

# **BROADCASTING AUTHORITY**

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1968-69

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**ANNUAL REPORT  
AND ACCOUNTS**



**MALTA**

# **BROADCASTING AUTHORITY**

## **EIGHTH ANNUAL REPORT**

Covering the Year ended

31st March 1969



**M A L T A**

*Broadcasting Authority,  
12, Old Treasury Street,  
Valletta.  
30th July, 1969*

*Your Excellency,*

*In accordance with Section 13 (4) and (5) of the  
Broadcasting Ordinance, 1961, I have pleasure in en-  
closing the Broadcasting Authority's Annual Report and  
Accounts for the financial year ended on 31st March,  
1969.*

*I have the honour to be,*

*Yours faithfully,*

*(sd) A.J. Montanaro-Gauci  
Chairman*

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

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# Members of the Authority

on 31st March, 1969



*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.



Rev. Dr. P. Serracino Inglott, B.A., B.D., M.A. (Oxon)



Mr. L. Spiteri, Dip.Soc.Stud. (Oxon)



Dr. J.M. Agius, M.D.

*Note: The term of appointment of Mr. L. Spiteri began on  
29th September, 1968 and that of Dr. J.M. Agius on  
29th March, 1969.*



**B**BROADCASTING is, for any country, a new and different medium of communication and it involves unique problems which are not to be found either in a newspaper organization or the film making industry. Broadcasting is not entirely an entertainment medium, not wholly a method of education and not solely a vehicle for the sale of goods. It has some elements of all these and more besides. The important influences which radio, and to a greater extent, television yields in our lives lays a great responsibility on those in whose care this medium is entrusted.

In Malta, this responsibility largely devolves on the Broadcasting Authority which was established in September 1961 to provide and control sound and television broadcasting services. When the Authority was set up, the Government of the time decided to follow the pattern of Independent Television in the United Kingdom. This is a system whereby a Public Authority which does not broadcast itself contracts its rights and duties to a number of private companies who undertake to produce the whole of the broadcasting service on behalf of the Authority. These are commercial companies who pay for the service they operate by accepting advertisements. This system was adapted to the special circumstances of Malta under the Broadcasting Ordinance of 1961 which laid down the framework under which the Broadcasting Authority should function. But the Authority differs from its counterpart in the United Kingdom in that it is responsible for both television and sound while the Independent Television Authority in the U.K. deals only with television. The Authority in Malta can and does provide, produce and pay for a number of programmes of its own. The Authority in Britain does not provide or produce its own programmes.

Before the Authority came into being, the Government of the day had entered into negotiations with the Rediffusion Group of Companies for the provision of a Television Service and for a continuation of the wired sound broadcasting service which was operating under a Licence issued by the Governor in 1946. When the Authority was established, it inherited and was required to administer three Agreements. The first was a Television agreement with a locally constituted subsidiary of the Rediffusion Group of Companies — The Malta Television Service Ltd. The second, also with this Company was for a wireless sound service and the third with Rediffusion (Malta) Ltd. was for a continuation of the wired sound service which this Company set up in 1935 and has been operating continuously ever since. All Agreements are effective for a period of 25 years. The majority of the provisions of these Agreements are such as to ensure that the duties laid down by the Broadcasting Ordinance (in connection with the conduct of broadcasting) on the Authority are passed on contractually to the Contractors.

The system evolved in Malta which is a mixture of public service and commercial broadcasting is by no means perfect and not easy to operate even if it has withstood the strains and stresses for the past eight years.

Experience has shown that in order to exercise effective control the Authority must have certain positive powers which are not contemplated under the present broadcasting legislation. When the Broadcasting Ordinance was amended in 1966, the Authority's powers over certain fields of broadcasting were regrettably curtailed rather than reinforced.

The essential characteristic of the Broadcasting Authority is its independence. From the legal point of view the Authority is an autonomous body whose existence is entrenched in the Constitution. The Authority consists of five part-time Members appointed by the Governor-General acting in accordance with the advice of the Prime Minister given after he has consulted the Leader of the Opposition. Once appointed, they act exclusively in the interests of the public and not in the interest of the Government or of any political party with which they may, as private individuals, happen to be in sympathy. In fact they become "trustees of broadcasting in the national interest". Other safeguards are included in the Constitution. Of particular importance is the provision which lays down that in the exercise of its functions the Authority "shall not be subject to the direction or control of any other person or authority". Legally therefore, the independence of the Authority is not in doubt. But freedom from outside control can be threatened from other quarters — mainly through its sources of income. Financial independence is of paramount importance but, unfortunately, the Authority is not guaranteed an independent source of income through which it can fulfill its duties and obligations to the public.

Under the terms of the Broadcasting Ordinance, the Authority's main annual revenue should not exceed either (a) £45,000 or (b) the total radio and television licence fees (less £15,000 which will be retained by the Government to defray collection expenses), whichever is the greater. Unfortunately, this section of the Ordinance does not guarantee a realistic income and this had far reaching effects on the broadcasting field in general and on the Authority in particular. This is one of the unsatisfactory features of the present broadcasting legislation which the Authority is anxious to see righted. However, the Authority regrets that after seven years of insistence with the Government to have this defect remedied it is not in a position to report any progress.



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## Authority and Staff Changes

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The prescribed number of Members of the Authority other than the Chairman, is laid down by the Broadcasting Ordinance. These shall be not less than four and not more than six. During the year under review the Authority was made up of four Members in addition to the Chairman. Two Members — Mr Gino Muscat Azzopardi and Mr Joseph Vella — retired in September 1968 and March 1969 respectively on completion of their term of appointment, and warm appreciation is recorded for their work on behalf of the Authority. Their places were taken by Mr L. Spiteri and Dr. J. Agius who were appointed on the 29th September 1968 and 29th March 1969 respectively.

In November 1968, Mr. John Manduca who had been the Authority's Chief Executive for more than six years, relinquished his appointment with the Authority to join the Rediffusion Group of Companies as Manager of The Malta Television Service Ltd. Mr Manduca had advised the Authority through its formative period and his ability and hard work have contributed significantly towards the Authority becoming an accepted and respected national institution.

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## Control and Supervision of Programmes

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As explained in the introductory part of this Report, the Authority was not responsible for the institutional shape of the present broadcasting system. However, through the exercise of the statutory duties placed upon it, the Authority has endeavoured to carry out its obligations of supervision and control over the output of the Programme Companies. Pending clarification of Government policy on important aspects of the organization of broadcasting in Malta, the Authority continued to exercise its duties within the strict limitations imposed by scarce financial resources.

Malta Television broadcast a total of 1,862 hours during 1968/69. This works out at an average daily output of 5.1 hours. During the same period the Rediffusion sound service broadcast 6,248 hours on the National Network and 6,265 hours on the International Network — an average of 34 programme hours daily. Locally produced programmes on television accounted for nearly 35 per cent of the total hours. The entire output on the National Network of Rediffusion was locally produced. The number of broadcasting hours and the percentage of locally originated programmes is laid down by contractual Agreements in being between the Authority and the Programme Companies. The minimum requirements are being substantially exceeded.

In the field of general programme surveillance the year under review could perhaps be summed up as one in which the Authority attempted to improve programme performance within broadly the same overall pattern as before. Areas of weaknesses were identified and ways and means of strengthening them were thoroughly discussed with the Programme Companies. There were some promising developments, particularly in the area of television drama where the principle of having local drama on a regular basis was established. Despite limited technical resources, the standard achieved by some of these teleplays was encouraging and has provided a good opportunity to local talent which although not lacking did not, up to now, have the satisfactory means of expressing its artistic qualities.

The Authority is still conscious of the fact that in other programming sectors, progress has been slow. The Authority is anxious to see that certain types of programmes are not allowed to set into a rigid pattern which would continue indefinitely. It is hoped that a general review of the established programme pattern will be undertaken to see whether any substantial changes are desirable and, if so, in what respects. The Authority feels that if the Contractors are to discharge their functions adequately, they will have to devote greater resources to their programmes.

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## Finance

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Previous Reports have always referred in strong terms to the vexed question of the Authority's finances. This continues to be a matter of grave concern. As pointed out in general terms earlier in this Report, the financial clause of the Broadcasting Ordinance was framed with the object of making it possible for the Authority to receive, in any one year, the full proceeds of Radio and Television licences less £15,000 for the cost to the Government of collection. The £4 combined Radio and Television licence was fixed in 1962 specifically to finance the Authority and not as a form of taxation. In this connection the following table is illuminating.

Financial Year	Government receipts from Wireless Licences	Authority's receipts	Percentage passed on to the Authority
1961/62	£63,546	£17,200	27.03
1962/63	83,067	45,000	54.70
1963/64	96,074	45,000	46.83
1964/65	103,769	45,000	43.36
1965/66	107,773	45,000	41.75
1966/67	145,382	45,000	30.95
1967/68	146,727	50,000	34.12
1968/69	146,000 (Est.)	55,000	37.67
1969/70	175,000 (Est.)	60,000	34.29



The Authority whilst acknowledging the slight improvement in its annual allocation of funds reiterates its view that this remains barely sufficient to meet its ever increasing administrative expenses and to discharge its contractual liabilities. Under the present unsatisfactory arrangements the Authority is receiving approximately £1. 7. 0d for every £4 paid by the licence payer. Not only is this inequitable to the licence paying public, but its ultimate effect is bound to hamper seriously the Authority in the discharge of its duties to improve and extend existing services. This state of affairs has been repeatedly made known to the Government and the position has now been reached where standards and efficiency are bound to suffer. Equally anomalous is the provision in the Broadcasting Ordinance which prevents the Authority from building up a reserve fund. This effectively blocks any long term planning which is essential for good broadcasting. In some European countries the state levies a tax on the revenue derived from radio and television. This system operates in France and Italy where the amount withheld varies between 10 and 28 per cent. In Malta, the comparative figure is approximately 66 per cent, which virtually means that broadcasting is being used by Government to raise revenue for the Treasury.

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## **Broadcasting in International Agreements**

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During the year the Authority sought clarification from the Government about the implications of certain provisions in the Franco/Maltese Cultural Agreement which in general provides for the reciprocal transmission of radio and television productions and in particular for the encouragement of the teaching of French by radio and television programmes. The Authority was concerned that matters pertaining to broadcasting and programme content were discussed and decided upon without prior consultation with the Authority which is responsible under the Broadcasting Ordinance to provide sound and television broadcasting services.

A Scientific and Technical Cooperation Agreement with Italy also refers to broadcasting. The Agreement recommends that Radiotelevisione Italiana should supply the Broadcasting Authority with educational television material. The question of reciprocal television transmissions between Malta and Italy was also being explored and a proposal to set up "repeater stations" in Malta to boost the transmission of RAI programmes was being considered by Government.

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## **International Contests**

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The Authority was invited by the Israel Broadcasting Authority to take part in the Fourth International Bible Contest which was held in Jerusalem in March 1969. A local competition was organised by the Authority in cooperation with the Bible Society and the winner, Mr. Edward Gauci, was presented with a return air ticket to Israel by the Israeli Charge d'Affaires on behalf of the Israeli Broadcasting Authority. Mr. Gauci competed with representatives from twenty countries and was placed eleventh at the final count. This contest is held every three years and the Authority hopes to take part in the 1972 international competition.

Another international contest in which the Authority took part was "The Japan Prize 1968". This was instituted by the Japan Broadcasting Corporation four years ago with the purpose of contributing to the advancement of educational broadcast



*The Fourth International Bible Contest held in Jerusalem in March, 1969.  
Malta's representative (front row, fourth from left) was Mr Edward Gauci.*

programmes in all countries as well as the furtherance of understanding and co-operation among nations. The Authority competed with a programme entitled *Living Poetry* which had been previously transmitted in the series of educational television broadcasts to Secondary Schools. The programme portrayed the attitude of modern poets to 20th Century warfare. Although the MBA entry was not among the prize winning programmes it attracted the interest of several countries and the Rumanian television organization asked the Authority for a copy of the programme.

The Malta Television Service participated in the Golden Harp Festival organized by Radio Telefis Eireann. This was the second time that MTV had competed in this International Contest. This year's entry was called *The Windmill*, a short documentary which drew favourable comments from the international audience present at the festival.

## **Wireless Sound Broadcasting Service**

The Authority regrets that agreement on the commencement of a wireless sound broadcasting service had still not been reached by the end of the year under review. Negotiations between the Government and the Authority which had started in November 1967 were still continuing and although the difficulties which had previously existed were narrowed considerably there were other important aspects which the Government was still considering.

Following a request by The Malta Television Service Ltd. and after consultation with the Government, the Authority agreed to further extend the period during which MTV may commence wireless broadcasting to the 28th March 1970.

The Authority earnestly hopes that a final and satisfactory decision will be reached during this period.

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## Overseas Visits

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The Chief Executive paid a brief visit to London to renew contact with programme distributors and to discuss various difficulties connected with programming especially the availability and price of television material for Malta. While in London, the Chief Executive also had talks on local aspects of broadcasting with senior officials at the British Broadcasting Corporation and the Independent Television Authority.

Father Charles Vella, the Authority's Religious Broadcasting Adviser, attended the First International Christian Television Week which was held in Monte Carlo. Organized jointly by the International Catholic Association for Radio and Television and the World Association of Christian Communicators, this Week was planned to enable an exchange of views in the field of religious television and to award prizes to outstanding television productions.

The Authority's Productions Assistant, Mr Manni Spiteri, attended a Seminar on Out of School Education by Television in the Netherlands in June 1968. Several discussions were held covering different aspects of the functions and operation of adult education programmes together with methods of measuring and evaluating direct teaching by television. Mr Spiteri was nominated to attend this Seminar, which was held under the auspices of the Council of Europe, by the Government of Malta.

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## Anniversary Broadcasts

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It has become the practice in recent years to make use of facilities offered by the broadcasting media for delivering anniversary messages. During the course of the year special messages were broadcast by the Prime Minister on the fourth anniversary of Independence, by the Minister of Education, Culture and Tourism on the occasion of Parents Day and by the Minister of Labour, Employment and Welfare during Emigrants Week. For the first time this year arrangements were made for a short message to be broadcast by Sir Anthony Mamo on the occasion of World Peace Day.

The United Nations had proclaimed 1968 as an International Year for Human Rights. Both the Authority and the Programme Companies contributed significantly by producing series of talks and ad hoc programmes to commemorate this occasion.

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## General Strike

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The General Workers' Union declared a one day General Strike on the 26th July 1968. As the Authority considers the continuance of broadcasting as an essential service, the Programme Companies were instructed to continue normal transmission in so far as this proves possible. In fact there was some disruption in programming as some programmes had to be omitted and the transmission of others was delayed. However, in general, normal transmission was continued.



THE Authority has a contractual obligation to spend in each year £10,000 in respect of sound programmes and £25,000 in television programmes. This money can be spent in three different ways. The Authority has the power to prescribe and provide programmes. In this case the only role the Contractors play is in the provision of studio facilities and airtime. For these services the Programme Companies can charge the Authority their normal commercial rates. This state of affairs is highly unsatisfactory and has occasioned certain financial difficulties especially in the field of television broadcasting where costs are appreciably high.

The Authority may also prescribe programmes to be provided in full by the Contractors. If the total cost to the Authority for programmes prescribed or provided in these ways is less than £10,000 in the case of sound and £25,000 in the case of television in a full year, the Authority must apply the balance exclusively in or towards the improvement of the Contractors' programmes.

As both the television and Rediffusion services are run on a commercial basis, dependent for their revenue on attracting advertisements, the Companies tend as far as possible within the provisions of the Broadcasting Ordinance to select programmes with the maximum audience appeal. The Authority, therefore, in utilizing its programme funds, seeks to prescribe programmes of a more general public service nature. However, the Authority is careful that, in prescribing and paying for programmes, it does not create the impression that it is responsible for all serious and public service output and that its Contractors have themselves no responsibility for such output. Under the provisions of the Broadcasting Ordinance, the Contractors are fully responsible for producing a balanced and integrated programme schedule. In so far as it influences programme content in the broadcasting of programmes by prescription, the Authority has an important role to play.

During 1968/69, the Authority was directly responsible for broadcasting 12.06 per cent of the total weekly average output on television. These were mainly of the serious and informative type. (Vide Appendix "B" Table 3). The Authority attaches great importance to locally originated programmes but these are costly to produce and are inclined to overtax the limited local resources. The breakdown on page 17 showing the time taken for the preparation and production of one of the Authority's programmes (*Studio Soiree*) will help to prove this point.

The broadcast duration of *Studio Soiree* was 30 minutes.

Despite these limitations, the Authority's staff were responsible for the production of the following programmes during the year (Vide photos page 20):

- *Ghajnunā f'Waqtha*: A series of six programmes on First Aid. With the help of filmed inserts, these programmes showed reconstructed 'accidents' taking place under various circumstances and a follow-up explanation of the relative treatment and practical demonstrations in the studio.

Audio Recording .....	6 hrs
Prop design and Construction .....	8 hrs
Dry Rehearsals .....	8 hrs.
Production Planning .....	10 hrs.
Setting of Props in Studio .....	2 hrs.
Lighting in Studio .....	4 hrs.
Programme Rehearsals, Videotape recording and playback .....	2½ hrs.
<b>Total</b>	<b>40½ hrs.</b>

- *Kemm Taf Issuq*: Six half-hour programmes about driving and traffic.
- *Studio Soiree*: A series of six half hour programmes on operatic and classical music with sopranos Antoinette Miggiani, Lilian Pace, Hilda Tabone, tenors Andrew Sapiano and Edwin Rizzo and Piu Zammit, bass. Each programme featured ballet items by the students of Princess Nathalie Poutiatine's Russian Academy of Dancing. Classical items were performed by Mro. Manche (Piano), George Spiteri (violin) and Effie Serge (viola).
- *Orchestral Concert*: A series of programmes featuring the Manoel Theatre Resident Orchestra conducted by Mrs. Joseph Sammut.
- *Dawra mal-Gnien*: A fortnightly programme with useful hints for amateur gardeners.

A series of filmed documentaries was also produced by the Authority. These included:

- *Blex Jaqduk Tajjeb*: An exploratory survey of the catering position in Malta.
- *Iż-Żgħażaġh u l-Arti*: A documentary on youth and the arts. The programme included interviews with young artists as well as prominent local artists.
- *Hal-Millieri*: A half hour programme about the historic chapel at Hal-Millieri showing the restoration work carried out by the youth section of "Din l-Art Helwa".
- *Ninu Cremona*: A documentary presented on the 88th birthday of one of Malta's outstanding literary figures. This programme was a D.O.I. production.
- *Qlubija*: A half hour documentary commemorating the siege of Malta during World War II.
- *Baħar Jaqsam?*: A half hour programme showing the work done by a group of Maltese youths belonging to the Voluntary Service Corps during a six-week stay in various depressed areas around Reggio Calabria, Italy.
- *Karnival*: Carnival in Malta — a historical background to this annual event and its present day organization.

Other locally originated programmes on sound and television produced by the Authority's staff included a series of party political broadcasts and broadcasts to primary and secondary schools. The total number of programme hours for prescribed locally originated material amounted to 118 hours on both media. This is a substantial amount for an organization with limited staff and resources.

During the year the Authority maintained its previous output of recorded programmes amongst which were the following:



*"The Forsyte Saga" —  
Nyree Dawn Porter as  
Irene in the television ver-  
sion of John Galsworthy's  
famous work (a BBC  
production)*

## DRAMA SERIALS

*Peter Woodthorpe as  
Quasimodo in "The Hunch-  
back of Notre Dame" (a  
BBC production)*





## DOCUMENTARIES WITH A MALTESE COMMENTARY

To augment the overall output of programmes in the Maltese language, the Authority prescribed a number of suitable documentaries which were transmitted with a Maltese commentary. This type of programme has been well received by the general public. These included: *The Beautiful Red and Blue Danube*; *Today Africa*; *Ganges — The Sacred River*; *Volga*; *April is the End of Summer* (Thailand); *Fast, Faster, Fastest* (Altitude problem in connection with the Mexico Olympic Games); *Report from Cuba*; *Europe — Human Rights*; *Paulus — Citizen of the World* (presented on the feast of St. Paul); *Albert Schweitzer* (presented in connection with World Leprosy Day); *Wide, Wide, World* (a series of 12 programmes about various interesting places throughout the world).

## DRAMA SERIALS

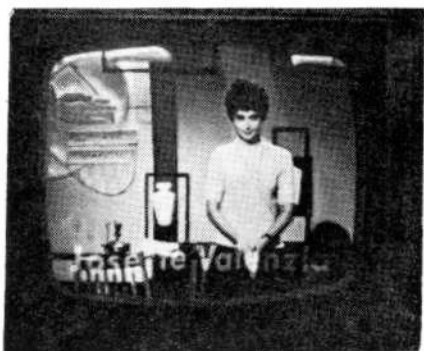
*The Forsyte Saga* (dramatization of John Galsworthy's most famous work which begins in Victorian times and ends in the nineteen-twenties. This serial was an outstanding success); *Great Expectations* and *David Copperfield* (based on well-known novels by Charles Dickens); *Sherlock Holmes* (13 one-hour programmes about some of the cases of fiction's most famous detective); Victor Hugo's *Hunchback of Notre Dame*; *The Woman in White* (Wilkie Collins's classic thriller); *The Mill on the Floss* (by George Eliot) and *The Idiot* (Dostoevsky's story set in Tsarist St. Petersburg).

## LANGUAGE COURSES

The Authority, conscious of its obligation to make use of public funds to the best advantage, has over the years concentrated on prescribing a number of adult education programmes. In the Authority's view, the teaching of languages by television is required to meet the needs of those people who either did not have the opportunity to learn a foreign language or who seek something more than just a basic working knowledge of the language. Several courses have already been transmitted. These included the Maltese and English languages and a course in Italian. During the year a German course consisting of 26 lessons was well received by viewers. The Authority also helps to supplement these broadcasts through the sale, at cost, of textbooks and gramophone records for home study.

## INFORMATIVE/CURRENT AFFAIRS

*The Lost Peace* (the sequel to *The Great War*); *Into Europe* (a series of six programmes on the Common Market followed by a discussion on Malta's position in relation to the Common Market countries); *The Power of the Dollar* (six programmes); *Main Street U.S.A.* (five programmes); *The City* (six programmes on Metropolitan expansion problems); *Inside Ireland* (eight programmes); *Anatomy of a Street*; *Alcatraz — The Lonely Rock*; *Mahatma Gandhi* (to commemorate Gandhi Centenary Year); *The Man Who Started the War*; *Rebel with a Cause* (the life and poetry of Hugh McDermid); and an obituary programme on Robert F. Kennedy.



*"Għajnuna l'Waqtha" — a series of six programmes on First Aid presented by Josette Valenzia*

(vide pp. 16-17)

*"Dawra mal-Ġnien" — a fortnightly programme for amateur gardeners with Peter Calamatta*



## M. B. A. PROGRAMMES

*"Orchestral Concert"*





## THE ARTS

*Chopin; Jose Greco and his Gypsies; This is Rudolf Nureyev; The National Gallery of Art; The Art Game; Tempo* (seven programmes) and *The World of Rembrandt*.

## NATURAL HISTORY AND TRAVEL

*The Rare Ones* (six programmes); *Two in the Bush* (six programmes); *The Fragrant Harbour* (two programmes); *Japanese Jaunt* (four programmes); *Adventure* (31 programmes) and *Footprints* (a series of 13 stories of famous historical figures filmed in the places where they lived).

## RELIGIOUS

*Vespro della Beata Vergine; The Seven Words of Our Lord; Way of the Cross; He Is Risen; Tell It On a Mountain; House by the Stable; Christ is Born and Paulus — Citizen of the World*.

## DOCUMENTARIES

*Inside the Foreign Office; America and the Americans; Capella Paolina; An Essay on Hotels; The Italians; The Viet Cong; Take a Deep, Deadly Breath; If its Tuesday it must be Belgium; The Rating Game; Harvest of Mercy; How to be First; Yankee Si, Yankee No; Ivan Ivanovitch; Edinburgh Military Tattoo; The Actor; A Matter of Time (cancer); New Era in Medicine; The Volunteers; Man, Beast and the Land; Man and the Sea; The Union Man; The Price of a Record (Donald Campbell); Hunger in America; Jet Propelled; A City of Magnificent Intentions (Washington); Down to the Sea in Ships and Background to Latin America*.

## MISCELLANEOUS

*Heidi* (A special New Year's Day programme based on Johanna Spyir's international classic. This programme was jointly presented by the Authority and MTV).



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## IV.

# The Programme Companies

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THE Broadcasting Ordinance charges the Authority with the general duty of providing sound and television broadcasting services in Malta. However, under the provisions of Section 3 (2) of the Ordinance these services may be provided not by the Authority itself but by commercial companies. In consideration of payments made by them to the Authority, these broadcasting contractors (or Programme Companies) have, under contracts with the Authority and subject to the provisions of the Ordinance, the right and duty to provide broadcasting services. The programmes provided by these companies include advertisements which constitute an important source of further revenue. The Authority's contractors are: The Malta Television Service Ltd. and Rediffusion (Malta) Ltd.

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## Television

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During the year several changes were made in MTV's Board of Directors and senior management staff. Mr. Graham Binns, General Manager and Mr. John Manduca, Manager, were appointed Directors of The Malta Television Service Ltd. Commander Edward Hamilton-Hill, also a Member of the Board, took up duties as Managing Director of the Companies within the Rediffusion Group in Malta. Mr. Manduca, who had earlier during the year relinquished his appointment as Chief Executive of the Broadcasting Authority, took over the duties of Manager, MTV. The former MTV Manager, Mr. W.A. Fenton left Malta on terminating his tour of duty and took up a new appointment with the Rediffusion Group in the United Kingdom.

In the programming field, MTV's programme department was strengthened both in terms of personnel and equipment, and the output of home-produced programmes continued to increase.

### CHILDREN'S PROGRAMMES

*Mid-dinja tat-Tfal* and *Studio Għat-Tfal* were transmitted on a fortnightly basis during Children's Hour. Both were intended to encourage children to take an active part in these programmes which had a religious background. Some experimental programmes involving student teachers were tried out with some success. A new programme, *Għat-Tfal iż-Żgħir* (For the Very Young), was launched during 1968. Changes in the format of this programme will take effect as from April, 1969. *Dawra Durella* was broadcast weekly, alternating its content between information and entertainment. Three of the outstanding programmes in this series were: *Bo-Peep*, a little opera composed by Maestro Joe Vella, an Easter ballet performed

by schoolchildren and a 45-minute play which won first prize in the National Children's Drama Festival. The whole position regarding children's programmes in the *Dawra Durella* series was reviewed in January, 1969. One of the four weekly programmes was retained on a monthly basis while the remaining three were replaced by new programmes also screened on a monthly basis. These were *Kaleidoscope*, a monthly magazine type of programme of an informative nature for the 12 to 14 year age group; *Wiċċ Imb-Wiċċ*, a programme in which representatives of different student bodies in Malta together with their friends meet a personality and discuss with him his field of activity; and *Kinky Dinky*, a pop music programme for teenagers featuring different beat groups with competitions for the invited studio audience. All the new programmes are of 30 minutes duration.

The Authority was particularly concerned to ensure that nothing objectionable was screened during Children's Hour.

## LIGHT ENTERTAINMENT

*Stringalong*, launched in January 1968 and embracing a mixture of jazz music, folk music and an occasional excursion into the pop music field, proved a convenient vehicle for visiting artistes, local jazz quartets and folk singers. In January, 1969, *Stringalong* was replaced by *Foldback*, a fortnightly 30-minute musical show featuring pop musical singers and entertainers with the occasional participation of visiting performers.

*Music Express* was completely dedicated to pop music and was by far the most ambitious production-exercise since it entailed non-stop music and changes of sets. The setting for the December edition of *Music Express* was acclaimed as the best effort during the series. The beginning of 1969 saw the replacement of *Music Express* by another monthly 50-minute programme called *Kaxxa Nfernali*. This is an inter-village quiz with a mixture of songs and comedy routines. Fourteen towns and villages in Malta and Gozo are taking part in this quiz which is run on a knock-out basis.

Various *ad-hoc* programmes were broadcast during the period under review. These featured *Russ Conway*, *The Western String Band* and the *Comcrudesflot Band* from visiting American warships; *Cabaret*, featuring the English singing group "The Dollies"; *Time-Beat*, featuring two local beat-groups; *The Tony Agius Trio*; *The Muvers* and *Malcolm Roberts*, the special guest invited for the Malta Song Festival.

Light entertainment programmes are one of the weak spots in our television service. Some of the programmes are barely above minimum requirements. This is due in part to limited artistic, operational and financial resources. Some critics tend to make comparisons between MTV programmes and those on other stations — R.A.I. for example. This is unfair. But the Authority also holds the view that whilst competition with larger and more liberally endowed stations is impossible, improvement in quality is not brought about solely through adequate financial resources. What does improve the quality of a programme is technique, virtuosity and skill in presentation.

## CLASSICAL MUSIC

With the conclusion of the M.B.A.'s series *Two in Harmony* in March, 1968, M.T.V. once more resumed presentation of the *Recital* series, with performances by the Malta Choral Society, Edelgard Niem, Simone Camilleri and Myra Chahin, Ray Holder, Helena Leahy and Sylvia Eaves.



*"Kaxxa Nternalì" — An inter-village quiz.*

*"Il-Mara tal-Lum" — A weekly magazine programme for women.*



## MAGAZINE PROGRAMMES

*Il-Mara tal-Lum*, the women's magazine programme, was broadcast each week. It was a mixture of the traditional ingredients for this type of programme — cookery, fashions, handicrafts, household hints and the more serious aspects of the woman's role in everyday life — her contribution to society, her legal status, her role in education — which retained its interest and popularity.

*L-Arti Madwarna*, a successful cultural magazine programme, mirroring the arts in Malta, continued to be broadcast on a monthly basis.

*Calypso*, a magazine programme for Gozo. During March, 1969, this programme was changed completely from its magazine pattern to a documentary format dealing in depth with problems of the Island of Gozo and its people. The March edition, which was in the nature of an experimental programme, came in for much favourable comment.

## DRAMA

By far the most significant development in local production during the period under review was the establishment on a firm basis of regular local dramas. Ten teleplays were broadcast, varying from light comedy to experimental theatre. Eight of these plays were written by Maltese playwrights and two were translated from English originals. The set design, studio decor and costumes for the teleplay *Il-Verità* by Louis Azzopardi, broadcast in March, were according to many critics the best ever produced in the M.T.V. studios. Teleplays continue to command a very large audience and their appeal exceeds that of any other locally-originated programme.

## AD-HOC PROGRAMMES

Mention has already been made of ad-hoc programmes in the musical field. Other programmes included *Jose de la Vega and His Spanish Dancers*; *The Libyan Folklore Group*; *The History of the Customs in Malta*; and various programmes during Holy Week, 1938. A documentary meriting special mention commemorated the 170th anniversary of the execution of Dun Mikiel Xerri during the French occupation of the Islands.

## EUROVISION

Eurovision transmissions with a Maltese commentary were relayed on such occasions as the Pope's visit to Bogota, the Eurovision Song Festival, and the opening ceremony of the Olympic Games in Mexico. Recorded programmes were obtained from ZDF (*Studio Europa*), ARD (*Soul Explosion '68*), and SRG (*Birgitt Nilsson Recital*).

## ENGINEERING

During 1968-69, sophisticated film-cleaning and re-conditioning equipment was purchased by M.T.V. A separate magnetic system, used in connection with existing telecine equipment, was also installed.

Other equipment purchased during the year included a magnasync recorder and reproducer and a spotmaster recording machine. Plans are well advanced for the purchase of a stand-by transmitter and microwave link. These items of equipment cost over £15,000.

Between April 1968, and March 1969, M.T.V. broadcast 1,862 hours of programme material. Breakdowns due to technical failure amounted to 45 minutes. Loss of transmission due to breakdown in the electricity supply amounted to 2 hours 7 minutes.



## TELEVISION DRAMA

*"Il-Verità"*

*"Il-Qalb li biha Nghixu"*





M.T.V. arranged a course to familiarise staff of the Libyan Broadcasting Corporation with television production techniques as applied to general programmes and news and current affairs. Five employees of the Libyan Corporation participated in the course, two specialising in news and current affairs and three in general programme production. The course was held at Television House during October and November.

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## Rediffusion Sound Service

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Rediffusion (Malta) Ltd. have operated a Wired Sound Broadcasting Service in Malta since 1935. It struggled at first, gradually gained strength and finally thrived. Sound broadcasting became a very potent force — an intimate and vital part of our daily lives. At the end of the year under review there were 52,484 loudspeakers connected to the Rediffusion Service, an increase of 11 per cent over the previous year. Sixty per cent of the household in Malta and Gozo are connected to the service.

When in 1962 television came onto the Maltese stage it was thought that this innovation would have far reaching effect on sound broadcasting. In a way this prediction was quite true — especially in the field of advertising where some of the revenue which previously accrued to Rediffusion began to be diverted to television. However, in recent years, Rediffusion continued to recover some of the lost ground. But there seems to be no doubt that television notwithstanding, sound broadcasting is here to stay and will continue to have a vital role to play, although this may be a somewhat different one, than that which it played in the past. What is required above all from Sound programme planners is the imagination, resourcefulness and inventiveness to continually seek new techniques, new ways of effectively reaching the audience that is still there.

### LISTENERSHIP

In assessing the popularity of programmes in the schedule Rediffusion organized a listenership survey in June 1967 which gave the Company a picture of listening habits in Malta and Gozo. The survey recorded listenership figures and analysed the Rediffusion audience. The policy of the Company is to organize a survey every year. Special electronic equipment is installed at Rediffusion House to produce a daily listenership graph between 6.00 a.m. and midnight. The graph is affected by the number of Rediffusion sets tuned to either network during the time when programmes are on the air. The graph, which is examined by programme planners and compared with the results provided by the survey, enables them to assess the preferences of listeners.

Comments on programmes are constantly offered by Rediffusion listeners. Many of these are addressed to programme producers, and to *Yours Faithfully*, a programme in which listeners' comments are answered. All comments are carefully examined, and many suggestions from listeners have been acted upon.

The Authority feels that much more needs to be done in this field. The Contractors have not engaged in any continuous surveys in order to find out what audiences think programmes are worth, how far they tolerate them or how far they listen from habit but with indifference, and what wants and needs the service may be failing to satisfy.



*"The Malta Song Festival 1968" organized by the Young Christian Workers  
in association with Rediffusion*

## PROGRAMMES

In drawing up the schedules of the National and International Networks, the programme planners tried to ensure that the two networks were complementary to each other. The Authority insists that every effort is made to avoid having programmes of the same category broadcast on both networks at the same time. As the principal programme fare in the English language during 1968/69 was relayed from the BBC World Service, problems in achieving this balance were encountered. The programme policy was to relay rather less of the BBC World Service and to encourage the production of local material in the English Language. The Authority welcomes this trend but hopes that future progress in achieving this aim will be quicker than during the year under review.

## AD-HOC PROGRAMMES

Programmes worthy of special mention broadcast on the two networks of Rediffusion were:— *Robert F. Kennedy*, a documentary broadcast on the National Network soon after the assassination of the American Senator; *Diary for 1968*, a broadcast in the last week of December giving principal events of the year in documentary form; and *Sincerely Yours*, a second series of popular music programmes in which 46 of Malta's vocalists took part. Each programme was broadcast from a theatre seating an audience of 700. This series, which is based on the projection of local talent, was well received. With the introduction of local programmes on the International Network, Rediffusion produced a series dealing with the influence of literature on serious music. Among the serious music programmes in the English Lang-



uage, *Music and Literature* was regarded as the best effort. *The White House*, a series of 15-minute talks in Maltese, coincided with the election of the new President of the United States. The series provided an enlightening background to the American election.

During 1968/69 the National Network of Rediffusion broadcast several other programmes of an informative nature. These included *Historical Chapels in Malta*; *Gozitan Traditions*; *War against Disease*, and the series *Famous Men*.

In the field of adult education, programmes worthy of special note included *Commerce in Malta*, *Neighbouring Countries*, *Careers for Young People*, *Developments in the 20th Century*, and *Fariri Għaż-Żgħira*, a programme aimed at making better citizens of young people.

## LIGHT AND POPULAR MUSIC

Light and popular music represented 43.7 per cent of the programme output of the National Network. Rediffusion maintained its policy of stimulating local talent by creating programme opportunities for young Maltese vocalists. During the period under review two series of 45-minute programmes featuring Maltese singers and groups were scheduled on the National Network. Recordings of local music were broadcast in a weekly 30-minute request programme. All of these programmes helped to consolidate the efforts of Maltese composers and authors. The use of Maltese music enabled composers and authors to benefit from the fees paid to the Performing Rights Society of London.

A music contest sponsored by the Malta Society of Arts, Manufacture and Commerce was broadcast between April and June 1968.

On January 14th, 1969, a special edition of *The Breakfast Show* went on the air on the occasion of the show's second anniversary. A "live" link-up with the BBC's Radio One was specially arranged for the occasion. RAI also sent greetings to *The Breakfast Show* in the early morning programme *Uomo del Latte*. In *Uri X'Taf* (Show What You Know) new talent was invited to take part in various types of entertainment.

On the International Network, there were a number of locally-originated programmes of popular music, including *Turn on Tune In* (daily, except on Sundays) and the *Top Twenty Show* (weekly). Several light and popular music programmes were imported from Holland, Germany, Switzerland and the United States. Other programmes in this category were ordered from the Topical Tapes Division of the BBC and from record companies producing "pop" programmes.

## SERIOUS MUSIC

Serious Music on the National Network accounted for 6.4 per cent of the programme output. This included *Composers of Choral Music and Their Works*, which ran from June to December 1968, and three weekly series: *Mużika ta' Kull Żmien*, *Kompożituri Magħrufa* and *Melodiji Mmortalji*.

On the International Network, Rediffusion retained most of the serious music programmes broadcast by the BBC World Service. The Company took into account the fact that the relay of music programmes may present reception difficulties. During the year under review the problems of reception were carefully considered and where possible improvements made.

## DRAMA

Plays and serials accounted for 8.5 per cent of the programme output. A total of 104 self-contained plays and 104 episodes were broadcast. The outstanding radio

play of 1968 was *Is-Señer ta' Novembru* by Joe A. Grima. This play was awarded the first prize in the radio play contest for the period. The winning serial was *Dar il-Hena* by Victor Apap.

A Drama Seminar was held in October 1968 to promote a better understanding of radio drama. Lectures were delivered by Francis Ebejer on *The Writing of Radio Plays*, by Charles Micallef on *Production*, by Fr. H. Born on *Acting for Radio*, by Prof. J. Galea on *The Modern Theatre*, and by Joseph Grima on *The End of the Periphery*.

This seminar was well attended and the following awards were made:

- \* The Best Actor — Manni Spiteri
- \* The Best Actress — Karmen Azzopardi
- \* The Best Producer — Anthony Parnis
- \* Author of the Best Play — Joe A. Grima
- \* Author of the Best Serial — Victor Apap

## SPORT

Sport programmes had a wide following on the National Network. During the year under review, Rediffusion reported on all types of sporting activity in Malta — football, racing, waterpolo, tennis, hockey, athletics and indoor sports. All of these were covered in a daily 5-minute *Sports Commentary*, a weekly 10-minute *Sports Review* on Saturdays and a weekly 35-minute *Sports Special* on Sundays. During the year sports coverage was increased by the introduction of a 30-minute weekly programme called *Sportsdesk*, which treats sporting activities in depth.

Rediffusion covered the Olympic Games fully from the 14th to 28th October 1968. In addition to daily reports, direct from Mexico City via the BBC World Service, Rediffusion sports commentators gave details in Maltese of the principal events of each day.

The outstanding sports broadcast of the year was the European Cup Winners Cup Football Match between Frejas-Randers of Denmark and the Maltese representatives, Sliema Wanderers on Thursday, November 17th, 1968. For the first time in the history of Rediffusion a direct transmission of an entire football match was broadcast in Maltese from the Continent. The commentator was Carmelo Costa, who travelled to Denmark for the event.

## WOMEN'S PROGRAMMES

Some 40,000 housewives in Malta and Gozo listened to the daily programme for women *Il-Hajja tal-Mara*. Every effort was made during 1968/69 to include in this highly popular programme topical material of special interest to women. Free-lance broadcasters and specialists made their contributions to the programme. Other popular programmes were those presented by the radio doctor, the legal adviser, the beautician, the architect and the chiropodist. The fortnightly programme *Fashion Parade* also had an extensive following.

On the International Network Rediffusion introduced a new daily half-hour programme for women called *Morning Appointment*. This programme, which ran until October 1968, attracted many listeners.

## CHILDREN'S PROGRAMMES

There were no major changes in the pattern of children's programmes in the year under review. Their main purpose was to entertain young listeners, but in most programmes there was also an element of education and information. The children's programmes embraced popular and serious music, discussion programmes with children themselves taking part, religion, current affairs and sport

## GOZO

The number of subscribers in Gozo has always been fewer in proportion to the number of households than in Malta. This may be due to different listening habits and special economic conditions. However, during 1968/69, a noticeable increase in new subscribers was achieved. In Victoria alone, four out of five households had the Rediffusion service.

The principal programme from Gozo on the National Network continued to be *Gozo Magazine*. The producer of the programme and the interviewers are all Gozitans. The Authority was not satisfied with the production of this programme and called for improvements in the presentation of interviews and features.

From Gozo Rediffusion broadcast *Minn Għawdex Għan-Nisa*, a programme for women.

## GWIDA

Sixteen special supplements on a variety of subjects were printed in the "Gwida", Rediffusion's Sound and Television programme magazine. Features on programmes helped to maintain a satisfactory circulation.

The audited weekly circulation figures for the six months that ended in June and December, 1968 were 8,143 and 7,891 respectively.

## TECHNICAL

The increase in the number of subscribers called for substantial capital expenditure on network development, especially in new housing estates. To improve reception in outlying districts, long stretches of high-level lines were replaced.

To improve the quality of commercial announcements, a new system of pre-recordings on cassettes was introduced. These commercials on cassettes are broadcast from a Spotmaster play-back machine. Studio facilities were also improved. Rediffusion experienced some delay in the delivery of new recording machines but this equipment should be in use during the course of next year.

The power amplifiers feeding the external network have a total output of 22 K.w. This network covering an area of 121 sq. miles, consists of 1,647 miles of cable. Sixty miles of new cable were installed in 1968/69.

## BOARD OF DIRECTORS

Mr. Graham Binns, formerly General Manager of Rediffusion Radio Jamaica Limited, was appointed General Manager of the Rediffusion Group of Companies in Malta in succession to Commander E.A. Hamilton-Hill, who was appointed Managing Director of the group. Mr. Binns together with Dr. E.P. Sammut were appointed Directors of Rediffusion (Malta) Ltd. These appointments fill vacancies caused by the resignation of Mr. John Hay and Mr. J.N. Tabone. The latter continued as Manager of the Company.

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## News and Current Affairs

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The influence of broadcasting on the political life of the country is brought to bear not only by speeches, talks, and reports, but also by the provision of news. It

is, therefore, of the utmost importance that the news service provided by the Programme Companies should be a fair selection of items impartially presented. This is a cardinal principle in the Authority's policy on news services and it flows from the provisions of Section 7 (2) (c) of the Broadcasting Ordinance which lays down that "it shall be the duty of the Authority to satisfy itself that, so far as possible..... any news given in the programmes (in whatever form) is presented with due accuracy and impartiality".

There were several instances during the year when the news services were criticized in Parliament. Motions of alleged breaches of Parliamentary Privilege were raised; these were based on news reporting in television news bulletins. In all cases the Speaker subsequently ruled that there was no 'prima facie' breach of Parliamentary Privilege. The Authority considered these cases individually and appropriate action was taken where necessary. The Authority stressed the need for safeguards against the risks of inaccurate news coverage and every precaution is being taken to see that items of news presented in bulletins on both sound and television are factual and impartial.

The present arrangements for the collection of foreign news items are not entirely satisfactory. The Programme Companies' main source of world news is derived from BBC bulletins and news agency material. The Authority considers that use should also be made of monitored material based on the broadcasts of other countries.

During 1968/69, the News and Current Affairs Department of the Programme Companies became an autonomous Division with its own Manager, Mr. J.G. Vassallo. The Division was strengthened with the recruitment of a professional newsgatherer and four outside newscasters joined staff members to give the News Division greater flexibility in this field.

On television, the News Division began broadcasting a new regular current affairs Maltese commentary every Sunday. A new monthly programme *Bejnietna* was introduced for late viewing to provide an opportunity for serious topics to be discussed. Members of Parliament are being invited to speak in this programme.

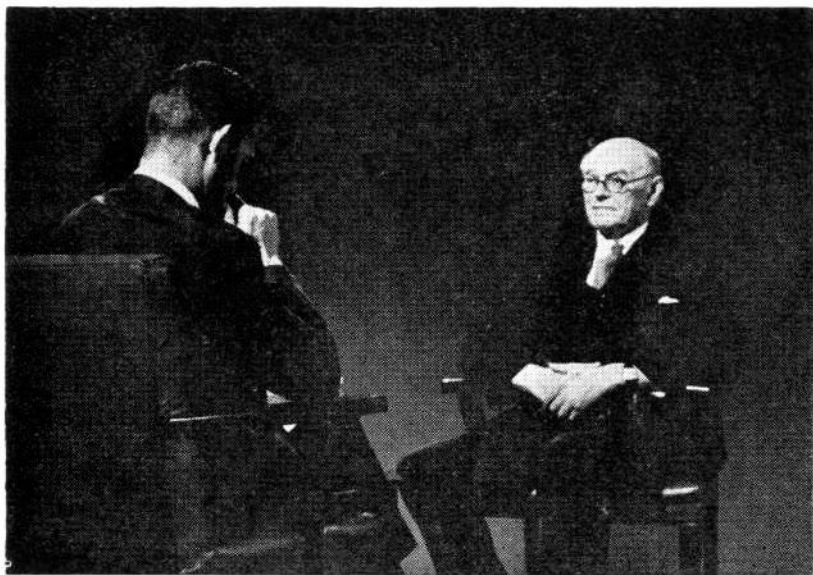
A new type of programme *Editorjali* was introduced during the year to give newspaper editors an opportunity of advancing their views on major topics. Five programmes were broadcast during the year.

On Sound, a new fortnightly magazine programme *Lejn L-Iżvilupp* dealing with economic and financial affairs introduced in January, was well received. During the first and last quarters, Rediffusion broadcast a weekly series of interviews in depth *Late Night Topic* and *Point of View*.

## SPECIAL PROGRAMMES

In the course of the year, the News Division introduced a number of special programmes on the two media. These included two special television interviews with Lord Robens, the Chairman of the Joint Steering Committee for Malta, a television documentary on the Prime Minister's visit to Libya; special radio and television programmes on the assassination of Senator Robert Kennedy; and a special link-up with the British Forces Broadcasting Service in Malta, which broadcast a live programme from Germany on the occasion of the Prime Minister's visit to the First Regiment R.M.A.

Other special programmes were broadcast in such established slots as *Żminijietna* on television and *Nithaddtuha* on Sound.



*The Lord Chief Justice of Britain being interviewed in a current affairs programme.*

## FOREIGN AFFAIRS

Malta's independence has stimulated increased interest in foreign affairs. The News Division has given increasing attention to the discussion and analysis of developments in the world scene, as seen from a Malta angle.

On Television, a weekly current affairs commentary was introduced every Sunday. *Rendezvous* continued to provide a platform for discussions on topical international issues. *Żminijietna* was another channel for the analysis of topics of an international nature.

On Sound, the News Division broadcast a weekly round-up on a major international topic and a profile of a person prominent in the news in *Minn Kullimkien*.

The fortnightly magazine programme *Lejn l-Iżvilupp* included a regular item on developments in the international economic field and *Fid-Dinja Llum*, broadcast fortnightly, consisted of two five-minute commentaries on international affairs.

## MEDIUM OF DISCUSSION

In the Authority's view it is important that controversial topics should continue to be discussed. If broadcasting is to present a reflection of its time, it must include matters which are in dispute. If public opinion is to be educated, it must look upon the question of the hour from many angles. During the year, the News and Current Affairs Division of the Programme Companies increased its output particularly in the sphere of current affairs. The following page covers a breakdown of programme coverage provided on Sound and Television during 1968/69.

## SOUND

<i>Late Night Topic or</i>	— 30 minutes fortnightly
<i>Point of View</i>	— 30 minutes fortnightly
<i>Nithaddtuha</i>	— 15 minutes fortnightly
<i>Today</i>	— 15 minutes fortnightly
<i>Fid-Dinja Llum</i>	— two programmes of 30 minutes
<i>Radio Press Conference</i>	— 30 minutes fortnightly (from 1/1/69)
<i>Lejn l-Iżvilupp</i>	— 30 minutes weekly
<i>Minn Kullimkien</i>	

## TELEVISION

<i>Nithaddtuha</i>	— 30 minutes fortnightly
<i>Rendezvous</i>	— 30 minutes fortnightly
<i>Viewpoint</i>	— five programmes of 30 minutes
<i>Editorjali</i>	— four programmes of 30 minutes
<i>Close-Up</i>	— two programmes of 20 minutes
<i>Bejnietna</i>	— 25 minutes monthly (from 1/1/69)
<i>Kummentarju</i>	— 5 minutes weekly (from 1/1/69)
<i>Press Wants to Know</i>	— one programme of 30 minutes
<i>Żminijietna</i>	— 30 minutes fortnightly



**B**ROADCASTING on political issues is an area that is bound by its very nature, to give rise to fundamental divergencies of opinion. However, political affairs are such a vital part of the daily life that broadcasters cannot, even if they wanted to, exclude politics from the programme output. In fact the Authority would like to see broadcasting used more effectively as a means of assisting the general public to understand and appreciate the major issues facing the country and which make up the policies of the nation.

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## Party Political Broadcasts

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The Authority's responsibilities with regard to these broadcasts are shared with political parties. Airtime and studio facilities are made available by the Authority and it is then up to the parties themselves to agree on its allocation between them and on how to make the best use of the facilities offered to them. In default of agreement — and unfortunately this has always been the case — the Authority itself takes the responsibility of allotting access to airtime.

During 1968/69 the Authority's scheme continued to reflect the parties' representation in Parliament and the airtime available — 250 minutes — was allotted in proportion to the number of Parliamentary seats held by each party. During the year, this scheme was implemented on a six-month basis. The broadcasting time on both the Rediffusion sound service and on television was apportioned 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 10 minutes

The parties were given the facility to select the day on which broadcasts were to be held and agreement was also reached to relay a political broadcast on sound the day after the broadcast has been screened on television.

Unfortunately, this system has not been functioning well. The parties tend to accumulate the broadcasting time at their disposal and then make use of it all within the few weeks before a scheme comes to an end. It is apparent that on occasion little or no preparation is given to scriptwriting, rehearsal or delivery with the result that party political broadcasts deteriorated into monotonous monologues which are of negligible use to the parties and of hardly any interest to the listeners and viewers. In an effort to remedy this situation, the Authority organized a Seminar for politicians to help them make the best use of the broadcasting media for party political broadcasts.



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## Seminar on Broadcasting Techniques

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The Authority with the cooperation of M.T.V. and Rediffusion held a two-day Seminar in February, 1969 for members of political parties. The purpose of this Seminar was to improve the effectiveness of political talks and discussions on both sound and television by attempting to demonstrate the correct methods of broadcasting delivery and techniques.



*Seminar for Politicians at Television House.*

Two sessions were held. The first session consisted of a series of talks on the preparation of a script, the use of a microphone and how to sit before the television camera. Each talk was illustrated by practical demonstrations. During the second session several practical examples were given and the politicians were invited to deliver a short previously prepared talk for professional criticism. It is hoped that despite the poor attendance, some practical benefit might be derived from this experiment which may be held more often in future.

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## Ministerial Broadcasts

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There were no Ministerial Broadcasts during the year. The conditions and procedures under which the Broadcasting Authority affords broadcasting facilities to the Government of the day for the purpose of Ministerial broadcasts are as follows:

1. In view of their responsibilities for the care of the Nation the Government should be able to broadcast from time to time, Ministerial Broad-



- casts, 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 case for 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 Broadcasting Authority the amount of air-time 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.

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## Reports of Parliament in Session

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Broadcasting is an instrument of great potential value in bringing Parliamentary affairs to the knowledge of the public. It is in Parliamentary contest that the issues before the country should emerge and broadcasting should therefore look towards Parliament as the focal point of political thought. For a number of years Rediffusion have supplemented their news reports with a fuller account given in *This Week in Parliament* which is broadcast each week in Maltese whenever Parliament is sitting. The Authority contributes an average of £320 per year towards this programme (vide appendix "H" for list of programme improvements).



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## VI.

# Religious Broadcasting

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**R**ELIGIOUS broadcasting on television and the Rediffusion Sound Service covered a wide range of religious need and experience. During the year there was a slight increase in the number of programme hours devoted to religious broadcasts and an attempt was made to couple this increase with an improvement in programme production and content. The Authority's Religious Broadcasting Adviser established better coordination with the various parishes and churches in Malta and Gozo from which liturgical community Masses were presented.

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## Television

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*Djalogu*, a fortnightly 30 minute programme, has been an outstanding success. Its adult treatment of problems of our day and age attracted increasingly large audiences, aroused wide interest and at times controversy. Among programmes in this series that provoked special comment were the housing situation in Malta; juvenile delinquency, tourism, the encyclical "Humanae Vitae" and prostitution.

During the last quarter of 1968, *Mid-Dinja Kattolika* and the *Epilogue* were replaced by *Għada l-Hadd*, a short illustrated talk on the Sunday liturgy, broadcast every Saturday, and by *Niltaqgħu ma' Kristu*, a religious thought for the week broadcast on Sundays.

Religious programmes broadcast during Children's Hour were *Mid-Dinja tat-Tfal* and *Studio Għat-Tfal*. In the former programme greater emphasis was given to a more practical approach to religious life. The aim of the programme *Studio Għat-Tfal* was to create greater involvement of children. This was achieved by having the children's studio audiences commenting on, answering questions and actually taking part in the programme.

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## Sound Broadcasting

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The weekly average output of religious programmes on the Rediffusion Sound Service was 5.2 per cent on the National Network and 1.9 per cent on the International Network. These percentages do not include various items of a religious nature which are included in other programmes. The main religious programme on the National Network continued to be *Hajja Kattolika*, a weekly magazine pro-

gramme which reports on religious affairs in Malta and abroad.

Other programmes included *Nitkellmu Fuq ir-Reliġjon*, a monthly discussion programme about topics of religious interest; *Nerf għu Qlubna 'l Fuq*, a daily 3-minute talk on social and spiritual values; the weekly explanation of the Gospel; the regular Mass broadcast on Sundays; devotional programmes on the First Friday of each month and features on village festas. Several presentation changes were introduced during the year in the recitation of prayers (i.e. morning prayers, Angelus, etc.) in keeping with the new Maltese Ritual.

*Meeting Point*, an ecumenical programme on the International Network continued to be broadcast monthly. Various denominations, including Roman Catholics, Anglicans, Methodists and Church of Scotland took part in the discussions.



**E**DUCATIONAL broadcasting can be directed either at the schools or the public in general. The latter category of broadcasts is generally made up of programmes which, though they do not aim specifically to teach their audiences, are clearly educative. Typical of this class of broadcasts are those on current affairs, documentaries, the arts, medicine and science. These have been dealt with in earlier sections of this Report.

Another aspect of educational broadcasting is the direct transmission of programmes to schools. It is universally recognized that the broadcasting media are very influential instruments and greater use is being made everywhere of these instruments in the realm of formal education. On Sound, this system has been operating in Malta for many years but schools broadcasts on television are a relatively new development. Close cooperation between the Authority and the Ministry of Education is essential since a service of this nature must be so organized as to fit into the national educational system. Schools broadcasting cannot and should not replace the teacher but broadcasting can and does supplement classroom teaching. It is important that these broadcasts should not be considered as an extraneous element in teaching but as part of the teaching of the school reinforced by the personal help of the teachers.

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## Television

Malta Educational Television progressed considerably during the year in its development as an educational force. But the stage has now been reached where it is essential to expand if this service is to progress beyond its present experimental state. The Authority and MTV had submitted plans to the Government which entailed the provision of funds to purchase equipment and to meet recurrent costs required to run an expanded service. MTV had offered to build another studio mainly for the use of educational television. Work on this long awaited project has not yet begun, so that the size of the service is restricted by MTV's capacity to cope with MET production and transmission requirements. However, some significant changes have been made.

In the Spring of 1968, MET on the advice of the Science Advisory Panel began arrangements for a new Science series to Secondary Schools. With the aid of information collected from the schools an ETV course in General Science at Form I level was launched. This was a complex operation to which the Ministry of Education contributed the services of a qualified Science Master who had just completed a 3-month training course at the Centre for Educational Television Overseas. This series of 26 Science programmes, *Science One*, was transmitted throughout the scholastic year 1968/69. To supplement these broadcasts the Authority published a set of Pupils' Workbooks and accompanying Notes for Teachers.

*Scienza One* was important not just because it was the most ambitious scheme yet attempted by MET, but because it points the way to the best future use of educational television in Malta. This series employed the most modern and effective methods of science teaching to help solve a serious problem in the educational system: a shortage of trained teachers and a shortage of laboratory facilities available for Form I science students. Considerable difficulties were encountered, as far too small a staff had tried to cope with a bold new approach in tackling these problems. But a lot was learned and the experience will be put to good use when planning for a revised series for next year.

Besides the General Science programmes, the Authority transmitted an English Literature and Language enrichment series for fifth form students. The 16 programmes in this series were very successful. The programmes used material from Britain, America and Greece to supplement local acting and artwork in discussing subjects as wide-ranging as the nature of art, heroism and criticism.

With the building of a much needed studio and the consequent expansion in programmes and staff, Malta Educational Television will come of age. Until this essential development takes place, this service will have to continue functioning within the present limits. The Authority acknowledges the generous assistance of the British Council in providing bursaries for the training of staff and in the secondment of Mr. Robin Moss who during his two year period in Malta has made a considerable contribution to the successful running of the service. The Ministry of Education also helped by detailing Mr. Charles Scerri B.Sc. (Lond) for full-time duties with the Authority and by giving valuable advice and guidance. The Malta Television Service was also providing airtime for the transmission of MET programmes free of charge.

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## Sound Broadcasting

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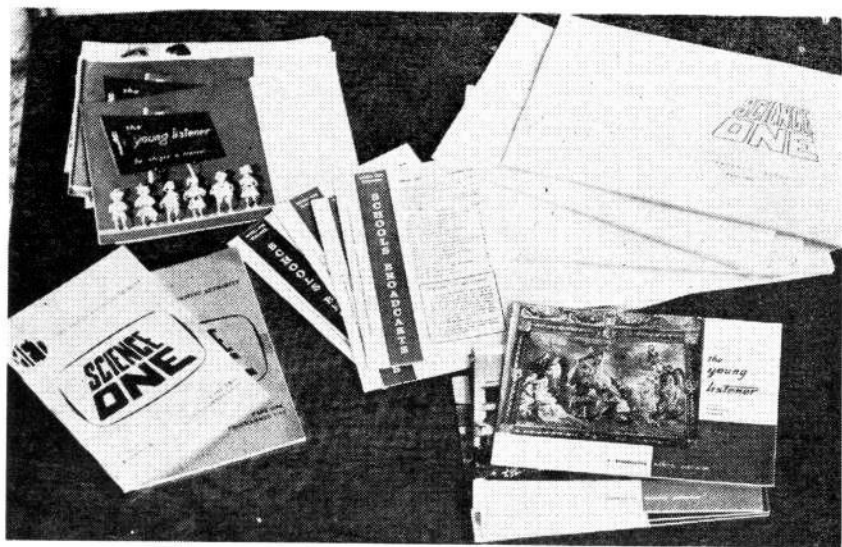
Besides helping in the planning and production of television programmes for secondary schools, the Authority's Schools Broadcasting Unit was responsible for all Primary Schools programmes broadcast on Sound. During 1968/69, 209 programmes were produced by the Unit. These programmes cater for various age groups and cover a wide range of subjects including Maltese Language and Literature, Religion, English Language, Citizenship, Science, Geography, History, and Music (a detailed report on these broadcasts is given at Appendix "A"). With regard to the educational content of schools broadcasts, the Authority continued to be guided by the valuable advice given by the Schools Broadcasting Advisory Committee which meets under the Chairmanship of the Director of Education.

Schools scripts are commissioned from outside contributors and all these are edited and some completely re-written to bring them up to the required standard of subject matter and presentation. The edited versions are then submitted for approval of Vetting Panels prior to recording.

An important function of the Schools Broadcasting Unit is to promote and maintain close relations between schools and programme producers. During the year under review regular visits were paid to the schools to discuss the contents of Sound and Television programmes with teachers and pupils. Visits were also paid to the two Teacher Training Colleges in order to get prospective teachers acquainted with and to train them in the use of schools broadcasts. Another method used to follow up these broadcasts is the School Reporters Scheme. Each year a considerable number of teachers volunteer to send reports about school pro-



*Schools broadcasts: School-children taking part in a programme for Primary Schools.*



*Publications issued by the Authority for Primary and Secondary schools.*

grammes. The reports are carefully assessed and used for future guidance by programme planners. Seminars for teachers were also organized.

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## School Publications

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The Authority prints and distributes several publications. For the first time a separate magazine for pupils attending the junior classes in the Primary Schools was issued during the year. The aim of the "Junior Young Listener" was to supplement broadcasts for Stages I and II and Classes I by means of drawings and very simple exercises. This bi-lingual magazine is issued once every two months at 1½d per copy. Sales during the year averaged 11,000 copies.

"The Young Listener" for seniors continued to be an important link between pupils attending Classes II to VII and programme planners. An average of 70 per cent of the school children in these classes bought the magazine and although this is an encouraging response, every effort is being made to reach all those who could benefit by reading this publication.

Another important development during the year was the publication of a pupils' workbook for students following Science lessons on television. This extremely well presented textbook, compiled and edited by Mr. Charles Scerri, was issued in October 1968 and March 1969. The workbooks covered a variety of experiments using simple, everyday material and was intended to stimulate interest in students to undertake home research.

A further step forward was the publication, in printed form, of "Notes for Teachers". These notes which contained background information on schools broadcasts as well as suggestions for preparation and follow-up work, were published through the cooperation of the Ministry of Education who made available, on loan once weekly, the services of Mr. Victor Fenech, B.A., an Assistant Head Teacher trained abroad in the writing and production of textbooks. The period of attachment was recently extended to twice weekly so that Mr Fenech could take in hand "The Young Listener" and "The Junior Listener" as well.





THERE was no change during the year in any of the advertising rules made by the Authority under the Broadcasting Ordinance. These were first brought into operation in 1932 and included regulatory provisions about such matters as false or misleading advertisements, advertising in children's programmes and about "insulation" of certain programmes from advertising. These "Principles To Be Followed in the Broadcast of Advertisements on Sound and Television" remain as shown in Appendix "D". Apart from these restrictions on broadcast advertising, the Broadcasting Ordinance lays down other obligations which are intended to control the amount and the distribution of advertisements in sound and television programmes.

As recorded in last year's Annual Report, the Authority had originally submitted its recommendations to Government on this matter in 1964. Further consultation between the Government and the Authority took place in February 1968 and as a result these draft rules were revised and brought up to date and returned to Government for final approval in April, 1968. Government's reaction is still awaited.

In view of the increase in the number of advertisements, the proposed rules have acquired special significance and although MTV have voluntarily agreed to abide by the new provisions their formal implementation should not be delayed unnecessarily. The Authority hopes that a final decision by the Government will be forthcoming in the near future.

Out of 1,862 hours of television programme time broadcast during the year under review, some 89 hours were devoted to spot advertisements and 19 hours to advertising magazines. On average, out of every 100 broadcast hours, 5.8 hours were devoted to commercials.

These figures are within the advertising entitlement laid down in the Agreement between the Authority and the programme companies.

In our dual system of public service and commercial broadcasting, advertising has a legitimate and positive role and the Authority believes that the values of commercial activities in a small country like Malta should be recognized. However, commercial aspects in broadcasting can have an undesirable influence on programme performance which should be restrained. This influence is not an obvious and direct interference with programme content which the Ordinance does not allow but it is rather an indirect influence on the general pattern of programming. The demands of advertisers for time, especially for the more popular or desirable hours of the broadcasting day, can result in a monotonous similarity of programmes of immediate popular appeal or in a form of advertising which in its insistence and blatancy is irritating. If broadcasting is to serve the public interest as it should, the Authority must be empowered to make its own regulations as befits a truly independent Authority.





THE total number of staff directly recruited by or seconded to the Authority during the year is as follows:—

Administrative .....	3
Programme Services .....	10
Secretarial .....	5
Others .....	4
	<hr/>
	22
	<hr/>

A list of principal staff is given in Appendix "F"

In November 1968, Mr John Manduca the Chief Executive and Mr. Manni Spiteri, the Productions Assistant, relinquished their appointments with the Authority to take up employment with The Malta Television Service Ltd.

The Authority has already paid tribute to Mr. John Manduca for the sterling services rendered during his period as Chief Executive. The Authority would also like to record its appreciation for the services rendered by Mr. Manni Spiteri during his period of employment with the Broadcasting Authority.

Under the provisions of the Broadcasting Ordinance, the next Chief Executive will be appointed by "the Prime Minister after consultation with the Authority from among persons who have had experience of and shown capacity in, dealing with problems associated with broadcasting". By the end of the year under review, the post of Chief Executive was still vacant. In November, 1968 the Authority made provisional administrative arrangements which enabled Mr Antoine Ellul, the Secretary to the Authority, to carry out the day-to-day business usually pertaining to the post of Chief Executive.

Mr. Victor Formosa was appointed Productions Assistant on 1st January 1969. Mr. Formosa had already undergone a course of training overseas in various aspects of broadcasting. He was formerly the Senior Programme Editor on the Authority's staff.

The Authority, if it is to be able to fulfil its statutory duties, must be kept fully informed about the programmes broadcast by the Companies. With transmissions averaging 34 hours daily on Rediffusion sound services and 5 hours on television it is essential that adequate staff is available to monitor and assess the programmes, including advertisements. Towards the end of the year the Programme Services Division was strengthened by the employment of an additional Programme Editor and to a limited extent, this measure has helped the Authority's staff to cope with their duties of programmes surveillance.

The recruitment and training of staff is a continuing problem and it is frustrating to see some of those who have been trained in the various aspects of broad-

casting leaving the Authority's service to seek more remunerative employment elsewhere. This unsatisfactory situation arises from a provision in the Broadcasting Ordinance which precludes the Authority from determining the salaries of its employees. In practice this has meant that the Authority is rigidly bound to relate the salaries and conditions of service of its permanent staff to those ruling in the Civil Service. This policy might have been acceptable if broadcasting posts were comparable to those in the Civil Service but the Authority should like to make it clear that, except in a very small clerical area, broadcasting staff are obviously not interchangeable with Civil Servants and the recruitment areas which must be tapped by any broadcasting organization are, due to the very nature of the qualifications required, different from those of the Civil Service. Unless this policy is discontinued, the Authority envisages grave difficulties in being able to recruit persons of calibre or having recruited such persons, in retaining their services once they have accumulated the required measures of expertise and experience.

Final approval was given by Government during the year for the implementation of a non-contributory Staff Superannuation Scheme which had been set up by the Authority in 1962. The revised Scheme was applied retrospectively as from 1st January 1969. Percentage increases in salaries and wages which had been granted by Government to its employees were also extended to the Authority's Staff.

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## Staff Training

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The Authority has always stressed the importance of further education and training for staff engaged in broadcasting. In accordance with this policy the Authority takes every opportunity to send its staff for professional courses of training overseas. During the year two members from the Authority's staff attended intensive courses in the United Kingdom.

Mr. Lawrence Mizzi, the Authority's Schools Broadcasting Organizer, attended a 12-week course in Educational Television at the Centre for Educational Television Overseas. This course provides theoretical and practical instruction in studio techniques and includes lectures, demonstrations and tutorial sessions. The Authority gratefully acknowledges the assistance of the British Council in awarding a bursary to Mr. Mizzi which enabled him to attend the C.E.T.O. course.

Another member of the staff to undergo training in the U.K. was Mr Henry Zammit Cordina, a Programme Editor, who was sent on a 16-week course at the Thomson Foundation Television College in Glasgow. Mr. Zammit Cordina gained practical experience in production, direction, programme planning, administration and advertising control.

Conscious of the need for qualified staff, the Programme Companies have detailed certain members of their staff for overseas training. A member of MTV's Engineering Department was sent to the BBC's Training College in Evesham on a course in Studio Engineering. Rediffusion have also provided training for their staff. Two Announcers and two Producers were sent on courses at the BBC Training Centre.



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## Appendixes

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## SCHOOLS BROADCASTING

During 1968/69 the Authority broadcast to a total of 209 programmes for Primary Schools. These were transmitted as follows:

Mondays	—	1500	—	1520	Classes VI — VII
Tuesdays	—	1500	—	1520	Classes IV — V
Wednesdays	—	1500	—	1515	Classes II — III
Thursdays	—	1530	—	1545	Stages I — II and Classes I
		1500	—	1520	Classes VI — VII (Oct./Feb.)
Fridays	—	1030	—	1050	Classes III — VII
	—	1500	—	1520	Classes IV — V (Oct./Feb.)
					Classes II — III (March/May)

The subjects treated were the following:

	Stages I-II & Classes I	Classes II-III	Classes IV-V	Classes VI-VII
Religion	—	8	8	8
Maltese	—	—	4	6
Maltese/Music	5	6	—	—
English	—	10	12	8
English/Music	16	—	—	—

	Stages I-II & Classes I	Classes II-III	Classes IV-V	Classes VI-VII
Citizenship	10	5	—	6
History	—	6	5	5
Geography	—	—	6	4
Science/Nature Study	—	6	8	4
Music	—	—	4	—
Current Affairs	—	—	—	8

In addition to the above, 40 Gospel Programmes and 2 special Features were broadcast for Classes III — VII.

The experiment of producing Religion programmes "with a difference" which was so successful with the school leaving group in the previous year was extended to Classes II — III and IV — V.

The series for Classes II — III consisted of eight programmes built round dramatised stories which had the following topics: telling the truth, obedience, doing one's duty, vandalism, patriotism, charity and diligence.

Programmes for Classes IV — V featured the lives of eight contemporary eminent Christians such as Martin Luther King, Leonard Cheshire VC, Mother Theresa and Susie Younger among others. Judging by teachers' reports, this series was very well received.

The programmes for Classes VI — VII (the school leavers) continued to enjoy last year's popularity. Topics included: the meaning of being a Christian, observing Sundays and days of obligation, entertainment, life after death, the Sacrament of Penance and the Religious Vocation.

English Programmes for Classes IV — V were designed to help pupils sitting for the Secondary Schools Entrance Examinations. "What Happens Next" was planned to teach how to write a number of sentences in sequence. "Dear Mother" sought to help children with letter writing while "Comprehension" set out to do exactly what its name implies: test children's comprehension of a dramatised story. These three series were perhaps the most popular among the more advanced pupils in the 10 to 12 year age group.

Other series worth mentioning were: History for Classes IV — V and Geography and Citizenship for Classes VI — VII.

The former, called *If I Were A Tourist Guide* was designed specifically to acquaint pupils with the most important landmarks of the history of these Islands in the hope that while fostering (through knowledge) their love for their land of birth, it would also be of some practical use in this 'Tourist Age'.

Through Geography broadcasts, the Practical Classes were able to get first hand information on the diversification of our economy, the Malta Drydocks, the new industries and tourism. On-the-spot interviews played an important role in bringing the real expert into the classroom.

1968 was Human Rights Year and so the first two programmes in the Citizenship series for Classes VI — VII dealt with human rights. These were followed by two programmes on how these rights are safeguarded in a democracy. The last two programmes were about the United Nations and the Council of Europe.

#### REDIFFUSION SETS

With the exception of 4 schools (2 in Malta and 2 in Gozo) all Primary Schools are now wired and hence able to receive the broadcasts. Schools however, often complain about the poor reception conditions which at times make it impossible to follow these broadcasts properly. The provision and maintenance of Rediffusion sets in Primary Schools is regulated by the terms of an Agreement between the Government and Rediffusion (Malta) Ltd.

#### GENERAL

As in previous years the cooperation of the Ministry of Education through the Director, Inspecting Staff, Headteachers and teachers is gratefully acknowledged.

However it is felt that more awareness on the teachers' part of the importance of schools broadcasts should be positively demonstrated. The main factor that has emerged from regular visits to schools is that the attitude of many teachers is still too passive for schools broadcasts to have the desired impact.

**ANALYSIS OF TELEVISION PROGRAMMES**

(YEAR ENDED 31st MARCH 1969)

**Table 1. Breakdown of All Television Programmes**

	Weekly Average Hours		Percentage	
	1967/68	1968/69	1967/68	1968/69
1. News & News Magazines	4.50	4.46	13.3	12.4
2. Magazine Programmes	1.54	1.58	4.5	4.4
3. Talks/Discussions	.41	.54	1.2	1.5
4. Documentaries	1.73	2.50	5.1	6.9
5. Feature Films	1.61	1.41	4.8	3.9
6. Religion	.69	.77	2.0	2.1
7. Schools	.58	.50	1.7	1.4
8. Adult Education	.60	.40	1.8	1.1
9. Children's				
(a) Informative	1.58	1.85	4.7	5.1
(b) Entertainment	3.86	4.12	11.4	11.4
10. Serials				
(a) Classics	.27	1.17	.8	3.3
(b) Adventure	6.63	6.54	19.6	18.1
(c) Family Comedy	3.23	3.33	9.5	9.2
(d) Others	1.21	.88	3.6	2.5
11. Drama	.71	.15	2.1	.4
12. Panel Games & Quizzes	.27	.04	.8	.1
13. Variety & Shows	1.75	1.13	5.2	3.2
14. Serious Music & Ballet	.15	.23	.5	.6
15. Sport	1.08	1.23	3.2	3.4
16. Political Talks/Ministerials	.12	.06	.3	.2
17. Miscellaneous	1.33	3.15	3.9	8.8
TOTAL	33.85	36.04	100.0	100.0

**Table 2. Breakdown of Locally Produced Programmes**

	Weekly Average Hours	
	1937/63	1963/69
1. News & News Magazines	4.21	4.29
2. Magazine Programmes	1.15	1.10
3. Talks/Discussions	.40	.50
4. Documentaries — Local	.03	.10
*Documentaries — Maltese Commentary	(.23)	(.25)
5. Religion	.48	.54
6. Schools	.54	.45
7. Adult Education	.02	.16
8. Children		
(a) Informative	.58	.79
(b) Entertainment	.67	.74
9. Drama	.03	.16
10. Panel Games/Quizzes	.27	.03
11. Variety/Shows	.63	.46
12. Serious Music & Ballet	.12	.16
13. Sport	.44	.66
14. Political Talks/Ministerials	.12	.06
15. Miscellaneous	1.27	2.22
<b>TOTAL</b>	<b>11.06</b>	<b>12.42</b>

Percentage of Weekly Average Output: 34.3%

\*Imported film material transmitted with Maltese Commentary.

**Table 3. Breakdown of Programmes Prescribed by  
the Broadcasting Authority**

	Weekly Average Hours	
	1967/68	1968/69
1. Magazine Programmes	.13	.04
2. Talks/Discussions	—	.02
3. Documentaries	1.42	2.09
4. *Schools	.58	.50
5. Adult Education	.60	.39
6. Religion	.08	.09
7. Children Programmes	.40	.04
8. Serials — Classics	.25	.98
9. Serious Music & Ballet	.04	.13
10. Political Talks/ Ministerials	.12	.05
<b>TOTAL</b>	<b>3.62</b>	<b>4.33</b>

Percentage of Weekly Average Output: 12.06%

\*A Joint MBA/MTV Production



**ANALYSIS OF REDIFFUSION PROGRAMMES**

(YEAR ENDED 31st MARCH, 1969)

**Table 1. Breakdown of 'National' Network Programmes**

	Weekly Average Hours		Percentage	
	1967/68	1968/69	1967/68	1968/69
1. News Magazines	16.88	17.73	14.2	14.9
2. Talks/Discussions	3.79	3.98	3.2	3.4
3. Political Talks/Ministerials	0.12	0.06	0.1	0.1
4. Religion	4.92	6.14	4.1	5.2
5. Schools	1.42	1.23	1.2	1.1
6. Adult Education	2.85	2.72	2.4	2.3
7. Children's				
(a) Informative	1.37	1.08	1.1	0.9
(b) Entertainment	0.92	0.99	0.8	0.8
8. Plays and Serials	8.71	9.89	7.3	8.2
9. Variety Programmes	2.83	2.29	2.4	1.9
10. Quizzes and Panel Games	1.69	1.50	1.4	1.3
11. Sport	1.38	1.64	1.2	1.4
12. Serious Music	5.88	7.76	4.9	6.4
13. Light/Popular Music	55.56	51.95	46.6	43.7
14. Women's Programmes	5.10	4.70	4.3	3.9
15. Others	5.73	5.35	4.8	4.5
TOTAL	119.15	119.00	100.0	100.0

**Table 2. 'National' Network — Breakdown of  
Locally Originated Programmes**

	Weekly Average Hours		Percentage	
	1967/68	1968/69	1967/68	1968/69
1. News/Magazines	16.44	17.16	13.8	14.4
2. Talks/Discussions	3.65	3.98	3.1	3.4
3. Political Talks/Ministerials	0.12	0.06	0.1	0.1
4. Religion	4.92	6.10	4.1	5.2
5. Schools	1.42	1.23	1.2	1.0
6. Adult Education	2.73	2.70	2.3	2.3
7. Children's				
(a) Informative	1.37	1.06	1.1	0.9
(b) Entertainment	0.92	0.98	0.8	0.8
8. Plays and Serials	8.65	9.77	7.3	8.2
9. Variety Programmes	2.71	2.10	2.3	1.8
10. Quizzes and Panel Games	1.69	1.50	1.4	1.3
11. Sport	1.38	1.64	1.2	1.4
12. Serious Music	5.19	6.79	4.3	5.7
13. Light/Popular Music	55.06	51.54	46.2	43.4
14. Women's Programmes	5.10	4.73	4.3	3.9
15. Others	5.73	3.35	4.8	4.5
<b>TOTAL</b>	<b>117.08</b>	<b>116.69</b>	<b>98.3</b>	<b>93.3</b>

**Table 3. Breakdown of 'International' Network Programmes**

	Weekly Average Hours		Percentage	
	1967/68	1968/69	1967/68	1968/69
1. News/Magazines	41.13	41.93	34.6	35.3
2. Talks/Discussions	13.29	13.65	11.2	11.5
3. Political Talks/Ministerials	—	—	—	—
4. Religion	1.90	2.37	1.6	1.9
5. Schools	—	—	—	—
6. Adult Education	0.79	0.81	0.7	0.1
7. Children's				
(a) Informative	—	—	—	—
(b) Entertainment	0.25	—	0.2	—
8. Plays and Serials	8.19	8.67	6.9	7.4
9. Variety Programmes	2.75	3.27	2.3	2.8
10. Quizzes and Panel Games	1.87	1.58	1.6	1.5
11. Sport	9.37	9.38	7.9	7.9
12. Serious Music	6.00	5.27	5.0	4.5
13. Light/Popular Music	31.73	29.38	26.6	24.7
14. Women's Programmes	0.75	1.61	0.6	1.5
15. Others	0.98	1.03	0.8	0.9
<b>TOTAL</b>	<b>119.00</b>	<b>119.00</b>	<b>100.0</b>	<b>100.0</b>

**Table 4. 'International' Network — Breakdown of  
Locally Originated Programmes**

	Weekly Average Hours		Percentage	
	1967/68	1968/69	1967/68	1968/69
1. News/Magazines	2.65	3.44	2.2	2.9
2. Talks/Discussions	0.60	1.85	0.5	1.6
3. Religion	0.19	0.17	0.2	0.1
4. Adult Education	—	0.04	—	0.1
5. Plays and Serials	0.38	0.31	0.3	0.3
6. Variety Programmes	0.12	0.23	0.1	0.2
7. Quizzes/Panel Games	0.10	0.12	0.1	0.1
8. Serious Music	0.50	0.88	0.4	0.6
9. Light/Popular Music	4.56	5.37	3.8	4.5
10. Women's Programmes	0.63	1.61	0.5	1.4
11. Others	0.29	1.03	0.2	0.9
<b>TOTAL</b>	<b>10.02</b>	<b>15.10</b>	<b>8.3</b>	<b>12.7</b>

## **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 programmes which have been accepted and approved by the Authority and with which an advertiser, in consideration of payment, may be allowed to associate himself without exercising control over the contents of such programmes, such association taking the form of announcements, immediately before the commencement or immediately after the end of any such programmes or in natural breaks therein, of the name or goods and services of the sponsor.

## FALSE OR MISLEADING ADVERTISEMENTS

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

### In Particular

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

## DISPARAGING REFERENCES

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

## TESTIMONIALS

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

## GUARANTEE

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 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 organization whether that person or organization 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) fortune tellers and the like,
- c) undertakers or others associated with death or burial,
- d) organisations/companies/persons seeking to advertise for the purpose of giving betting tips,
- e) employment services, registers or bureaux,
- f) 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.
- g) contraceptives,
- h) smoking cures,
- i) products for treatment of alcoholism,
- j) contact or corneal lenses,
- k) clinics for treatment of the hair and scalp,
- l) haemorrhoids,
- m) 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 impression of professional advice or recommendation made by persons who appear in the advertisements and who are presented either directly or by implication as being qualified to give such advice or recommendation.

### **3. FINANCIAL ADVERTISEMENTS**

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



#### 4. GENERAL

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

## **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 was as follows:

<i>Chairman.</i>	S. Gatt, Esq.
<i>Members:</i>	Bro. Charles Mother McCallum Rt. Rev. Mgr. M. Azzopardi Rev. Fr. P. Cachia, O.P. F.X. Mangion, Esq. Miss M. Attard Gouder Miss L. Bugeja P. Vella, Esq. P. Bugeja, Esq. J. Cilia, Esq. F. Vella Jones, Esq. L. Mizzi, Esq.
<i>Secretary:</i>	A.J. Ellul, Esq.



## RADIO AND TELEVISION LICENCE STATISTICS 1968

Country	Separate Sound Licences I	Separate TV Licences II	Combined Sound & TV Licences III	Population	Sound Licences (I + II) per hundred inhabitants	TV Licences (II + III) per hundred inhabitants
Algeria	604,044	90,000	—	12,108,000	4.99	0.74
Cyprus	147,135	30,748	—	621,698	23.67	4.95
France	6,306,207	—	9,251,555	49,778,540	31.25	18.59
Germany (F.R.)	4,029,671	—	14,958,148	60,440,400	31.42	24.75
Gibraltar	3,250	5,933	—	25,000	13.00	23.73
Greece	984,713	50,000	—	8,388,553	11.74	0.60
Israel	462,000	75,000	—	2,183,300	21.16	3.44
Italy	3,540,625 *(75,038)	—	8,371,728	53,917,111	22.09	15.53
Malta	9,782 ** (45,783)	—	39,119	316,160	29.95	12.37
Morocco	852,455	99,673	—	14,000,000	6.09	0.71
Spain	7,150,000	3,335,000	—	32,900,000	21.73	10.14
Tunisia	370,000	37,000	—	4,960,000	7.46	0.75
Turkey	2,932,620	299	—	33,539,000	8.74	0.0009
United Kingdom	2,501,580 *(224,921)	—	15,531,471	54,744,000	32.94	28.37

Note: \* Licences for wired sound broadcasting

\*\* Subscribers

## **CONTRIBUTIONS BY THE AUTHORITY TOWARDS THE IMPROVEMENT OF PROGRAMMES**

During 1968/69 the Authority continued its contributions towards the improvement of programmes on both sound and television. The amount spent during the period covered by this report was £1,836 — vide Income and Expenditure Accounts — which was devoted towards the improvement of "This Week in Parliament", "Malta Magazine" and "Djalogu". The Authority also met the cost of contributors' fees for the following discussion programmes:—

"Argument of the Week"

"Religious Forum"

"Radio Press Conference"

"Press Wants to Know"

"Niġhaddtuha"

"Expert Opinion"

"Kummentarju"





**BALANCE SHEET**

at 31st March, 1969

**INCOME AND EXPENDITURE ACCOUNT**

For the Year Ended 31st March, 1969

**BROADCASTING AUTHORITY**  
**(Constituted under Ordinance XX of 1961)**  
**BALANCE SHEET AT 31st MARCH, 1969**

31st March

1968

£	Cost	Depreciation Provided	
	£ s d	£ s d	£ s d
<b>FIXED ASSETS</b>			
655 Freehold Land	654.18. 8	—, —, —	654.18. 8
Office Equipment, Furniture			
and Fittings	4,717. 3. 2	3,395. 2. 5	1,322. 0. 9
959 Technical Equipment	3,974.11.10	3,230.15. 8	743.16. 2
122 Studio Equipment	238. 0. 0	140. 0. 0	98. 0. 0
— Editing Shed	211.19. 6	211.19. 6	—, —, —
— Motor Vehicle	742.10. 6	148.10. 1	594. 0. 5
3,340	10,539. 3. 8	7,126. 7. 8	3,412.16. 0

**CURRENT ASSETS**

	Sundry Debtors &	
639 Prepayments		1,055. 2.11
162 Stocks of records & booklets		400.13. 6
Cash at Bank		
3,201 On Savings Account	2,550.13. 3	
1,492 On Current Account	2,224.13. 6	4,775. 6. 9
29 Cash in Hand		12. 8. 8
5,523		6,243.11.10

**Deduct:—**

**CURRENT LIABILITIES**

4,156 Sundry Creditors and Accrued Charges	4,619.15.10	
1,367 <b>NET CURRENT ASSETS</b>		1,623.16. 0
£ 4,707 <b>TOTAL NET ASSETS</b>		£ 5,036.12. 0

**Represented by:—**

**GOVERNMENT CONTRIBUTIONS FROM LICENCE FEES**

9,484 Amount applied for Capital Purposes to date (see above)	10,539. 3. 8
712 Provision for Loss or Damage to Films on Hire	862.10. 0
10,196	11,401.13. 8

**Less:—**

5,489 Debit Balance on Income and Expenditure Account	6,365. 1. 8
£ 4,707	£ 5,036.12. 0



# Auditors' Report to the Members of the Board of the Broadcasting Authority

*We have examined the annexed Balance Sheet and 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 at 31st March, 1969 and of the deficit for the year ended on that date.*

TURQUAND, YOUNGS & CO

Chartered Accountants  
Certified Public Accountants

10, South Street,  
Valletta,  
Malta.  
21st July, 1969

# BROADCASTING AUTHORITY

## INCOME AND EXPENDITURE ACCOUNT

### FOR THE YEAR ENDED 31st MARCH, 1969

Year Ended  
31st March  
1968

£	<u>INCOME</u>	
50,000	Government Contributions from Licence Fees	55,000. 0. 0
627	Licence Fees from Contractors	752. 0. 0
51	Ground Rents	50.16.10
278	Bank Interest	347. 4. 4
<u>50,956</u>		<u>56,150. 1. 2</u>

#### Deduct:—

8,710	Prescription of Sound Broadcasts in accordance with Clause 12 of an Agreement dated 28.9.1961 with Rediffusion (Malta) Limited (Note 2)	9,097. 6. 6
1,568	Contributions towards improvements carried out by Rediffusion (Malta) Limited	1,621. 0. 0
<u>10,278</u>		<u>10,718. 6. 6</u>

28,488	Prescription of Television Broadcasts in accordance with Clause 12 of an Agreement dated 28.9.1961 with The Malta Television Service Ltd. (Note 3)	32,432.10. 1
273	Contributions towards improvements carried out by The Malta Television Service Ltd.	214.16. 0
<u>28,761</u>		<u>32,647. 6. 1</u>
39,039		<u>43,365.12. 7</u>
<u>11,917</u>	carried forward	<u>12,784. 8. 7</u>

**Year Ended  
31st March  
1968**

£		£ s d	£ s d	£ s d
11,917	brought forward			12,784. 8. 7
	<b>Deduct:—</b>			
	<b>ADMINISTRATIVE CHARGES</b>			
14,413	(see Appendix	15,437.10. 8		
	<b>Less:—</b> Charged to the cost of programmes prescribed by the Authority			
( 824)	Sound 5.7% (Note 2)	882. 2.11		
(2,059)	Television 14.3% (Note 3)	2,205. 7. 2	3,037.10.1	
11,530				12,350. 0. 7
387				434. 8. 0
	<b>Deduct:—</b>			
	<b>OTHER CHARGES</b>			
	Contribution towards the cost of publication of school magazine (Less charged to contractor £127)			254.11. 1
177				179.16.11
210				
	<b>Deduct:—</b>			
566	Applied for Capital Purposes		1,055. 9. 7	
356	Deficit for the year		875.12. 8	
	<b>Add:—</b>			
5,133	Balance brought forward from previous year		5,489. 9. 0	
£ 5,489	Balance — Deficit — Carried forward (Page 70)		£6,365. 1. 8	

# BROADCASTING AUTHORITY

## YEAR ENDED 31st MARCH, 1969

### NOTES

- (1) The net cash deficit of the Authority at 31st March, 1969 calculated in accordance with Clause 12(3) and (4) of the Ordinance is made up as follows:—

	£ s. d
Debit Balance on Income and Expenditure Account	6,365. 1. 8
<b>Add:—</b>	
Sundry Debtors and Prepaid Charges	1,055. 2.11
Stocks of Records and Booklets	400.13. 6
	<hr/> 7,820.18. 1
<b>Less:—</b>	
Depreciation to date	7,126. 7. 8
	<hr/>
Net Cash Deficit	£ 694.10. 5

- (2) The following expenditure was incurred on sound programmes prescribed by the Authority:—

#### 1967/68

£	£ s d	£ s d
4,610 Salaries and Wages		4,899. 3.11
785 Scriptwriters' and Actors' Fees		729.15. 0
1,556 Airtime and Studio Charges		1,529.12.11
80 Records, Tapes and Publications		71.15. 4
88 School Broadcasting Magazine		127. 5. 6
71 E.B.U. Competition		90.18. 0
379 Sundry Expenses		462.14.11
Maintenance and Repairs of Technical		
— Equipment	66.10. 1	
Less Allocated to Television		
— Broadcasts (Note 3)	33. 5. 1	
		<hr/> 33. 5. 0
Depreciation on Technical		
634 Equipment	541. 6. 1	
Less Allocated to Television		
( 317) Broadcasts (Note 3)	270.13. 1	
		<hr/> 270.13. 0
7,886		8,215. 3. 7
824 Proportion of Overhead Expenses (5.7%)		882. 2.11
		<hr/>
£8,710		£9,097. 6. 6

3. The following expenditure was incurred on Television Programmes prescribed by the Authority:

1967/68			
£		£ s d	£ s d
5,719	Hire of Television Films		8,240. 7. 0
18,262	Airtime and Studio Charges		18,971. 5. 0
411	Educational Television		221.12.11
158	Training of Staff		252. 2. 6
609	Production of T.V. Documentaries		1,035. 9. 1
799	Script Contributors' Fees		685. 0. 0
85	Sundry Expenses		94.10. 3
	Share of Expenses of T.V. Coverage		
44	by R.A.I. for Royal Visit		399. 2. 0
	Maintenance and Repairs of Technical		
—	Equipment (Note 2)		33. 5. 1
	Depreciation		
317	Technical Equipment (Note 2)	270.13. 1	
24	Studio Furniture	23.16. 0	294. 9. 1
26,428			30,227. 2.11
2,059	Proportion of Overhead Expenses (14.3%)		2,205. 7. 2
<u>£28,487</u>			<u>£32,432.10. 1</u>

**BROADCASTING AUTHORITY  
ADMINISTRATIVE CHARGES  
YEAR ENDED 31st MARCH, 1969**

**Year Ended  
31st March  
1968**

£		£ s d	£ s d
250	Audit Fees		325. 0. 0
	Depreciation		
265	Furniture and Fittings	10%	276.16. 2
195	Office Equipment	20%	177. 7. 4
6	Soft Furniture	33½%	9.16. 0
—	Motor Vehicle	20%	148.10. 1
155	Duty visits abroad		612. 9. 7
137	Entertainment and Hospitality		126. 9. 0
1,348	Honoraria to Board Members		106. 4.10
300	Legal Fees and Expenses		1,398.10. 7
96	Maintenance and Repairs		301. 0. 0
14	Messenger's and Driver's uniforms		70. 3. 0
47	National Insurance Contributions		50.16. 0
500	Postages, Telegrams and Telephones		52.12.11
450	Rent of Offices		587. 5. 7
44	Rentals Wired Sound and Television Sets		450. 0. 0
370	Stationery		47. 9. 2
603	Staff Superannuation Scheme		331. 8. 6
109	Subscriptions to Newspapers etc.		646. 6. 9
342	Sundry Expenses		92. 9. 4
109	Transport		454.14. 4
8,993	Wages and Salaries		193. 3. 1
80	Water and Electricity		9,534.10. 7
			51.17. 5
<u>£14,413</u>			<u>£15,437.10. 8</u>

# **MBA**

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## **1968-69**

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**ANNUAL REPORT  
AND ACCOUNTS**

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