		<u>9,484</u>	<u>6,144</u>	<u>3,340</u>
	<u>CURRENT ASSETS</u>			
658	Sundry Debtors and Prepayments		639	
—	Stocks of records and booklets		162	
	Cash at Bank			
4,216	On Savings Account	3,201		
1,780	On Current Account	1,492	4,693	
4	Cash in Hand		29	
<u>6,658</u>			<u>5,523</u>	
	<u>Deduct:</u>			
	<u>CURRENT LIABILITIES</u>			
6,209	Sundry Creditors and Accrued Charges		4,156	
<u>449</u>	<u>WORKING CAPITAL</u>			<u>1,367</u>
<u>4,347</u>	<u>NET ASSETS</u>			<u>4,707</u>

Represented by:

GOVERNMENT CONTRIBUTIONS FROM LICENCE FEES

8,918	Amount applied for Capital Purposes to date (see above)	9,484
563	Provision for Loss or Damage to Films on Hire	712
<hr/>		<hr/>
9,481		10,196
 <u>Less:</u>		
5,134	Debit Balance on Income and Expenditure Account	5,489
<hr/>		<hr/>
£4,347		£4,707
<hr/>		<hr/>

**AUDITORS' REPORT TO THE MEMBERS OF THE BOARD OF
THE 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, 1968 and of the deficit for the year ended on that date.

10, South Street,
Valletta.

(Sgd.) TURQUAND, YOUNGS & CO.
Chartered Accountants.

**BROADCASTING AUTHORITY
INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31st MARCH, 1968**

Year Ended

31st March

1967

£		£	£	£
	INCOME			
50,326	Government Contributions from Licence Fees			50,000
302	Licence Fees from Contractors			627
51	Ground Rents			51
248	Bank Interest			278
<hr/>				<hr/>
50,927				50,956
<hr/>				
	Deduct:			
	Prescription of Sound Broadcasts in accordance with Clause 12 of an agreement dated 28.9.1961 with Rediffusion (Malta) Limited (Note 2)	8,710		
8,177	Contribution towards improvements carried out by Rediffusion (Malta) Limited	1,568		
<hr/>		<hr/>		
10,000			10,278	
<hr/>				
	Prescription of Television Broadcasts in accordance with Clause 12 of an agreement dated 28.9.1961 with The Malta Television Service Ltd. (Note 3)	28,487		
29,862	Contributions towards improvements carried out by The Malta Television Service Ltd.	274		
<hr/>		<hr/>		
30,444	Carried forward		28,761	

£	£	£	£
30,444	Brought forward 28,761		
<u>40,444</u>			39,039
10,483			<u>11,917</u>

Deduct:

13,533	<u>ADMINISTRATIVE CHARGES (See Appendix)</u>	14,413	
	<u>Less:</u> Charged to the cost of programmes prescribed by the Authority		
(773)	Sound 5.7% (Note 2)	824	
(1,933)	Television 14.3% (Note 3)	<u>2,059</u>	2,883
<u>10,827</u>			<u>11,530</u>
(344)			387

Deduct:

SPECIAL CHARGES

	Contribution towards the cost of publication of school magazine (Less charged to contractor — £88)		
(114)			177
(458)	Carried forward		<u>210</u>

INCOME AND EXPENDITURE ACCOUNT

(Continued)

Year Ended

31st March

1967

£

(458)

brought forward

£

£

210

Deduct:

1,497

Applied for Capital Purposes

566

(1,955)

Deficit for the year

(356)

Add:

Balance brought forward
from previous year

2,148

— (Deficit)/Surplus

(5,133)

(5,327)

Less: Allocated to Revenue

—

(5,133)

£(5,134)

Balance — Deficit — Carried Forward (Page 57)

£(5,489)

BROADCASTING AUTHORITY**YEAR ENDED 31st MARCH, 1968****NOTES**

1. The net cash deficit of the Authority for the year to 31st March, 1968 calculated in accordance with Clause 12(3) and (4) of the Ordinance is made up as follows:—

	£
Debit balance on Income and Expenditure Account	5,489

Add:

Sundry Debtors and Prepaid Charges	639
Stocks of records and booklets	162
	<hr/> 6,290

Less:

Depreciation to date	6,144
----------------------	-------

Net cash deficit	<hr/> £ 146 <hr/>
------------------	----------------------

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

1966/67

£		£	£
4,715	Salaries and Allowances		4,610
771	Scriptwriters' and Actors' Fees		785
1,131	Airtime and Studio Charges		1,556
45	Records, tapes and publications		80
57	School Broadcasting Magazine		88
—	E.B.U. Competition		71
304	Sundry Expenses		379
762	Depreciation on Technical Equipment	634	
	Less: Allocated to Television		
(381)	Broadcasts (Note 3)	317	317
		<hr/>	<hr/>
7,404			7,887
773	Proportion of Overhead Expenses (5.7%)		824
			<hr/>
<u>£8,177</u>			<u>£8,710</u>
			<hr/>
			61

3. The following expenditure was incurred on television programmes prescribed by the Authority:

1966/67

£		£	£
4,729	Hire of Television Films		5,719
20,294	Airtime and Studio Charges		18,262
1,041	Educational Television		411
—	Training of Staff		158
616	Production of T.V. Documentaries		609
561	Script Contributors' Fees		799
177	Sundry Expenses		85
	Share of expenses of T.V. coverage		
—	by R.A.I. for Royal Visit		44
	Depreciation:		
381	Technical Equipment (Note 2)	317	
24	Studio Furniture	24	
106	Editing Shed	-	341
<u>27,929</u>		<u> </u>	<u>26,428</u>
1,933	Proportion of Overhead Expenses (14.3%)		2,059
<u>£29,862</u>			<u>£28,487</u>

BROADCASTING AUTHORITY
ADMINISTRATIVE CHARGES
YEAR ENDED 31st MARCH, 1968

Year Ended 31st March 1967			£	£
1,296	Honoraria to Board Members			1,348
8,168	Wages and Salaries			8,993
450	Rent of Offices			450
324	Stationery			370
340	Water, Electricity and Telephones			410
142	Transport			110
250	Audit Fees			250
165	Special Accountancy Charge			—
333	Sundry Expenses			342
30	Messenger's Uniform			14
44	National Insurance Contributions			47
285	Legal Fees and Expenses			300
147	Postages and Telegrams			169
128	Subscriptions to Newspapers etc.			109
341	Duty visits abroad			155
465	Staff Superannuation Scheme (Footnote)	725		
	Less: Net repayments in respect of			
(172)	staff leaving during year	122		603
114	Entertainment and Hospitality			137
12	Rentals Wired Sound and Television Sets			44
172	Maintenance and Repairs			96
	<u>Depreciation</u>			
248	Furniture and Fittings	10%	265	
243	Office Equipment	20%	195	
8	Soft Furniture	33 $\frac{1}{3}$ %	6	466
<u>£13,533</u>				<u>£14,413</u>

NOTE: With the approval of His Excellency the Governor General a non-contributory superannuation scheme has been introduced effective from 1st January, 1966. This amends the existing scheme and the contributions shown above include refunds of employees' contributions of £353. 15. 2 deducted since that date.

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