

# **BROADCASTING AUTHORITY**

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## **1970-71**

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**ANNUAL REPORT  
AND ACCOUNTS**



**MALTA**

# **BROADCASTING AUTHORITY**

TENTH ANNUAL REPORT

Covering the Year ended  
31st March 1971



**MALTA**

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*Broadcasting Authority,  
12, Old Treasury Street,  
Valletta.*

*29th July, 1971.*

*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,  
1971.*

*I have the honour to be,  
Yours faithfully,*

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

*H.E. Sir Anthony Mamo, Kt., O.B.E., Q.C., B.A., LL.D.,  
Governor-General of Malta,  
The Palace,  
Valletta.*





*The Chairman, members and staff of the Broadcasting Authority.*

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# I.

# Profile of the Year

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## The Authority

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**T**HE BROADCASTING AUTHORITY was made up of a Chairman and four members appointed in terms of Section 121(2) of the Constitution. The following were members of the Authority at 31st March 1971:

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

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

Mr F. Masini, B.A., L.P.

Dr. F. Depasquale, B.A., LL.D.

Mr P. Sciberras.

Mr Sciberras was appointed on the 30th November 1970 to replace Mr L. Spiteri who relinquished his appointment with effect from the same date. Chev. J.P. Vassallo, O.B.E. was appointed a temporary member and Acting Chairman of the Authority for a brief period during the absence from Malta and temporary indisposition of Judge A.J. Montanaro-Gauci. Warm appreciation is recorded of Mr Spiteri's and Chev. Vassallo's valuable contribution on behalf of the Authority.

It has been noted in previous annual reports that the practice of having an Authority composed of the bare minimum number of members who are appointed for a very short period is not conducive to the proper discharge of the functions of the Authority. These two factors, i.e. composition of the Authority and term of office, are provided for in the Constitution and Broadcasting Ordinance. The Constitution lays down a maximum term of five years which is a reasonable period when the nature of the service and the responsibilities involved are taken into consideration. The Broadcasting Ordinance prescribes for a maximum of six members in addition to the Chairman. In view of the quorum requirements of the Authority, this number would appear to be more appropriate and is to be recommended for Government's consideration.

In fact, since September 1967, the Authority has consisted of four members in addition to the Chairman and the term of office has been for successive periods of six months.

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## Staff and Organization

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The establishment of the Authority at the end of the year was as follows :

Administrative	...	...	...	...	...	...	2
Programme Services	...	...	...	...	...	...	11
Secretarial	...	...	...	...	...	...	5
Others	...	...	...	...	...	...	4
							—
							22
							—

A list of principal staff is given in Appendix "G".

The Chief Executive is the permanent head of the Authority's staff but this important post has been vacant since November 1968 when the former Chief Executive relinquished his appointment with the Authority. The Secretary to the Authority has been carrying on with the day-to-day business pertaining to this office in addition to the duties attached to his substantive post.

Under the provisions of the Broadcasting Ordinance, 1961 as amended in 1966, the Prime Minister, after consultation with the Authority, is responsible for the appointment of a Chief Executive "from among persons who have had experience of, and shown capacity in, dealing with problems associated with broadcasting". Various representations on this vital issue were made by the Authority during the course of the year under review but it is regretted that no progress was registered and by the end of the year the position had become more acute and intolerable. It is earnestly hoped that the Government will take definite measures to regularise this anomalous situation and after giving careful consideration to the Authority's recommendations proceed with this appointment.

Another area where the Authority is hampered in carrying out its functions arises from the strict interpretation given by Government to that section of the Broadcasting Ordinance which empowers the Authority to recruit its own staff and remunerate them as it determines but subjects the Authority's judgement in such matters to the Governor-General's approval. The Authority considers that like other similarly independent organizations it should be free to select its own staff and fix their rates of pay according to the specialized nature of the work involved. The

Authority acknowledges that this freedom from governmental control should be exercised with prudence and caution, nevertheless the Authority should not be bound as at present to relate rigidly the salaries and conditions of employment of its permanent staff to those ruling in the Civil Service. It should, in fixing such salaries and conditions, pay due regard to those ruling in the Civil Service where applicable but otherwise have the same freedom in this respect as does any other independent institution such as the Central Bank, the Development Corporation, the Drydocks Corporation and the Electricity Board.

Overseas training in television programme production continued at the Thomson Foundation Television College in Glasgow. During the year two Programme Editors attended residential courses of sixteen weeks' duration during which practical training was given in the shooting and use of film for television and in the essentials of programme planning and administration. Attachments to the Independent Television Authority and Independent Television Companies in the U.K. were secured to supplement the training process and to acquire an understanding of the work that is necessary for efficient operation in any field of television.

Apart from their programme production duties, the Authority's staff have as one of their main concerns the supervision of the Contractors' output. In the Authority's view it would be unwieldy to employ staff whose sole duty would be to monitor the programmes. It has therefore adopted a policy of making it an integral part of the duties of Programme Editors to watch and assess the programmes, including the advertisements, as they are transmitted. There is a steady flow of reports both on particular programme occurrences and on general programme quality and trends. These are taken up as necessary with the Programme Companies.

As a result of staff expansion over the years, the existing accommodation at the Authority's main office premises has ceased to be adequate and alternative accommodation must now be sought. The Government has been asked to help in providing suitable offices.

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## **Eurovision Song Contest**

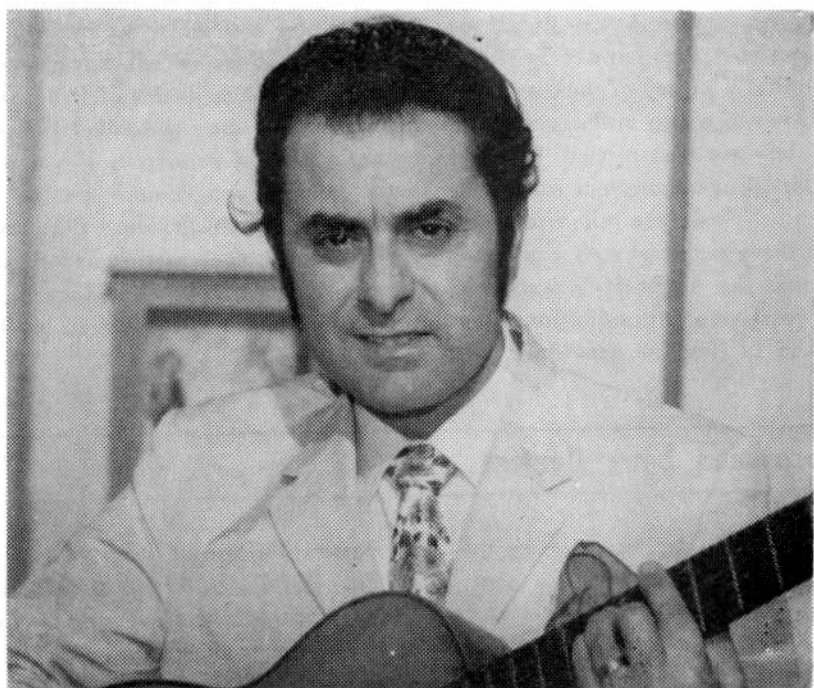
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Malta's participation in the 1971 Eurovision Song Contest was organized by the Broadcasting Authority. This contest and the arrangements which preceded it attracted a great deal of interest and even controversy. The purpose of this annual event which is held under the auspices of the European Broadcasting Union is to stimulate the output of original songs of high quality in the field of popular music by encouraging competition between authors and composers through the international comparison of



*The Maltese delegation in Dublin.*

## *Eurovision Song Contest '71*



*Joe Grech sings for Malta at the Gaiety Theatre, Dublin.*

their works. Eighteen countries took part in the 1971 contest which was held in Dublin. Malta participated for the first time.

An ad hoc committee was set up to organise the preliminary Malta Song Contest from which Malta's song entry eventually emerged. The first stage was reached when the Malta Song Festival Board by agreement with the Broadcasting Authority presented twelve local compositions, selected out of a large number of entries specially submitted for the occasion, at a national song festival. Votes cast by a panel of jurors determined the best six songs which subsequently competed in a final television performance.

It was thought desirable to include audience participation by means of a public vote for the best song to represent Malta in Dublin. Two panels of jurors were selected — an internal jury made up of experts in the musical field was based at the television studios whilst an external voting panel composed of 100 persons chosen by the random sample system from the electoral register was based in ten different centres spread all over the Island and in Gozo. These centres were linked to the television studios by telephone. Each member of the jury, internal and external, signed a declaration stating that there was no relationship and no financial interests existed between the member and the composers, authors or singers taking part in the contest. Jury members were also instructed to vote for the song and not the singer.

Competition was very keen as all the songs were of a high standard and the singers well known in the Island. The winning entry which represented Malta at the 1971 Eurovision Song Contest was "Marija l-Maltija" an original composition in Maltese with music by Joe Grech and lyrics by Charles Mifsud. Joe Grech was also chosen to interpret the song in Dublin\*

Since this was the first time that Malta was represented in an international contest of this calibre, every effort was made to put up a creditable performance. However, the crippling financial limitations of the Authority were glaringly obvious in comparison with the lavish preparations of other competing countries. Although the final placing at the Dublin Contest was disappointing, much experience was gained and it is hoped that Malta will obtain a better result in 1972.

The Authority's participation was made possible by the generous financial assistance granted by the Tourist Board which supplemented the

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\* Besides Singer/Composer Joe Grech, the Maltese delegation included Mr Franco Masini (Member of the Authority) as Head of Delegation, Mr Victor Formosa (Head of Productions), Mro Anthony Chircop, Mr Victor Aquilina, Mr Gaetano Abela and Mr Spiro Sillato.



Authority's relatively substantial allocation from its limited funds. The members of the Malta Song Festival Board contributed their experience and enthusiastic support besides being jointly responsible with the Authority for the initial preparations. The Malta Television Service Limited kindly agreed to waive airtime charges for transmissions connected with the local contest and Rediffusion (Malta) Limited helped with other facilities. Members of the Press besides other institutions too numerous to mention also helped the Authority in its efforts to promote local talent on an international basis.

An audience survey was commissioned by the Authority in connection with this Contest. Further details about this project are given on page 37.

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## Finance

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The Broadcasting Authority was one of the earliest statutorily independent bodies to be set up by Government and is now in its tenth year of operation. The purpose of setting up a public corporation or any other independent organization is that the responsibility for carrying on some activity which is of importance to national policy should be entrusted to an autonomous body with a considerable degree of independence. But there can be no real independence if income is not adequate and guaranteed. This is the case that the Authority has been repeatedly trying to make with the Government for several years. Some marginal improvement has been made in the annual grants allocated by Government to the Authority from Wireless Licence revenue but this is barely adequate to maintain present standards and does not allow for any plans to expand the broadcasting services especially in the educational field where new studios are urgently required to meet existing needs.

The accounts for the year show a cash deficit of £2,608 as compared with a deficit of £867 in the preceding year. Heavy additional expenditure had to be met during the year under review. The Authority's participation in the Eurovision Song Contest, the fact that this was the first full year in which the new and vastly improved system of political broadcasting was in operation, and increased costs on salaries and wages were the main contributing factors. Previous years' deficits also have to be made good from the Authority's annual income. Mounting cost of television programme production reflected both in local programmes and purchases from overseas have to be contended with in the daily process of providing material for these essential media of information, education and entertainment.

The Authority renews its appeal to the Government for a suitable

proportion of the income from Wireless Licence Fees to cover the cost of the service it is expected to provide. The application of a reasonable and assured percentage of these funds towards the further development of the broadcasting media is considered to be in the best interests of the public as a whole.

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## **Wireless Sound Broadcasting Service**

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As reported in the Authority's Annual Report for 1969-70, a further extension to the expiry date for the commencement of the Wireless Sound Broadcasting Service was granted by the Authority in September 1970. This was followed six months later by yet another extension — the seventh since 1966 — which further postponed the operative date for this service by 12 months, i.e. up to the 28th March, 1972.

The complicated question of wireless sound broadcasting has been under consideration by Government for a number of years and negotiations between the interested parties (the Government, the Authority and The Malta Television Service Limited) are still pending. The Authority consulted the Government before each extension was granted.

Meanwhile the Authority was not aware of any developments arising from the Agreement signed by Government and a German broadcasting organization granting the latter a licence to operate a relay service from Malta. It will be recalled that under this Agreement, the Government is to acquire a fully equipped broadcasting station estimated to cost £1 million.\*

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## **Overseas Contacts**

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The Authority continued to devote considerable attention to conferences and meetings with a variety of organizations. Attendance at international gatherings are valuable because they offer opportunities of keeping in touch with progressive trends followed in other countries from which Malta can benefit through their experience. Overseas visits also provided welcome opportunities to strengthen both the formal and personal ties which link those concerned with communications everywhere. The Broadcasting Authority and The Malta Television Service Limited are joint

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\* Test transmissions were inaugurated on the 23rd July 1971.



active members of the European Broadcasting Union and the Authority also belongs to the Commonwealth Broadcasting Conference.

The Chairman, Judge A.J. Montanaro-Gauci, attended the ninth Editors Roundtable Conference held in New York between the 19th and 24th October, 1970 under the auspices of the United Nations. This Conference brought together at U.N. Headquarters leading personalities in the field of mass communications from all over the world. The conference coincided with the Twenty-fifth Anniversary of the United Nations and apart from the useful discussions which took place, the opportunity was also taken to meet with the Secretary-General, U Thant, and several heads of state or Governments, besides leading representatives of the Press.

Judge Montanaro-Gauci participated in the discussions on pollution, environment, mass media communications and educational television and advocated the giving of aid by UNESCO to developing countries to enable them to set up television for educational and cultural purposes.

The Secretary to the Authority, Mr Antoine Ellul, who was also carrying out the duties of Chief Executive, attended the Eighth Commonwealth Broadcasting Conference held in Jamaica. The conference was officially inaugurated by the Prime Minister of Jamaica in Kingston on the 2nd June, 1970. This was the second time that Malta was represented at the Conference. The first time was in 1965 when the former Chief Executive attended the Sixth Conference which was held in Nigeria. Much useful experience was gained from a lively exchange of views on various aspects of broadcasting most of which were of interest and concern to the Authority. The Conference Agenda included the following main subjects: Programme Interchange; The Social and Cultural Role of Broadcasting; The Reflection of Public Opinion; The Effect of Commercial Broadcasting on Public Service Broadcasting; Broadcasting Finance; Practical suggestions for Multilateral Cooperation; Training; Educational Broadcasting; Television; Satellite Broadcasting and Programme Distribution, and Computerisation in Broadcasting. The final communique issued by the Conference is reproduced in Appendix "H".

In July, Mr Ellul also represented the Authority at the first Overseas Broadcasting Management Conference which was organized by the BBC. The Conference was spread over a six-week period and was held at two centres — the BBC Engineering Training Department in Worcestershire and at the Graduate Centre for Management Studies at the Universities of Birmingham and Aston in Birmingham. It was attended by twenty-four Senior Broadcasting Executives from various countries. Lectures and syndicate studies were held on a wide range of subjects dealing with Broadcasting Management problems. Some of the most useful aspects covered by the Conference included: Industrial Relations, Decision Making, The Role of the Administrator in Broadcasting, Research and Deve-

lopment, Finance and Cost Control in Television and Radio, and The Commercial Aspects of Public Service Broadcasting. Although the conference tended to over emphasise BBC practice, it was nevertheless extremely valuable because of the practical manner in which members were able to discuss new systems and techniques and to review the whole business of management in broadcasting.

Mr Graham Binns, General Manager of the Rediffusion Group of Companies and Mr John Manduca, Manager of The Malta Television Service, attended the 21st Session of the General Assembly of the European Broadcasting Union held in Paris in July. This was the first time MTV was represented at the EBU annual meeting since the Authority and MTV became Active Members of the Union.

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## **Acknowledgements**

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The Authority is pleased to be able to acknowledge publicly the assistance given to it during the year by several Government departments especially the Department of Hotel Administration and Food Technology at the Polytechnic, the Tourist Board, the British Council, the Programme Companies and several overseas organizations including the British Broadcasting Corporation, the Independent Television Authority, Radiotelevisione Italiana, the Commonwealth Foundation, the Thomson Foundation as well as representatives of Foreign Embassies in Malta. Such assistance has contributed to the developments described in this Report.



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## II.

## M.B.A. Programmes

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**T**HE Authority's direct involvement in programme production and prescription emerges from the provisions of the Broadcasting Ordinance and the Broadcasting Agreements. The Authority may under the Ordinance and must under the Agreements devote a substantial part of its income towards the prescription of programmes or the improvement and extension of the Contractors' programmes. This system of dual control over the programme schedule requires close and detailed consultation to avoid overlapping. It is not an ideal method but unless and until the existing negative powers of the Authority are reviewed it remains one of the positive factors available to the Authority for influencing the Contractors' output and ensuring that the serious and informative element remains at an acceptable level.

The Authority's programming efforts on Sound are almost exclusively applied in Schools and political broadcasting. The Authority's output in television programmes is more varied. During 1970/71, the Authority prescribed a total of 241 programme hours on television. This represents a slight increase over the previous year's total MBA programme time.

The requirement in the Ordinance that the Authority should satisfy itself that "proper proportions of the recorded and other matter included in the programmes are of Maltese origin and Maltese performance....." is being faithfully adhered to both by the Authority in its own programme plans and by the Contractors. The minimum requirements laid down in the Television Agreement are being exceeded but further progress in this field is totally dependent on the expansion of existing studio space and facilities. The Authority is very conscious of its responsibilities in this sector and as a direct contribution towards locally originated programming its very limited staff produced 74 hours of such programmes including political and schools broadcasts. An additional 22 hours of programming transmitted during the year was accompanied by commentaries in Maltese.

Locally originated programmes produced by the Authority's staff during 1970/71 included the following:

- *Kanzunetta Ghall-Europa* — Malta's first venture in the field of



*Joe Grech*

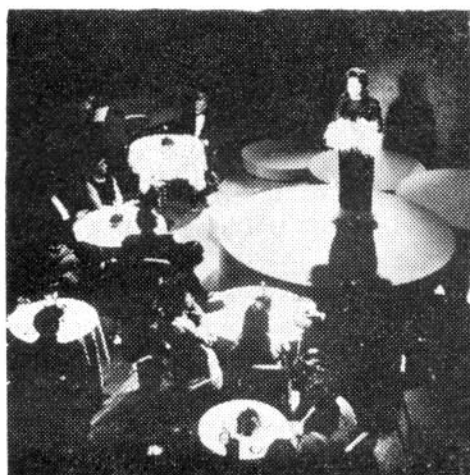


*Mary Spiteri*



*Edwin Galea*

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*A general view on competition night.*



*Enzo Guzman*



*Carmen Schembri*



*Joe Cutajar*

international popular music has already been referred to in the preceding section of this Report. The song for Europe programme was a major production effort entailing a great deal of detailed planning and expense. For the first time a direct commentary in Maltese was transmitted from Dublin by Mr Victor Aquilina who formed part of the Maltese delegation for the Eurovision Song Contest.

- *Daqqa t'Ghajn* — Three programmes forming part of a current affairs series which dealt with topical subjects such as aid to farmers, air pollution, better driving, the status of the Maltese language, orphanages in Malta and similar matters.

- *Ghanja tal-Kitba* — Another successful series of six programmes dedicated to Maltese literature. Excerpts from the works of 43 authors were used. The programmes broadcast were: "Weraq tal-Harifa"; "Imhabba u Niket"; "... u Paçi fl-Art"; "Ilhna taż-Żghozija"; "Xemx u Xita"; and "Fir-Rebbiegħa tal-Hajja".

- *Mużika Tagħna* — *Mużika Maltija* — A series of three programmes on Maltese contemporary and folkloristic music. The programmes explored the possibilities available for further advancement in the local music industry.

- *Dawra Mal-Ġnien* — A continuation of a highly popular series for the amateur gardener. The series consisted of 18 programmes which were transmitted every fortnight.

- *Il-Bidwi u l-Biedja* — An experimental series of eight programmes which featured topics of interest to the farming community and included items compiled with help of experts about new farming techniques. These programmes have been well received and plans were being made at the end of the year to introduce these programmes on a regular fortnightly basis.

- *Gourmet* — A series of 26 programmes which proved very popular with the female audience. The main part of the programme which was adapted with a Maltese commentary dealt with food and wines from different countries. This was followed by a locally filmed five-minute item in which an experienced Instructor from the Department of Hotel Administration and Food Technology explained details and demonstrated some of the recipes. Thousands of booklets with recipes used in the programmes were made available by the Authority to interested viewers.

- *Il-Kaċċa f'Malta* — This 30-minute documentary was shown during the hunting season and provoked a mixed reaction from both those who condemn this type of sport activity and others who are addicted to this hobby. It showed the factors controlling bird migration and included comments from hunters and the views of the RSPCA.

- *Ninu Cremona* — This programme commemorated the 90th birthday of one of Malta's foremost authors and grammarians. The documentary



*"L-Ghanja tal-Kitba".*

*"Il-Kaċċa f'Malta".*



was produced by the Department of Information and shown on behalf of the Authority.

- *Snajja ta' Gżirijietna* — A Maltese version of the DOI production "Crafts of an Island". The programme focused on the crafts of Maltese artisans which have now combined with modern techniques to produce new products.

- *Il-Kavallieri ta' Malta: Dari u Llum* — The history of the Knights stay in Malta from 1530 to 1798 when they left for Trieste under Grandmaster Hompesch. The present activities of the Order were also shown.

- *It-Tbassir tat-Temp* — This programme dealt with developments made in recent years on weather forecasting. It showed work at the local Meteorological Office on the compilation of weather reports.

- *Il-Polytechnic: Rih bla Xita* — An examination in depth about the uses of the Maltese College of Arts, Science and Technology.

Obviously, if operations are to expand, additional equipment is needed to produce local programmes and in accordance with its policy to increase Maltese content in programming. Further measures were taken during the year to strengthen the technical resources available to the Authority's Programme Services Division. A Sound-on-film camera and a videotape recorder have been purchased. Both items of equipment allow greater flexibility and more imaginative programming. The SOF camera has released programme producers from total dependence on studio facilities whilst the videotape machine will provide for a modest programme increase especially in the field of educational television. The Malta Television service have one videotape recorder which is constantly in use for local productions. Maximum productivity (within the existing organization) by operating personnel and facilities can be achieved if there is sufficient equipment so that one machine is available for on-air use and another is available for producing programmes on videotape.

The importance given by the Authority to programmes of local origin and performance is not intended to convey the impression that foreign productions should not find a place in the programme schedules. The Authority has always recognized the value and interest of foreign programmes, for television should be for every home "a window on the world". Among the recorded programmes purchased by the Authority from overseas and prescribed during the year were the following:

#### DRAMA

*The Six Wives of Henry VIII*, BBC TV's highly successful series, was one of the highlights of the year. It was shown in Malta concurrently with the BBC's retransmission in February 1971 and was the biggest success locally since *The Forsyte Saga* — another BBC production also shown in Malta on behalf of the Authority.





*Two of the most successful drama programmes: "The Six Wives of Henry VIII" (above) and "The First Churchills" (below).*





Other programmes included: *The First Churchills* (a re-enactment of the lives of the first Duke and Duchess of Marlborough), *Twelfth Night*, *Macbeth*, *The Epic that Never Was* (the late Sir Alexander Korda's masterpiece, "I Claudius") and *Great Acting* (featuring famous actors and actresses with illustrations from films and plays).

Classic serials presented by the Authority also proved popular. These were *Buddenbrooks* (based on Thomas Mann's famous novel), *Treasure Island*, *Middlemarch* and *The Mystery of Edwin Drood*.

## MUSIC

Following the success achieved by the Authority during 1969/70 with its classic opera presentations on television, more programmes were purchased and shown during the year. These included *La Forza del Destino*, *Orfeo*, *Luisa Miller*, *I Puritani*, *Turco in Italia* and *Die Fledermaus*. Letters received by the Authority from viewers seem to indicate that operatic entertainment on television is in demand. Although, at first, it seemed risky to present operatic programmes averaging two hours in duration because of limited attention capacity by the audience, there is some evidence that the risk was worth taking. Provided operas are shown at a reasonable time and late night viewing is not entailed, there would appear to be clear acceptance of full length operatic transmissions. Musical excellence is the most important consideration in determining success of any opera and the language barrier is not a determining factor. Synopses of the story which were transmitted before each act were appreciated by the audience.

Encouraged by this reaction, the Authority hopes to include a short operatic season on television in its schedule for next Autumn.

Amongst other programmes on serious music, the Authority screened a short documentary about Ludwig Van Beethoven to commemorate the bicentennial of his birth, the famous Nut-cracker suite and Bolero performed by the Swedish Radio Orchestra and programmes on Claudio Monteverdi, Diaghilev and George Delarue.

## ART, LITERATURE AND ARCHAEOLOGY

*The Glory that Remains* (seven programmes about the surviving monuments of the old civilization of India and Persia), *The Egyptians*, *Henry Moore: Man of Form*, *Ove Arup — Builder Extraordinary*, *The West of Charles Russell* and *Horseman Pass By* (a portrait of the Irish poet W. B. Yeats).

## DOCUMENTARIES

*A View from Space*, *The Aristocrats and the Plutocrats* (two programmes), *Alexander the Great*, *Venice — A City in Danger*, *Heming-*

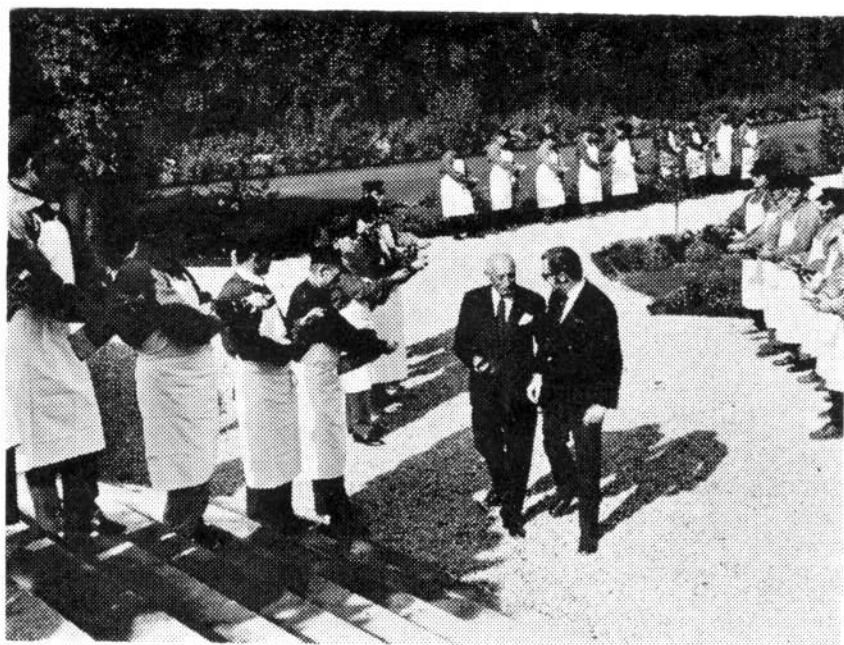


*Alec McGowan in the title role in the six-part serial "Alexander Graham Bell". (BBC)*



*Filming "Whicker's New World." (Yorkshire TV)*

*In Champagne country with "Whicker in Europe".*



way's *Spain*, *My Name is Benvenuto Cellini*, *The Deadly Arts* (Imitation people — in particular waxworks), *The Challenging Sea* (a series of 26 programmes), *Whicker's New World* and *Whicker in Europe* (13 programmes by television's foremost roving reporter), *The Great Barrier Reef*, *Algarve* (the Portuguese province), *Pollution is a Matter of Choice* and *Who Killed Lake Eire* (two programmes on problems brought about by pollution of the environment), *Whistle and I'll Come to You* (M. R. James' classic story about the Supernatural), *Where Were You When the War Broke Out?*, *Comrade Soldier* (Military training in the Russian Army), *Three Boys on Safari*, *Alexander Graham Bell*, *As I Remember* (The former Lady Bonham Carter looks back over 80 years in political society), *Indus Waters*, *Sahara*.

#### DOCUMENTARIES (WITH MALTESE COMMENTARY)

*Le Coeur du Monde* (a programme to commemorate World Leprosy Day), *Gourmet* (26 programmes on cookery), *Survival* (a natural history series), *Caesar's World* (a travel and adventure series filmed from locations spread all over the world).

#### INFORMATION — CURRENT AFFAIRS

*Our Man in Andorra*, *International Zone* (a continuing series of 22 programmes telling the story of the United Nations in human interest terms), *Lords of the Sea* (exploiting the oceans), *Decision to Surrender* (the dropping of the first atom bomb), *Workshop for Peace*, *It Couldn't be done* (monuments to human endeavour), *Cancer — The Smoker's Gamble* (shown with a short introduction by the Chief Government Medical Officer).

#### RELIGIOUS

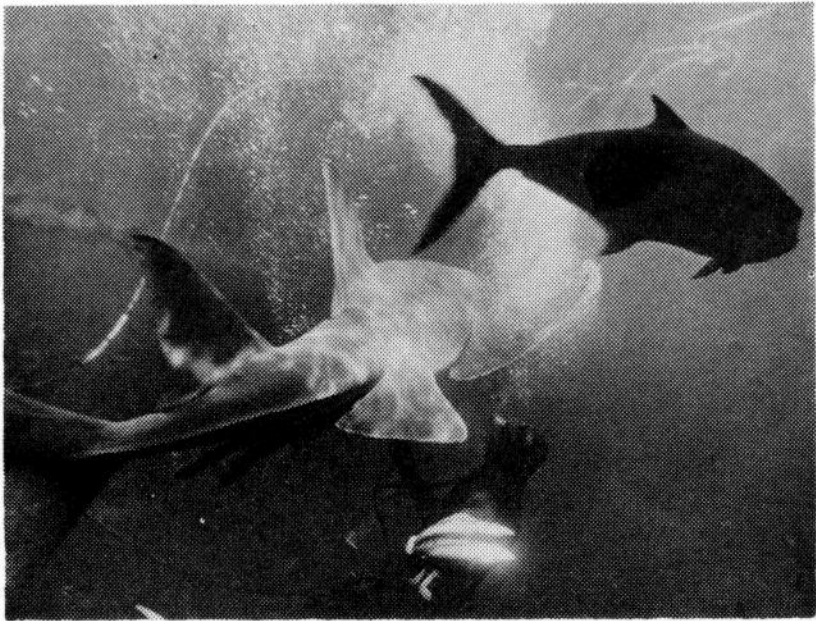
*Conscience makes Heroes* (a special programme about the 40 English martyrs shown on the day of their proclamation to the Sainthood), *The Vatican* (a critical look at the different sectors of the Roman Curia and efforts being made to update the Vatican's traditional outlook to modern times).

#### SPORT

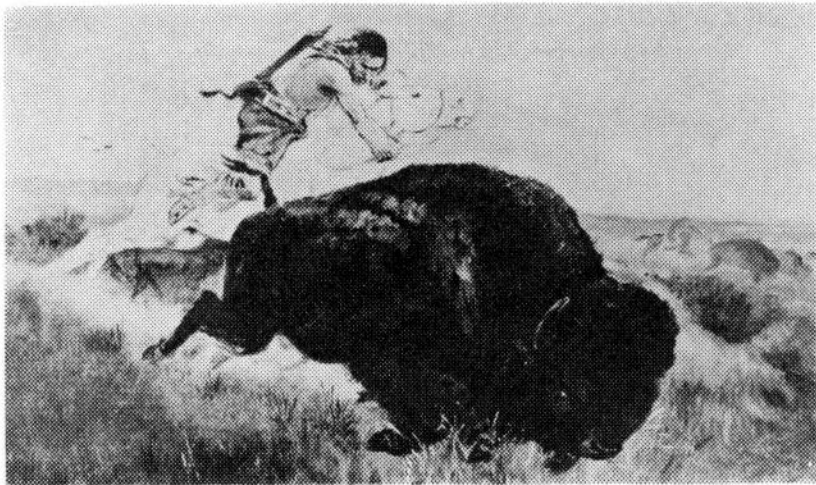
*Perfection '66* and *The Perfectionists* (two programmes about international gymnastic displays), *The Friendly Match* and *The Charlton Boys*.

#### NATURAL HISTORY

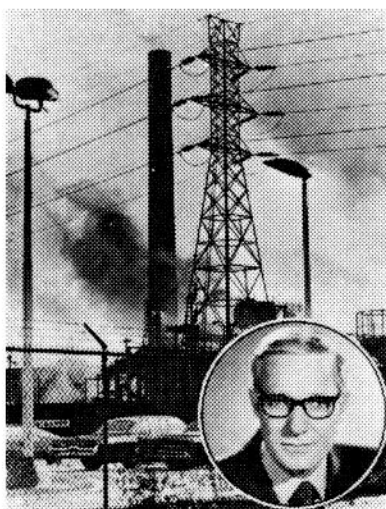
*Audubon Wildlife Theatre* (39 half-hour programmes which won international acclaim), *Survival* (13 programmes) and *A Sense of Wonder*.



*Cameras follow experienced divers as they plunge to the depths of the ocean floor in search of exotic underwater adventure in "The Challenging Sea". (NBC)*



*"The West of Charles Russell". (NBC)*



1



2

1. *"Pollution is a Matter of Choice", which explored the environmental crisis in big cities. (NBC)*
2. *"Tijuana Brass", with Herb Alpert and his Tijuana band. (NBC)*
3. *"Don't Stop the Carnival", a film about the Steelbands and Carnival of Trinidad and Tobago. (BBC)*



3

### **CHILDREN'S PROGRAMMES**

*Hans Christian Andersen, Cinderella, Robinson Crusoe and Professor in Toyland.*

### **VARIETY AND SHOWS**

*The Edinburgh 21st Military Tattoo, Eurovision Song Contest (six programmes of preview presentations), The Brass Are Coming (with Herb Alpert and his Tijuana Band), Don't Stop the Carnival.*



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### III. The Programme Companies

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**T**HE existing sound and television broadcasting services in Malta are provided for and on behalf of the Authority by broadcasting contractors — the Rediffusion Group of Companies — who in May 1970 put forward proposals to merge the sound and television broadcasting services and to offer a percentage of the shareholding in the combined enterprise for public subscription. These proposals were submitted by Rediffusion to the various authorities concerned. However, following discussions, the Company came to the conclusion that it would not be possible to proceed with its plans at that stage and matters were left in abeyance.

It is widely acknowledged that broadcasting exerts a continuing influence on society and those to whom such power is entrusted must be conscious of it and responsible in its exercise. During the year, the Authority continued to foster a greater awareness of the national responsibilities involved in broadcasting and this objective which needs little elaboration was reflected in various fields of programming.

The number of combined sound and television licences issued at the end of March 1971 stood at 49,367 and there were 50,960 sets connected to the Rediffusion wired sound system. These figures show an increase during the year of 4,011 television licence holders and 1,857 new Rediffusion subscribers.

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#### Television

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During 1970/71, the Malta Television Service was on air for a total of 1,840 hours or a daily average of 5.1 hours. This is in excess of the minimum hours of broadcasting laid down in the Television Broadcasting agreement. An attempt by the Authority to further increase the hours of transmission was not successful mainly due to the station's limited capacity to cope with additional programming without serious repercussions on maintenance requirements. The additional air-time would have



been utilized by the Authority to screen, outside normal broadcasting hours, educational programmes for children of pre-school age.

## DRAMA

Teleplays in Maltese continued to attract the largest number of viewers for locally originated programmes. Nine plays were transmitted during the year — eight written by Maltese playwrights some of whom were already familiar with the medium. Apart from the difficulties encountered by MTV in finding suitable scripts, the production team had to contend with the limited studio space available. However, it is noteworthy that in some cases this difficulty was successfully tackled.

In an effort to further a better understanding of what is relatively a new medium, a seminar on play writing for television was organized in July. Over 30 writers attended sessions spread over a three-day period. This was a commendable effort aimed at raising the standard of drama productions. It is a pity that another method — an award for the best written play for television during 1970 — to encourage new local talent was not fully exploited. It is hoped that the position will be reviewed.

## VARIETY AND LIGHT ENTERTAINMENT

Television is and will remain, in large measure, an instrument of entertainment. During the year MTV produced a number of programmes in this category which were intended to provide a vehicle for local performers to display and develop their talents. Programmes like *Suċċessi*, *Ritmi*, *Inlaqqghukom* and a number of *Spotlight* editions were reasonably successful.

One hour musicals proved to be more popular with the audience. *Vuċijiet u Melodiji* was extended for three months and continued its previous successful performance. *Karusell*, another musical series dedicated to selections from operettas, musical shows and comedies which had been popular in Europe and America met with favourable comments after a somewhat inauspicious beginning. Ad hoc musical programmes included Christmas music, a farewell programme by the Good News Singers and various others with beat groups. Six editions of *Il-lejla Nghannu* (a series of Maltese folk music and singing) generated a considerable following.

A series of quiz programmes for adults and a single programme on acrobatics by the Falzon Family were also shown.

Local TV comedy has not yet achieved the desired measure of success and gauging by the six part series transmitted during the year it still has a long way to go. The stretched and dried comedy situations are, in large part, the reason for this failure.



## LOCAL DOCUMENTARIES

Whatever shortcomings may be attributed to certain programme sectors, it is an acknowledged fact that satisfactory progress has been made in the field of locally produced documentaries. The fortnightly series *Wirt Artna* (Our Heritage) was one of the best documentary productions presented on MTV. Seeking to give a new lease of life to all aspects of the Islands' historical, cultural and folkloristic background the series succeeded in arousing considerable interest in every section of the viewing public. A recently held audience survey shows that the series has the biggest audience in its category.

During the year over 80 different subjects were covered in detail — besides editions mounted on special occasions.

Various experts contributed towards the series and most of the subjects presented consisted of recently researched and unpublished material. A bi-product of the interest generated by the series are the number of student projects being prepared in certain schools on subjects treated in the programmes, and schoolteachers and students regularly write in to consult scripts and visual material kept in the MTV archives.

Malta's Preservation Society — *Din L-Art Helwa* — announced the award of a Certificate of Appreciation to MTV for this programme. In announcing the award during the Annual General Meeting of the Association the President, Mr Justice Maurice Caruana Curran, spoke of *Wirt Artna* as an "excellent programme which is inspiring continued interest in the national culture."

A number of other documentaries were broadcast during the year. These included *Haunted Houses in Malta*, *The Inquisition*, an outline of the history of *The Maltese Regiments*, the history, legend and tradition connected with the hills of Gozo, and Malta's participation in "Expo 70".

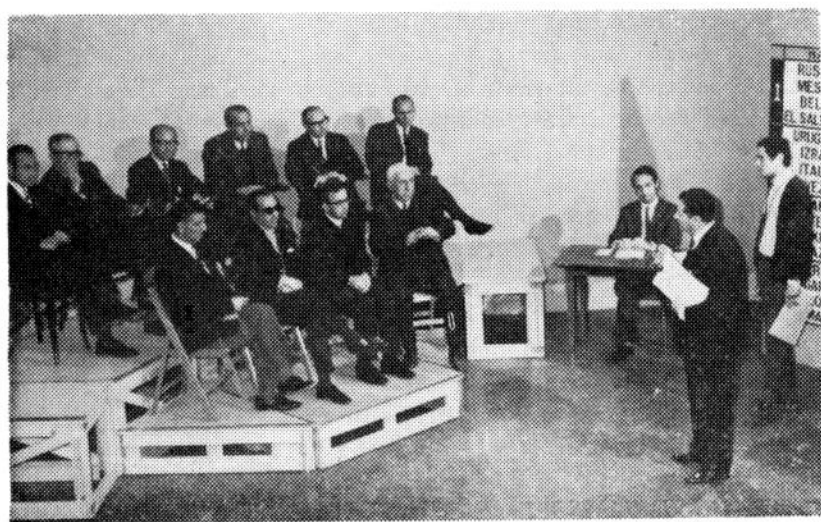
In a completely different vein and produced on an experimental basis was the television adaptation of two epic poems — *Il-Ballata tal-Assedju l-Kbir*, which related the main events of the Great Siege in 1565 and *L-Gharusa tal-Mosta*, the story of a young bride carried off by pirates on her wedding day. Both poems were presented in a combination of narrative, mime, music and dance.

## CHILDREN'S PROGRAMMES

The pattern of children's programmes followed that which had been established in previous years. *Darba Wahda*, a series of short stories for the very young, replaced the weekly story on film which used to be shown with a commentary in Maltese. A series of quiz programmes aimed at making children aware of the Islands' historical and cultural heritage followed *Euro Quiz*. A second series of quiz programmes called *Roti* started in October. This series was planned to familiarise children with



*"L-Gharusa tal-Mosta" one of two ballads by Dr. Anton Buttigieg presented on MTV.*



*A "Sports Panorama" special on the World Cup.*

various forms of sport and games. A special guest on one of these editions was the popular entertainer Rolf Harris.

A number of programmes were mounted to mark special occasions. These included: *Beethoven — 200 Years After*, a programme giving highlights of the composer's life illustrated by a selection of musical works played by a talented 8 year old boy; two programmes featuring winners of children's song festivals; two plays for children *Ahjar Tnejn minn Xejn*, a TV adaptation of the award winning play in the 1970 Children's National Drama Festival and *Nofs Hrafa*, a fairy tale fantasy specially produced for the Christmas period; and two carol programmes featuring the B'Kara Children's Choir and the St. Edwards College Choir.

Children's programmes with a religious aspect continued as in former years. More details about these programmes are given in another section of this Report.

### MAGAZINE PROGRAMMES

*Mara tal-lum* the weekly programme for women continued to enjoy wide popularity. The most appealing subjects were fashions, sewing and cutting out, cookery and interior decoration. With mail ever on the increase, answering viewers letters was introduced and has since become a fairly regular item on the programme.

Another innovation was the treatment of a subject in depth. The first to be treated in this way was the study of problems facing parents in bringing up their children. Illustrated talks and discussions were conducted by an educational psychologist.

*Hargiet Godda* and *Lenti fuq l-Arti* were two new ten-minute programmes broadcast on alternate weeks between April and December. The first reviewed recent literary publications and the second commented on cultural activities in the Island.

*It-Tokk* a new monthly programme on Gozitan affairs started in June. Each edition was devoted to one subject treated in two parts. The first gave a factual picture of the situation illustrated through filmed interviews and statements from people concerned. The facts as presented were then discussed by a small panel of experts intimately connected with the subject. Topics covered so far included higher education, tourism, tomato growing, the causeway project, libraries and the civic council.

In December there was a musical edition devoted entirely to singers from Gozo.

### SPORTS PROGRAMMES

*Sports Panorama* continued throughout the year on a weekly basis bringing the sporting public reports on all important local and foreign sporting events.

A number of special editions and reports were dedicated to the World Cup series. For the European Clubs competition and the European Nations Cup, MTV acted as host to members of the teams from Real Madrid and Sporting Lisbon and the national teams of England, Greece and Switzerland. Extensive coverage was given on each occasion including special reports before and after the matches.

MTV also succeeded in acquiring filmed highlights of return matches in the European Clubs competition played by the Malta Team in Madrid and Lisbon. Further negotiations were taking place for the acquisition of highlights of European Nations Cup return matches to be played in Switzerland, England and Greece between April and June 1971.

The Middle Sea Race, one of the outstanding events in the yachting calendar, was given full coverage in *Sports Panorama*. Besides reports given before, during and after the event, viewers had the opportunity of hearing views and comments from such well known sporting personalities as Sir Alec Rose, who came to Malta to present the Trophies, Capt. Dudley Norman, Capt. Alan Green and Mr John Ripard the overall winner.

The Sportswriters Sportsman of the Year and the National Sportsman of the Year for 1970 were both elected in the TV studio during special editions of *Sports Panorama*.

### CLASSICAL MUSIC

Classical music programmes continued to feature on a monthly basis. Performers included The Malta Cultural Institute String Quartette, Soprano Juliette Bisazza, concert pianist John Clegg, Tenor Charles Lino Naudi and Australian concert violinist Ronald Woodcock.

February 1971 saw the start of *Palkett*, a new series of half hour programmes dedicated to popular operatic arias and classic and semi classic songs sung by well known soprano Antoinette Miggiani and her guests.

### PUBLIC SERVICE BROADCASTS

During the year under review, MTV organized and presented campaigns dealing with road safety, cleanliness, and traffic signs. Publicity over an extended period was also given to the Council of Europe Exhibition.

In collaboration with the Malta Electricity Board MTV transmitted a series of announcements about domestic electrical installations and the new colour coding system used in electrical wiring. MTV also carried a film on the same subject dealing in greater detail with the prevention of accidents in using electrical appliances in the home.

The Authority organized and financed an anti-Smoking campaign which started in November and is still continuing.



*Antoinette Miggiani  
in "Palkett".*



*Gloria Mizzi in  
"Mara tal-Lum".*



*The Links in "Favoriti".*

## FOREIGN PROGRAMMES

The value and interest of foreign programmes has already been commented upon in this Report. Nevertheless, our broadcasting system must not become a mere agency for transmitting foreign programmes however excellent they may be. The economic facts of television are such that it would be to the financial advantage of stations to fill most of their time with foreign productions. So that broadcasting will not simply respond to market forces, the Broadcasting Ordinance stipulates that "proper proportion of the recorded and other matter included in the programmes" should be "of Maltese origin and Maltese performance". The term 'proper proportions' is further defined in the Broadcasting Agreements inherited by the Authority as meaning "at least twenty per cent" of the broadcasting hours. MTV's locally originated programmes are well above this minimum requirement but some 64 per cent of the output still remains of overseas origin. This percentage can only be reduced if studio space and technical resources are expanded. This, in turn, is dependant on more funds being channelled into broadcasting.

Among the successful series purchased by MTV during the year were *Civilization*, *The Power Game*, *The Caesars*, *This is Tom Jones*, *Val Donnican Show* and *Music, Music, Music*.

Comedy shows included *The Carol Burnett Show*, *Misleading Cases* and *All Gas and Gaiters*. Such thrillers as *The FBI*, *Mission Impossible*, *Department S* and *The Gold Robbers* were very popular.

Feature films were shown on Monday and on Friday and the quality of these films improved throughout the year under review and included a number of Selznick productions.

## AUDIENCE SURVEYS

The systematic study of audiences is equally important both in public service and commercial broadcasting systems. For the latter it is as essential as price records in any other market for it is in the light of this research that airtime acquires a saleable value. An audience survey commissioned by MTV in February disclosed that 198,000 persons over the age of nine viewed Malta Television at least once a week and that MTV attracts an average audience of over 162,000 persons each evening. Programmes which attracted more than 100,000 viewers included the News Bulletin in Maltese, *The FBI* and *Monday Cinema*. The religious programme *Djalogu* was followed by over 96,000 viewers and over 84,000 viewers watched *Wirt Artna*, the fortnightly cultural documentary.

At the request of the European Broadcasting Union and in connection with the Eurovision Song Contest, the Authority commissioned another audience survey towards the end of the year. The aims of this multinational audience research project were to find out the viewers' reactions



to various changes in the rules of the 1971 contest and the size and composition of the audience both for the preview programmes and the contest final. As a result of this survey it was established that the majority of viewers thought that the 1971 contest was better organized. In the opinion of the audience, the main improvements in this year's contest were attributed to better songs and the fact that, through the preview programmes, viewers were more familiar with the songs. Quite understandably, the local audience thought that Malta's entry deserved a better placing. The survey also disclosed that the contest final on the 3rd April was watched by 219,000 viewers — the highest audience figure ever achieved on MTV.

### **ENGINEERING**

The technical facilities of the television station and its engineering department are of direct concern to the Authority which is responsible for ensuring that the broadcasting services are of good quality, both as to the transmission and the matter transmitted.

MTV's capital budget for the year was relatively high. A new transistorised transmitter was installed and this should soon be fully in commission. A second microwave link was purchased as well as a professional type enlarger for the processing laboratory and a new 16 mm projector. Colour transmissions are still a remote possibility in Malta and progress in this field will be an expensive proposition requiring careful planning and assessment of priorities.

Total breakdowns during the year under review due to technical failures accounted to 2 minutes and 32 seconds. Total loss of transmission due to a breakdown in the electricity supply amounted to 57 minutes.

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### **Rediffusion Sound Service**

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Rediffusion (Malta) Limited is the Authority's contractor for wired sound broadcasting. This service operates on two networks: the "National Network" consisting entirely of locally produced material running continuously from 6.00 a.m. to 11.00 p.m. and the "International Network" which opens daily at 7.00 a.m. and continues till midnight. This network is now entirely localized although a substantial part of its output consists of relays of BBC transmissions taken from the World Service. Local production and transcription programmes from foreign sources are also included on this channel.

During the year Rediffusion introduced further changes to complete the localising of the International Network. The purpose of these changes which at first met with some criticism from listeners was to allow for an

increase of local material on service. Frequent local time checks and other local announcements were introduced. Some modifications were subsequently made to the original plan and the position now seems to be satisfactorily stabilized.

On the National Network, Rediffusion continued to give prominence to local talent in its programmes and the marathon musical production *Festa* generated heavy public support. This series featured well-known Maltese singers and foreign performers. These efforts were further extended in the international field.

### INTERNATIONAL CONTESTS

Rediffusion was represented in two competitions, one for Radio programmes and the other for Music. The Company competed in the world-renowned Italia Prize contest for the first time. This competition is divided in sections relating to Drama, Music and Documentary, and it is looked upon by Radio Stations throughout the world as the major competition for Radio.

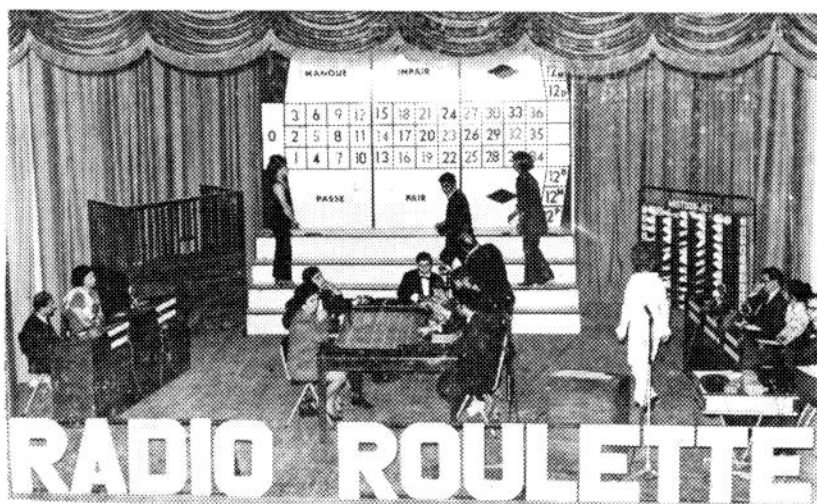
Competitors in this year's contest included Asians, Europeans and members of the Communist Bloc. Rediffusion entered a Documentary programme entitled *Bird on the Wire*. The Documentary centred around the notion of peace in the world. Rediffusion's entry acquitted itself honourably.

In its second International participation, Rediffusion invited Maltese singer Edwin Galea to represent Malta at the first Tokyo International Festival. Forty-four top international vocalists took part in this contest, representing 38 separate countries. The song representing Malta, *Fejn Tidhol l-Imhabba* was composed by Victor Zammit with lyrics by Clemente Zammit. The Maltese Union of Composers and Authors collaborated in making composers aware of the competition. At the end of this International contest, Edwin Galea was voted Best Singer. Several broadcasts were organized from Tokyo to keep the Maltese public informed about the proceedings. Rediffusion was also represented at the *Olympiade De La Chanson* in Athens, Greece. From Athens, Rediffusion organized the first direct broadcast in Maltese of an International Song Festival from a European country. Commentator Norman Hamilton was on the air three days running with details of what was happening in Athens.

### DRAMA

Sound drama is an important proving ground for new writers but the output in this sector of programming was disappointing. When Rediffusion initiated the new policy of giving prominence to local material, a certain lowering of standards may have been expected. It was estimated, however, that gradually the standard of Maltese writers would raise itself





*Two of Rediffusion's top favourites.*



to a higher level. During the year under review programme planners felt that the required standard had not been reached and in order to narrow the gap and make all plays on Rediffusion more acceptable, the Company reduced the output of radio plays by one play a week.

The annual drama Seminar was held during the year and several awards were made. It is hoped that further progress towards the raising of standards in drama will continue to take place.

## **SPORT**

Plans were prepared during the year to set up a daily sports programme to replace the five-minute sports news slot and the two sports programmes of half an hour each, one on Monday and one on Sunday. New producers were recruited for this job.

The introduction of the daily half-hour Sport programme has been well received by Rediffusion listeners. There were several highlights in the field of Sport during the year and special programmes were organized to provide suitable coverage.

The World Cup coverage from Mexico was certainly one of the most important. Rediffusion engaged a well known Sports writer to be present at the World Cup games in Mexico and to report daily, in voice, to listeners in Malta. Detailed reports recorded by telephone line from Mexico brought to the Service thousands of sport enthusiasts who followed these lively reports for 21 consecutive days. The coverage given to the Malta-England match in February was also notable. For this occasion Rediffusion organized a live commentary of the match from the Gzira Stadium with interviews and comments in which all the Rediffusion's Sports Producers were engaged. This broadcast was followed by an extensive coverage from U.K. when the return match was played.

## **CHILDREN'S PROGRAMMES**

It was stated in last year's report that plans were in progress to introduce a daily children's programme. These plans were implemented during the year under review and a new panel of Producers under the guidance of organizer of Children's Programmes Mr F. Said, was introduced. The theme given to the children's programmes was a continuation of the previous year's theme *Malta Pajjżek*. The brief was to ensure that as many children's programmes as possible centred round a better knowledge of Malta and the Maltese. Radical changes took place in the set up of children's programmes at the end of 1970. The children's panel was not re-appointed and a Rediffusion Producer was detailed to take over children's programmes with Mr Said being retained as organizer. It is felt that the new system is working satisfactorily.

## SPECIAL PROGRAMMES

Other programmes worthy of mention were *Radio Roulette*, the Fifth Anniversary programme of *L-Għodwa t-Tajba* which was broadcast from the Jesus of Nazareth Institute in Zejtun, *Freddie Mizzi and his music*, *Drammaturgi Kontemporanji*, *Il-Bniedem u d-Dinja li Jghix Fiha*, *Għaqdiet Professjonali Maltin*, *Muzika Romantika*, *Dehriet mill-Kitba*, *L-Australja: Grajja ta' Mitejn Sena*, *Kritika u Letteratura*, *Kittieba Maltin Kontemporanji u ta' l-Imghoddi*, *Folk f'Malta* and *Il-Poeta*.

## PROGRAMME POLICY

An important factor in programming is the periodical change of programmes which takes place at the beginning of each term. Listeners now tend to expect these changes and, as each four month period comes to an end, they begin to enquire about changes mainly in the expectation that programmes which have become their favourites during the particular period will not be taken off the schedule. However it is felt that there is more public understanding of the motives guiding programme planners when decisions are taken to terminate certain programmes. The same can be applied to the repetition of programmes. Although Rediffusion have continued to adopt a policy against repeats, public demand has often been to request the repeats of certain programmes which listeners could not follow at certain times of broadcasting.

However, Rediffusion's policy in the year under review has been not to repeat those programmes which are broadcast at times which are accessible to the majority of listeners.

The multiple use of programmes in sound broadcasting is generally acceptable because of the duration of the broadcasting day and the fact that the audience is constantly shifting. However, care should be exercised to avoid unnecessary repetition especially in the field of light music for which ample opportunities already exist.

## WIRELESS FOR THE BLIND

On Christmas Eve and Christmas Day 1970 Rediffusion again organised the *Wireless for the Blind* programme for the fourth consecutive year. Many members of the Rediffusion staff volunteered to assist in the broadcast and a number of outsiders were also invited to help. The funds collected through this year's appeal on Rediffusion amounted to £3,975. The Authority which is represented on the *Wireless for the Blind Committee* gave its consent for this special programme.

## TECHNICAL

During the period under review, the recording/broadcasting facilities

at Gwardamanga, were extended by an additional new studio complete with its own controlroom and recording facilities.

The technical quality and reliability from all studios and continuity suites has been enhanced by the replacement of old valve-equipment by low-cost solid-state units built locally. The full complement of recording machines has been increased by three and two old portable machines have also been replaced by new and more modern versions. An improvement in this respect is very much desirable.

The facilities in the Main Studio Control have been extended by the inclusion of an in-built tape desk and a new echo unit. A radio microphone system, and a 22-way portable desk, are two of the major additions to the outside broadcast facilities. The radio microphone has made it possible to have several live on-the-spot broadcasts, such as those during the American Astronauts visit.

A total of 29,300 yards of cable has been employed in extending the service to outlying districts in Malta and Gozo, and in replacing long stretches of old Rediffusion network.

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## **News and Current Affairs**

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The Authority has a special interest in the Contractors' News Division since under the provisions of the Broadcasting Ordinance it is responsible for ensuring "that any news given in the programmes (in whatever form) is presented with due accuracy and impartiality". Moreover, the Authority is empowered to give, from time to time, policy directions to its Contractors regarding arrangements for the preparation, editing and presentation of news.

The past year has seen a major advance in plans for the further development of the Rediffusion and MTV News Service. This improvement which was implemented in April 1971 concerned foreign news.

Towards the end of 1970, the News Division was re-organized. The newly appointed Head of News Division, Mr Harold Scorey, is responsible to Group Management through the Manager, MTV.

### ***FOREIGN NEWS***

The Authority's policy in so far as foreign news is concerned is that it should be as comprehensive as possible and not merely a relay or repetition of BBC news only and that it should be compiled and edited locally from serious news agency reports in addition to other sources.

As a result of this policy directive and following agreement with Reuters, the news agency with a high international reputation, the News

Division is being provided with an additional daily news service. This and other material monitored from reliable sources has enabled the News Division to compile its own bulletins of foreign news. The expansion of the news services has necessitated the recruitment of additional staff in the News Division to cope with the increased workload involved.

The locally compiled foreign news bulletins are broadcast on the National Network of Rediffusion. In the case of MTV, the Reuters source of international news supplements the news service already in operation on television.

### LOCAL NEWS

It will be recalled that up-to-date news bulletins on Sundays were introduced in March 1970. This operation continued to run smoothly throughout the year and provided an outlet for up-to-the-minute news coverage of pre-election party political meetings and rallies.

Although politics frequently dominated the news, the bulletins continued to reflect in full measure other activities in the country. Steps continued to be taken to improve certain areas of coverage such as the Law Courts and Gozitan affairs.

Close contact was maintained throughout the year between the News Division and the Authority to ensure that the news services were adequate and impartially presented in conformity with the provisions of the Broadcasting Ordinance.

### CURRENT AFFAIRS PROGRAMMES

During the past twelve months the News Division broadcast a total of almost 1,500 interviews and commentaries in its programmes *Profili*, *Minn Ras il-Ghajj*, *Panorama* and *People in the News*. A well received innovation was the inclusion in these programmes of interviews and commentaries by telephone from Rome and London.

The programmes were broadcast as follows:

<i>Minn Ras il-Ghajj</i>	Fifteen minutes daily Monday to Friday
<i>Profili</i>	Fifteen minutes daily Monday to Friday
<i>Panorama</i>	Saturday evenings
<i>People in the News</i>	Saturday nights

In some cases Maltese journalists of different political opinion were invited to discuss controversial subjects in the programme *Panorama*.

Another new series organized and produced by Rediffusion's Programme Department was the discussion programme *Konfront*. It dealt with various subjects, at times controversial, and consisted of a panel of people with opposing views and an invited audience.

Other Current Affairs programmes on both Sound and Television totalled about 300. These included *Nithaddtuha*, *Minn Kullimkien*, *Malta Ġdida* and *Fid-Dinja Illum* on Rediffusion. The programmes on Television included *Kummentarju*, *Rendezvous*, *Nithaddtuha* and *Żminijietna*. The Authority contributes towards the improvement of some of these programmes.

The number of contributors to current affairs programmes increased substantially and every effort was made to ensure greater variety of opinion on both media.

Efforts were also made to include topical subjects in these discussion programmes. In some cases the programmes had to be dropped because they could not be 'balanced' according to law.

The following is a breakdown of the programmes broadcast :

**SOUND :**

<i>Minn Kullimkien</i>	30 minutes weekly
<i>Fid-Dinja Illum</i>	15 minutes fortnightly
<i>Nithaddtuha</i>	30 minutes fortnightly
<i>Malta Ġdida</i>	15 minutes fortnightly
<i>Lejn L-Iżvilupp</i>	30 minutes fortnightly
(rested at 31st December 1970)	

**TELEVISION :**

<i>Kummentarju</i>	5 minutes weekly
<i>Rendezvous</i>	30 minutes every fourth week
<i>Nithaddtuha</i>	30 minutes every fourth week
<i>Żminijietna</i>	30 minutes fortnightly

During the year, the News Division broadcast over 300 hours of news and comment on sound (Rediffusion) and over 200 hours on television.

A notable gap in current affairs programming unfortunately still remains. The Authority had remarked in previous Annual Reports that television should devote some time during the week to a review of parliamentary affairs. This programme, suitably produced for television, would be the main source of information on proceedings in Parliament and important legislation. No progress was registered on this matter. Similar lack of progress also prevails concerning the daily review of editorial opinion which the Authority would like to see included in Rediffusion's schedules. The Authority will persist in its efforts to bring about these improvements\*.

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*\*Following further discussions between the Authority and Rediffusion, which took place in September 1971, arrangements have been made to broadcast a daily review of editorial opinion. This MBA/Rediffusion programme is expected to start in October.*

## NOTEWORTHY NEWS COVERAGE

A number of tele-recordings were made during the year and broadcast in the news. They included the launching of Apollo 14 from Cape Kennedy and the subsequent landing on the moon of the three American astronauts. MTV cameramen took dramatic pictures from the air and from the sea when covering the arrival in Malta of the Royal Navy's HMS Ark Royal after her collision in the Mediterranean with a Russian destroyer. MTV cameramen also flew alongside a Royal Navy passenger-carrying hot air balloon when this was launched out at sea. It marked the centenary of the first hot air balloon post which raised the siege of Paris during the Franco-Prussian war in 1870.

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## Religious Programmes

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Religious broadcasting has continued to seek to serve its audience composed of all the different sections of the community. With an average weekly output of about six hours of programmes on Sound (Rediffusion, National Network) and up to .51 hours a week in television, religious broadcasting covered a wide field of religious need and experience.

The weekly series *Djalogu* on television maintained its high level of content, presentation and production. This was reflected in its large audience of over 96,000 viewers. The programme has sought to present the people with the Church's doctrine as inspired by the teachings of the Second Vatican Council and the life of the Church in the world today. *Djalogu* marked its 100th edition in a special programme transmitted on 12th June 1970.

Some of the various topics featured in past editions of *Djalogu* included: morality, house premiums, the oath, prostitution, delinquency and the liturgy. A regular feature in the programme is the "question box" section. The Rev. Professor M. Eminyan answered viewers' questions on such subjects as the original sin, conscience, birth control, saints, the existence of God and the priesthood.

The content of each programme is planned with the cooperation and advice of a panel of priests and laymen who meet on a regular basis under the overall direction of the Religious Broadcasting Adviser to the Broadcasting Authority.

During the year, the Authority's Religious Broadcasting Adviser continued to organize and help in the production of children's programmes. These are planned in consultation with the Advisory Panel for children's religious programmes.

After a brief absence during the summer months, the highly successful *Studio għat-Tfal* was resumed in the Autumn with a change in format. A new item was introduced which proved very popular. This consisted





*Planning a religious programme.*

of a live telephone link-up from the studio with a physically handicapped child. The aim of the telephone call is to introduce the child to new friends.

The monthly programme *Int u Jien* came to an end in September and was replaced by *Ittra Ittra* run on a fortnightly basis. This came to an end in February 1971 and its place was taken by a new series called *Malteen* aimed at the 14 to 17 year age group. Topics dealt with included dating, drugs, films and careers.

During the year, church services continued to be broadcast on Sound every Sunday morning from various churches all over the Island. A number of Pontifical Masses were also broadcast from Mdina Cathedral or St. John's Co-Cathedral as well as from the Cathedral in Gozo. Several specially produced features about parish feasts were also broadcast.

*Dawl Il-Ġnus*, the weekly religious magazine programme, reflected fresh religious insights taking place in the world through the broadcast of religious news and commentaries. Another programme which dealt with religious affairs was the monthly series of discussions held under the title *Nitkellmu fuq ir-Reliġjon*. Topics discussed in this series included: attendance at Sunday Mass, the family in the seventies and morality and tourism. A similar programme, *Malta Meeting Point*, was broadcast regularly in English over the International Network. This series consisted of monthly ecumenical discussions in which members of the Anglican, Methodist, Church of Scotland and the Catholic Churches took part.

Other religious programmes broadcast regularly during the year were: the Sunday Epistle (an explanation of the day's liturgy), the weekly recitation of the Rosary, the Sacred Heart Programme broadcast monthly and the very popular daily thought for the day *Nixbhu lil Kristu* broadcast in the early morning and repeated before station close down.

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## Advertising

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The Tobacco (Control of Advertisement) Act came into effect on 1st January 1971. This imposed a total ban on all tobacco advertising on television and in the cinema. The regulations are very extensive and Section 3 of the Act lays down that "no person shall, through the television or on the screen of any cinema hall, advertise, cause to be advertised, or take part in any advertisement relating to, any cigarettes, cigars, pipe or cigarette tobacco, cigar or cigarette holders, or any other thing directly or indirectly connected with tobacco or tobacco smoking".

The interpretation of the latter part of these regulations might call for some discussion in relation to individual advertisements but the Authority and its Contractors will continue to abide by legal advice in any marginal cases which might arise.

The ban had a serious effect on MTV's revenue since cigarette advertising used to be one of the major sources of income.

Prior to the enactment of this legislation, the Authority had taken the initiative to broadcast programmes and short films about cigarette smoking and health to remind the public of the risks run by cigarette smokers.

Apart from the addition of another class of products (relating to tobacco or tobacco smoking) to the list of 'unacceptable products or services' as reproduced in the annexure to appendix "E", there was no change during the year in any of the rules on advertising.

During the year, 82 hours were devoted to "spot" advertising and 16¼ hours to advertising magazines. This was slightly less than the amount of advertising time on television in the previous year. The following figures show the average daily amount of advertising time during each month of the year ending March, 1971.

These figures are well within the advertising entitlement laid down in the Agreement between the Broadcasting Authority and The Malta Television Service.

During the year, MTV's Sales Department was responsible for the production of 228 advertising magazines. The department also produced 37 commercials (both on film and videotape), over a hundred caption cards and 233 audio commercials.

Spot advertisements broadcast throughout the year on the Rediffusion Sound Service totalled 15,955. These accounted for 72 hours 26 minutes, or 0.56% of the total programme time. Although the number of 'spots' show an increase over the previous year's figures, the time devoted to this kind of advertising has decreased.

In addition, the duration of programmes with which advertisers were allowed to associate themselves without exercising any control over the

MONTH	AVERAGE DAILY ADVERTISING TIME		
	SPOTS	ADVERTISING MAGAZINES	TOTAL
1970			
APRIL	10.96 mins	3.83 mins	14.79 mins
MAY	15.77	2.84	18.61
JUNE	17.40	2.52	19.92
JULY	16.48	2.43	18.91
AUGUST	13.87	1.52	15.39
SEPTEMBER	17.10	2.17	19.27
OCTOBER	12.96	2.93	15.89
NOVEMBER	14.53	2.70	17.23
DECEMBER	16.74	3.93	20.67
1971			
JANUARY	13.19	3.71	16.90
FEBRUARY	17.25	2.92	20.17
MARCH	9.71	2.28	11.99

contents of such programmes amounted to a total of 81 hours 33 minutes including repeats. These figures are also well within the Contractor's advertising entitlement as laid down in the Wired Sound Broadcasting Agreement.

Section 7 (2) (g) of the Broadcasting Ordinance prohibits (except under certain specified conditions) the inclusion in the programmes of any "matter designed to serve the interests of any political party". During the latter part of the year the Authority was consulted about a number of individual advertisements which it had to say could not be allowed in view of the strict prohibition imposed by the above provision of the Ordinance. The effect of this provision is to prohibit any advertising which is directed towards a political end, even though it is inserted by a non-political body. Thus, for example, a notice of a public meeting or any other matter connected with politics could not be accepted.

The Authority does not vet advertisements before their acceptance by the Programme Companies although it is consulted on specific matters. However, advertisements are scrutinised on transmission and in certain cases where the products or services advertised were not in accordance with the facts appropriate action was taken which led to significant modification of some techniques used in advertising campaigns.

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## IV.

## Political Broadcasting

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**T**HE Broadcasting Ordinance places on the Authority the duty of satisfying itself that "due impartiality is preserved as respects matters of political or industrial controversy or relating to current public policy" and that "no matter designed to serve the interests of any political party is included in the programmes" other than in a scheme of formal party political talks approved by the Authority or within the framework of "properly balanced discussions or debates".

Broadcasting on political issues has been a regular feature on both media for several years and its importance as a vehicle for spreading political ideas and knowledge among a widening public is recognised by the parties. A most important development in the field of broadcast politics took place during 1969-70 when the Authority introduced its regular series of Press Conferences and Debates. These formed part of the Party Political Broadcasts Scheme.

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### Party Political Broadcasts

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During the year under review, the Authority organized and produced 45 party political broadcasts which consisted of 12 press conferences, 10 debates and 23 talks. The total time devoted to these broadcasts accounted for 1.21 per cent of the output on television, an increase of .66 per cent over the previous year's output. The chance that the country now has of hearing political arguments and speeches at intervals, still more of them at election times, and other programmes including political topics, should mean that there is a better informed and more responsible electorate.

No party can afford to ignore political broadcasting and this is reflected in the frequent arguments in which the Authority and the parties are involved in the allocation of airtime. Broadcasting systems must clearly have a policy about the division of available airtime between the parties, and in Malta the Authority has adopted parliamentary strength as its yardstick for a fair apportionment of broadcasting time. These con-

controversial broadcasts are discussed between the parties and the Authority before the commencement of each scheme which usually runs for a period of six to twelve months. Two schemes were implemented during 1970-71; the first for a period of 26 weeks and the second covering 19 weeks. The following arrangements were made:

### 1st Scheme

## Government

(Nationalist Party)	3 Press Conferences of 50 mins each and
	1    "       "       "   60 mins
	7 talks of 10 mins each

## Opposition

(Labour Party)                      2 Press Conferences of 50 mins each and  
1    "                      "                      60 mins  
6 talks of 10 mins each

The parties also participated in six debates of 40 minutes each.

### 2nd Scheme

## Government

(Nationalist Party)      3 Press Conferences of 60 mins each  
4 talks of 15 mins each and  
1 " " 10 mins

## Opposition

(Labour Party)      2 Press Conferences of 60 mins each  
2 talks of 15 mins each and  
3 " " 10 " "

In addition, both parties took part in four debates of 40 minutes each. Further details about these broadcasts are given in appendix "C".

During the course of the year election issues were expounded and policy statements made particularly in Press Conferences which continued to be broadcast 'live' over both media. The procedure adopted by the Authority concerning all party political broadcasts remained unaltered, although it was decided, in the light of experience, to present the broadcasts on Tuesdays rather than Thursdays. The Authority also explored the possibility of amending the rules governing Press participation in Press Conferences but after exhaustive discussions with the parties it was realised that the proposed amendments would not command general acceptance. This matter was left in abeyance but the Authority hopes to review the position at the next suitable opportunity.

The careful control exercised by the Authority on all forms of political broadcasting is a reflection both of the sensitivity of the parties to the use of the media, and of the responsibility which the Authority has always accepted. In Press Conferences and political debates, control is exercised

by a neutral Chairman working in accordance to a set of rules but the straight talks, although less complicated, involve other means of control. These are scripted, legally vetted and pre-recorded.

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## Legal Vetting

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Talks forming part of the party political broadcasts series are legally vetted in order to ensure that the broadcast does not violate the law in any of its branches and especially the law of libel and the Broadcasting Ordinance. In particular, the latter Ordinance enjoins the Authority to satisfy itself that "nothing is included in the programmes which offends against religious sentiment, good taste or decency or is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling or which contains any offensive representation or reference to a living person".

Experience has shown that in the majority of instances, it is more the way how things are put rather than the actual content of the statement that offends against the relevant legal provisions. On matters of fact, in so far as possible, the Authority endeavours to avoid mis-statements of fact in broadcasts, although in this regard it must be stated that to some extent reliance must often be placed on the responsibility of the speaker himself, as not all facts may have been previously published and not all facts may



*A political debate in session.*

be readily ascertainable at the time of vetting. As regards comments, the Authority aims at ensuring that comments and opinions must first of all clearly appear to be comments and expressions of opinion (and not statements of fact) and secondly, must at least be arguable, though not necessarily correct; in this regard, however, a liberal policy is unavoidable in order not to infringe upon the liberty of the expression of opinion. On the other hand, the imputation of fraudulent, unlawful or other defamatory motives and intentions to individuals or bodies and references to the domestic life of individuals should be carefully avoided.

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## **Seminar for Politicians**

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A seminar for politicians was organised by the Authority with the cooperation of Rediffusion and the Malta Television Service. Two full morning sessions were held on the 15th and 16th April in the studios at Television House where a number of lectures and short practical exercises were recorded and discussed. The Authority's Legal Adviser also took part and he explained the main principles that are followed in vetting party political broadcasts.

The seminar was addressed by the Chairman of the Broadcasting Authority and by the General Manager of the Rediffusion Group of Companies.

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## **Ministerial Broadcasts**

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There were two Ministerial Broadcasts during the year. Both were delivered on Sound (Rediffusion) and television by the Minister of Education, Culture and Tourism. The broadcasts which were of approximately ten minutes duration dealt with the Government's scheme of "Secondary Education for All" and with the Secondary Schools Entrance Examination. They were transmitted on the 5th June and 2nd September.

The rules governing Ministerial Broadcasts are reproduced in Appendix "D".

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## **General Election Broadcasts**


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Towards the end of the year the Authority considered some principles and precedents which could form the basis of proposals on the form which



broadcasts might take at the next General Election. These were formulated as a basis for subsequent discussion with the parties.

In addition to the official broadcasts, the Authority also laid down a policy for news reporting of mass meetings and rallies held during the election campaign.



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## V. Educational Broadcasting

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**A**S broadcasting developed all over the world it was quickly recognized as a new and exciting means of education. In Malta, broadcasting on Sound for Schools has been in operation for many years and since 1966 an educational television service has also been provided by the Authority. All schools programmes are devised not as a substitute for but as complementary to the usual school curriculum, and they range from broadcasts for Year One pupils in the Primary Schools to students at Grammar School level. No part of the Authority's programme output is prepared and produced with more care for its special audience.

During 1970/71, the Authority's School Broadcasting Unit produced 177 programmes for Primary Schools and 90 programmes (inclusive of repeats) for Secondary Schools on Sound and 90 transmissions (inclusive of repeats) on television for Secondary Schools.

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### Advisory Committee and Panels

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In last year's Annual Report reference was made to the proposed re-organization of the Schools Broadcasting Advisory Committee. This was implemented and the Schools Broadcasting Advisory Committee, which had been functioning since the establishment of the Broadcasting Authority, was reconstituted so that its membership became more representative of the various grades in the Education Department.

Four Advisory Panels responsible for Maltese, English, Science and Social Studies were set up. The membership of these panels is made up mostly of Primary and Secondary Schools teachers, who are therefore in an ideal position to decide on the content and form of presentation best suited for the children for whom the programmes are intended.

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## Television

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Due to the unfortunate lack of adequate finance and limited studio facilities, the educational television service is not as fully exploited as the Authority thinks it should be. School programmes on television are still restricted to two subject areas: English and Science.

Twenty television programmes (40 transmissions including repeats) were designed to provide teachers with an additional resource for English language teaching. The contents and methods of the series were devised to fit in with the approach suggested by the New English Syllabus. The teaching content of the programmes was broadly remedial in scope, concentrating on areas, which although not new, are known to involve students in difficulties.

Some of the programmes also included short book reviews. The aim was to foster the reading habit among Form I students.

It is safe to say that, by and large, the series was well received but from teachers' reports it appears that due to their remedial nature the programmes were more beneficial and more acceptable to students attending the recently created New Secondary Schools than to students in established or private schools.

It is felt that the policy of producing programmes to revise and consolidate those structures which require remedial treatment should be actively pursued if the maximum benefit from television is to be derived.

For the third year running Malta Educational Television transmitted *Science One*, a series of 25 programmes for Forms I of the secondary schools. The programmes were designed as a nucleus on which the classroom teacher could build up a week's work in science and provided the essentials of a first year science course. They were meant to be complemented by written, experimental and other work by the individual pupil.

The estimated audience for these programmes was in the region of 14,000 students — practically all the target audience of first year secondary school students. The programmes were especially valuable in the new secondary schools, which were still in the process of building up adequate science teaching facilities. To provide further assistance to these new schools, a parallel series of 25 sound programmes was also broadcast. The sound programmes provided reinforcement of difficult points raised during the TV programme.

*Science One*, which after its first year of transmission was adopted as the official syllabus by all schools in Malta and Gozo, was supported by two publications. A 160-page pupil's book — a science textbook in the modern way — provided a large number of additional experiments, all



*Duke Orsino, governor of Illyria, woos Olivia in Shakespeare's "Twelfth Night". (ITC)*

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## EDUCATIONAL PROGRAMMES

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*"Science One" — last minute discussions on the set between producer and presenter.*



carefully chosen so that they required only easily available materials. The teacher's guide, running to 100 pages, contained detailed information about the programmes and offered help and guidance on integrating the programmes within the normal class work.

Judging by the regular reports from teachers, *Science One* was enthusiastically received by both teachers and pupils. A competition on a project about the earth, held in the first term, attracted almost 500 entries, most of them of a high standard. The large number of newly appointed science teachers made excellent use of the programmes, and experimental work based on the course made an interesting exhibit at many a school's 'open day'.

The Authority is grateful to the British Council for all the assistance received throughout the year. The Council has provided bursaries which enabled the Authority's staff to train overseas in Educational television and has made available to the Authority the services of its Television Officers who at first were mainly responsible for the production and scripting of the English programmes. The School Broadcasting Unit has now reached the stage of self sufficiency as far as the production of programmes is concerned. But the Television Officer still has other very important duties to perform. He is responsible for presenting all the English television programmes, script a number of them, visits schools and is involved in the planning of all English radio and TV programmes.

These duties can best be carried out by a trained English Language Teacher. It is for this reason that the Ministry of Education has been approached to provide a teacher on loan to the School Broadcasting Unit. It is hoped that when the services of a Television Officer are eventually withdrawn his Maltese counterpart will have been appointed and trained so that he will be in a position to carry on the sterling work performed by the four previous Television Officers.

During the year Malta Educational Television sustained a great loss through the sudden death of Neil Bray, the British Council's Television Officer, who was utterly dedicated to the teaching of English which was his specialised field. During his 16 month stay in Malta Mr Bray helped to put language teaching by radio and television on a sound professional basis. Mr Rex Baker replaced Mr Bray in February and has continued to provide valuable professional assistance.

The continued cooperation of the Ministry of Education and the invaluable assistance given by the members of the School Broadcasting Advisory Committee and the various advisory panels is gratefully acknowledged. The Malta Television Service continued to provide free airtime for the transmission of educational Television programmes.

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## Sound Broadcasting

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For the first time since school broadcasting was introduced in 1949 sound programmes for Primary Schools were relayed in the morning. The move was made because it was felt that more benefit would be derived from broadcasts if these were transmitted at a time when children were comparatively less tired and therefore more receptive.

It was also decided that henceforth broadcasts should be directed at single class groups, the only exception being Year 2 - 3. This makes programme planning less complicated, particularly now that an increasing number of broadcasts are based on the syllabus.

It is felt however that for the broadcasts to achieve their full scope, their number should be increased and in certain instances even doubled.

### ENGLISH

About 50 programmes were devised to be used as a learning resource both for the teacher and the pupil. It was hoped that with the help of the Notes, the teacher would be able to draw specific teaching points from the broadcasts and would be shown how to use oral drills and games. Throughout the planning and scriptwriting stages, note was taken of the structural and phonological points as well as the guidelines contained in the new syllabus for Primary Schools.

For the second year running only native speakers of English were used in the broadcasts. Due to the fact that Maltese children have not been sufficiently exposed to the native speakers' diction, pupils, especially those in Years 2, 3 and 4 have been finding the broadcasts rather difficult to follow. However it has been noted that constant exposure to native diction is bound to bring about an improvement. This is clearly borne out by teachers' reports whose reactions to English broadcasts tended to become more favourable as the year progressed.

One should hope that full benefit will be reaped by those children who have had five years of regular listening to native speakers.

### SOCIAL STUDIES

Taking the initiative from the new syllabus, the Social Studies Advisory Panel proposed that Geography, History and Civics broadcasts should be incorporated under one heading — Social Studies. The panel also proposed that broadcasts be topic centred.

The topic for Year 4 broadcasts was "Hal Targdid" an imaginary village lying to the South of the Island. Listeners were told about the size, population, history and prominent people who lived in the village. They

also learnt about the new industries, places of historical and social interest that are to be found in or around the village. The series about "Hal Tar-gidid" was planned to serve as a model on which listeners would be able to base the study of their own town or village.

The topic for Year 5 broadcasts was food, local and imported.

The bias in broadcasts for Year 6 pupils was heavily weighted in favour of social history. The development of towns and villages, customs connected with weddings, births and death, the story of transport, the development in education and health were among the topics treated. The series was concluded by a debate between a Girls' Primary School and a Boys' Primary School.

Judging by teachers' reports it seems that this series has been extremely popular with Year 6 pupils and teachers alike.

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## **The Mixed Media Experiment**

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When it was known that the 30 New Secondary Schools were being housed in premises which were already equipped to receive Sound broadcasts and television sets would also be provided, it was decided to give these new schools both television and radio programmes. The radio broadcasts were devised in such a way as to run parallel with the television programmes in order to consolidate the teaching points contained in them.

This was an experiment in the use of mixed media, which as far as is known has not been tried elsewhere. The experiment which had the full backing of the English and Science Advisory Panels, was not altogether successful for a variety of reasons.

Firstly, there was the psychological factor. Watching television is far less demanding than listening to radio, where one has to use one's full powers of concentration — not an easy exercise when the listeners happen to be school children who can be fidgety and easily distracted. As a result, the radio programmes were in the nature of an anti climax, and with a few exceptions, failed to hold the pupils' attention.

Another factor which weighed against the radio broadcasts was the low volume of the Rediffusion sets and the poor acoustics of most halls where the sets were placed. In many instances the halls were crammed with some 100 students, making the listening conditions far from ideal.

The Science radio broadcasts had yet another difficulty to surmount: the language problem. Even before the series went on the air doubts were raised as to the advisability of having the broadcasts in English. Reports coming in from schools soon after the first programme was relayed showed that the fears were not unfounded as the great majority of new secondary



schools complained that interest could not be held as most of the pupils were unable to understand the English used in the broadcast.

In spite of the setbacks mentioned above, it is still felt that radio programmes can do a useful job for schools — whether Primary or Secondary — new or established. The lessons learnt during the past year will be borne in mind when broadcasts for the coming year are planned. With all its apparent lack of appeal when compared to television, radio does have certain advantages over its more glamorous rival. It is the duty of the programme planners to exploit these advantages to the full.

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## The Young Listener

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The pages in "The Young Listener" magazines were increased from 16 to 24 but the number of issues was cut to five. These five issues were published in October, December, January, March and May.

The combined circulation of the senior and junior editions averaged 28,000 copies per issue. This meant in fact that 70% of the pupils in government and private schools regularly bought the magazine. Although the figure is by no means low, it is felt that every effort should be made by Heads of Schools to encourage the remaining 30% of the pupils to buy the publications.

Although the printing costs have gone up considerably the price of "The Young Listener" (Senior edition) has remained virtually unchanged — 3d. for 24 pages as against 2d. for 16 pages.

The price of the "Junior Young Listener" was increased by ½d. but still represents very good value for money.



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## **VI.**

## **Appendices**

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## ANALYSIS OF TELEVISION PROGRAMMES

(Year ended 31st March, 1971)

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

	Weekly Average Hours		Percentage	
	1970/71	1969/70	1970/71	1969/70
1. News & News Magazines	4.89	4.82	13.62	13.28
2. Magazine Programmes	1.32	1.33	3.67	3.68
3. Talks/Discussions	.37	.57	1.03	1.57
4. Documentaries	1.95	2.42	5.45	6.67
5. Feature Films	2.85	2.07	7.96	5.71
6. Religion	.51	.79	1.42	2.20
7. Schools	.72	.74	2.00	2.05
8. Adult Education	.23	.52	.65	1.43
9. Child Information	.77	.72	2.16	1.98
Entertainment	3.92	4.33	10.94	11.91
10. Serials Classic	.70	.30	1.95	.82
Adventure	3.82	4.96	10.64	13.66
Family Comedy	3.63	3.76	10.11	10.35
11. Drama	1.16	1.22	3.25	3.35
12. Panel Games & Quizzes	.10	.14	.29	.39
13. Variety & Shows	2.45	1.59	6.83	4.37
14. Serious music & Ballet	.55	.76	1.54	2.10
15. Sport	1.58	1.34	4.40	3.67
16. Political Broadcasts/ Ministerials	.44	.20	1.21	.55
17. Art, Literature Architecture & Archaeology	.32	.26	.90	.71
18. Natural History	.14	.30	.39	.82
19. Folkmusic & Folklore	.24	—	.67	—
20. Anti-smoking clips	.02	—	.04	—
Miscellaneous	3.19	—	8.88	8.73
<b>TOTAL</b>	<b>35.87</b>	<b>36.30</b>	<b>100.00</b>	<b>100.00</b>

**Table 2. Breakdown of Locally produced programmes**

	Weekly Average Hours	
	1970/71	1969/70
1. News & News Magazines	4.75	4.68
2. Magazine Programmes	1.03	.99
3. Talks & Discussions	.36	.57
4. Documentaries — Local	.16	.15
*Documentaries — Maltese Commentary	(.58)	(.56)
5. Religion	.43	.59
6. Schools	.64	.62
7. Adult Education	.13	.01
8. Child Information	.67	.67
Entertainment	.09	.19
9. Drama	.16	.12
10. Panel Games & Quizzes	.09	.14
11. Variety & Shows	.46	.36
12. Serious Music & Ballet	.13	.12
13. Sport	.79	.70
14. Political Broadcasts/ Ministerials	.43	.20
15. Arts & Literature	.16	.10
16. Folk music	.09	—
17. Family comedy	.05	—
18. Miscellaneous	2.29	2.29
<b>TOTAL</b>	<b>12.91</b>	<b>12.50</b>

Percentage of weekly average output : 36.01%

**Table 3 Breakdown of Programmes prescribed by  
The Broadcasting Authority**

	Weekly Average Hours	
	1970/71	1969/70
1. Magazine Programmes	.16	.09
2. Talks & Discussions	—	.01
3. Documentaries	1.11	1.37
4. *Schools	.70	.74
5. Adult Education	.17	.51
6. Religion	.03	.06
7. Children	.25	.25
8. Drama	.52	.06
9. Serials	.32	.13
10. Serious Music & Ballet	.37	.62
11. Political Broadcasts/ Ministerials	.43	.20
12. News & News Magazine	.02	.06
13. Variety & Shows	.12	.03
14. Sport	.05	—
15. Natural History	.14	.29
16. Art, Literature Architecture and Archeology	.22	.19
17. Panel Games & Quizzes	.01	—
18. Anti-smoking clips	.02	—
<b>TOTAL</b>	<b>4.64</b>	<b>4.61</b>

Percentage of weekly average output: 12.93%

\*A Joint MBA/MTV Production

## ANALYSIS OF REDIFFUSION PROGRAMMES

(Year ended 30th April, 1971)

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

	Hours	Weekly Average Hours	Percentage
1. News & News Magazines	927	17.83	15.0
2. Political Broadcasts	22	.42	.3
3. Talks & Discussions	167	3.21	2.7
4. Religion	329	6.32	5.3
5. Schools	72	1.38	1.2
6. Adult Education	322	6.19	5.2
7. Children's Programmes			
(a) Informative	150	2.88	2.4
(b) Entertainment	26	.50	.4
8. Plays and Serials	535	10.28	8.7
9. Variety Programmes	77	1.48	1.2
10. Quizzes & Panel Games	41	.78	.1
11. Sport	116	2.23	1.9
12. Serious Music	233	4.48	3.8
13. Light/Popular Music	2,597	49.98	42.7
14. Women's Programmes	241	4.63	3.9
15. Others	322	6.19	5.2
	6,177	118.78	100.0

**Table 2. 'National' Network — Breakdown of  
Locally originated programmes**

	Hours	Weekly Average Hours	Percentage
1. News & News Magazines	897	17.26	14.5
2. Political Broadcasts	22	.42	.3
3. Talks and Discussions	167	3.21	2.7
4. Religion	329	6.32	5.3
5. Schools	72	1.38	1.2
6. Adult Education	322	6.19	5.2
7. Children's Programmes			
(a) Informative	150	2.88	2.4
(b) Entertainment	26	.50	.4
8. Plays & Serials	535	10.28	8.7
9. Variety Programmes	77	1.48	1.2
10. Quizzes & Panel Games	41	.78	.1
11. Sport	116	2.23	1.9
12. Serious Music	233	4.48	3.8
13. Light/Popular Music	2,597	49.98	42.7
14. Women's Programmes	241	4.63	3.9
15. Others	322	6.19	5.2
	6,147	118.21	99.5



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

	Hours	Weekly Average Hours	Percentage
1. News & News Magazines	2,363	45.43	38.2
2. Political Broadcasts	—	—	—
3. Talks & Discussions	468	9.00	7.7
4. Religion	123	2.36	2.0
5. Schools	—	—	—
6. Adult Education	48	.92	.8
7. Children's Programmes			
(a) Informative	—	—	—
(b) Entertainment	4	.07	—
8. Plays and Serials	612	11.77	9.9
9. Variety Programmes	123	2.37	2.0
10. Quizzes & Panel Games	145	2.78	2.3
11. Sport	521	10.01	8.4
12. Serious Music	224	4.30	3.6
13. Light/Popular Music	1,485	28.66	24.1
14. Women's Programmes	4	.07	—
15. Others	66	1.26	1.0
	6,188	119.00	100.0

**Table 4. 'International' Network — Breakdown of  
Locally originated programmes**

	Hours	Weekly Average Hours	Percentage
1. News & News Magazines	320	6.15	5.2
2. Political Broadcasts	—	—	—
3. Talks & Discussions	132	2.53	2.2
4. Religion	13	.25	.2
5. Schools	—	—	—
6. Adult Education	39	.75	.6
7. Children's Programmes			
(a) Informative	—	—	—
(b) Entertainment	4	.07	—
8. Plays and Serials	309	5.96	5.0
9. Variety Programmes	58	1.11	1.0
10. Quizzes and Panel Games	24	.46	.3
11. Sport	13	.25	.2
12. Serious Music	139	2.69	2.3
13. Light/Popular Music	828	15.93	13.5
14. Women's Programmes	4	.07	—
15. Others	66	1.26	1.0
	1,949	37.48	31.5

# **PARTY POLITICAL BROADCASTS** **Details of Press Conferences and** **Political Debates Broadcast During the Period** **October 1970 to March 1971**

## **A. PRESS CONFERENCES**

<i>Speaker and Date</i>	<i>Party</i>
1. 16th April, 1970 The Hon. Dr. A. Cachia Zammit, M.P.	Nationalist Party
2. 21st May, 1970 The Hon. Mr. Dom Mintoff, M.P.	Malta Labour Party
3. 25th June, 1970 The Hon. Dr. A. Cachia Zammit, M.P.	Nationalist Party
4. 23rd July, 1970 The Hon. Mr. Dom Mintoff, M.P.	Malta Labour Party
5. 20th August, 1970 The Hon. Dr. Vincent Tabone, M.P.	Nationalist Party
6. 17th September, 1970 The Hon. Dr. Paolo Borg Olivier, M.P.	Nationalist Party
7. 15th October, 1970 The Hon. Dr. Ugo Mifsud Bonnici, M.P.	Nationalist Party
8. 12th November, 1970 The Hon. Mr. Dom Mintoff, M.P.	Malta Labour Party
9. 15th December, 1970 The Hon. Dr. Edward Fenech Adami, M.P.	Nationalist Party
10. 12th January, 1971 The Hon. Mr. Dom Mintoff, M.P.	Malta Labour Party
11. 2nd February, 1971 The Hon. Dr. Vincent Tabone, M.P.	Nationalist Party
12. 8th March, 1971 The Hon. Mr. Dom Mintoff, M.P.	Malta Labour Party

## B. *POLITICAL DEBATES*

<i>Date and Participants</i>	<i>Party</i>
1. <i>2nd April, 1970</i>	
The Hon. Dr. Daniel Piscopo, M.P.	Malta Labour Party
The Hon. Dr. Philip Muscat, M.P.	
The Hon. Dr. John Muscat, M.P.	Nationalist Party
The Hon. Dr. Francis Dingli, M.P.	
2. <i>30th April, 1970</i>	
The Hon. Dr. G.M. Camilleri, M.P.	Nationalist Party
The Hon. Dr. Emmanuel Bonnici, M.P.	
The Hon. Mr. E. Attard Bezzina, M.P.	Malta Labour Party
The Hon. Dr. J.P. Abela, M.P.	
3. <i>11th June, 1970</i>	
The Hon. Dr. G. DeMarco, M.P.	Nationalist Party
The Hon. Dr. U. Mifsud Bonnici, M.P.	
The Hon. Dr. J. Micallef Stafrace, M.P.	Malta Labour Party
The Hon. Miss A. Barbara, M.P.	
4. <i>9th July, 1970</i>	
The Hon. Dr. J. Micallef Stafrace, M.P.	Malta Labour Party
The Hon. Mr. P. Xuereb, M.P.	
The Hon. Not. P. Saliba, M.P.	Nationalist Party
The Hon. Dr. E. Fenech Adami, M.P.	
5. <i>6th August, 1970</i>	
The Hon. Dr. J. Cassar Galea, M.P.	Nationalist Party
The Hon. Dr. G. DeMarco, M.P.	
The Hon. Mr. L. Sant, M.P.	Malta Labour Party
Mr. G. Agius	
6. <i>27th August, 1970</i>	
The Hon. Dr. J. Abela, M.P.	Malta Labour Party
The Hon. Mr. E. Attard Bezzina, M.P.	

- |                                      |                   |
|--------------------------------------|-------------------|
| The Hon. Dr. E. Fenech Adami, M.P.   | Nationalist Party |
| The Hon. Dr. U. Mifsud Bonnici, M.P. |                   |
7. *24th September, 1970*
- |   |                    |
|---|--------------------|
| The Hon. Dr. J. Cassar Galea, M.P.      | Nationalist Party  |
| The Hon. Dr. E. Bonnici, M.P.           |                    |
| The Hon. Dr. J. Micallef Stafrace, M.P. | Malta Labour Party |
| The Hon. Mr. P. Xuereb, M.P.            |                    |
8. *29th October, 1970*
- |   |                    |
|---|--------------------|
| The Hon. Dr. A. Buttigieg, M.P.             | Malta Labour Party |
| The Hon. Dr. P. Holland, M.P.               |                    |
| The Hon. Dr. A. Borg Olivier De Puget, M.P. | Nationalist Party  |
| The Hon. Dr. G. DeMarco, M.P.               |                    |
9. *29th December, 1970 (on Sound only)*
- |   |                    |
|---|--------------------|
| The Hon. Dr. G. DeMarco, M.P.           | Nationalist Party  |
| The Hon. Dr. J. Cassar Galea, M.P.      |                    |
| The Hon. Dr. J. Micallef Stafrace, M.P. | Malta Labour Party |
| The Hon. Mr. P. Xuereb, M.P.            |                    |
10. *7th January, 1971 (on TV only)*
- |   |                    |
|---|--------------------|
| The Hon. Dr. G. DeMarco, M.P.           | Nationalist Party  |
| The Hon. Dr. J. Cassar Galea, M.P.      |                    |
| The Hon. Dr. J. Micallef Stafrace, M.P. | Malta Labour Party |
| The Hon. Mr. P. Xuereb, M.P.            |                    |
11. *23rd February, 1971*
- |   |                    |
|---|--------------------|
| The Hon. Dr. J. Micallef Stafrace, M.P.     | Malta Labour Party |
| The Hon. Mr. P. Xuereb, M.P.                |                    |
| The Hon. Dr. U. Mifsud Bonnici, M.P.        | Nationalist Party  |
| The Hon. Dr. A. Borg Olivier De Puget, M.P. |                    |
12. *23rd March, 1971*
- |   |                    |
|---|--------------------|
| The Hon. Dr. G. DeMarco, M.P.           | Nationalist Party  |
| The Hon. Dr. E. Fenech Adami, M.P.      |                    |
| The Hon. Dr. J. Micallef Stafrace, M.P. | Malta Labour Party |
| Dr. J. Brincat.                         |                    |

## **MINISTERIAL BROADCASTS**

An agreement between the Government and the Authority drawn up in 1963 provides for a class of broadcasts known as Ministerial Broadcasts for which the initiative comes from Ministers who might wish to explain legislative or administrative policies approved by Parliament. The rules affecting such broadcasts are the following:

1. In view of their responsibilities for the care of the Nation the Government should be able to broadcast from time to time, Ministerial Broadcasts, which for example are purely factual, or explanatory of approved legislative or administrative policies or in the nature of appeals to the nation to co-operate in national policies which require the active participation of the public.
2. Such broadcasts must comply with the provisions of the Broadcasting Ordinance 1961.
3. It will be incumbent on Ministers making such broadcasts to be as impartial as possible and in the ordinary way there will be no question of a reply.
4. If however a 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 airtime which may be utilized in any one year (April 1st of one year to March 31st of the next) will not exceed 210 minutes and any one broadcast will not exceed 30 minutes in length. Ministerial Broadcasts may be on Sound only or on both Sound and Television.
6. All requests for Ministerial Broadcasts are to be made direct to the Authority and reasonable notice given.
7. In the absence of a recording a script of a Ministerial Broadcast should be sent to the Authority.
8. Except by agreement with the Broadcasting Authority, Ministerial Broadcasts will not take place during periods when General Election or Referendum Broadcasts are being held.
9. Ministerial Broadcasts do not and are not intended to exhaust the possibilities of Ministers appearing on sound or television. Ministers also broadcast by invitation in news interviews, balanced discussions, Radio and Television Press Conferences, outside broadcasts, etc. Ministerial Broadcasts come into a separate category because they constitute special time placed at the disposal of Ministers which is availed at the choice and on the initiative of the Ministers and not either of the Contractors or of the Broadcasting Authority.
10. When any dispute arises over Ministerial Broadcasts the final responsibility remains with the Authority.

## **PRINCIPLES TO BE FOLLOWED IN BROADCASTING ADVERTISEMENTS ON SOUND AND TELEVISION**

### ***PREAMBLE***

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

### ***DEFINITION***

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

### ***GENERAL***

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



hibiting 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 a commercial product or service is allowed if it contains an appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service they will be failing in some duty or lacking in loyalty towards some person or 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 advertisement 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) matrimonial agencies and correspondence clubs,
- (d) undertakers or others associated with death or burial,
- (e) organizations/companies/persons seeking to advertise for the purpose of giving betting tips,
- (f) employment services, registers or bureaux,
- (g) products or treatments for bust development or, except as permitted by the British Code of Standards, for slimming, weight reduction or limitation of figure control,
- (h) contraceptives,
- (i) smoking cures,
- (j) products for treatment of alcoholism,
- (k) contact or corneal lenses,
- (l) clinics for the treatment of the hair and scalp,
- (m) haemorrhoids,
- (n) products associated with intimate personal hygiene or medication,
- (o) cigarettes, cigars, pipe or cigarette tobacco, cigar or cigarette holders, or any other thing directly or indirectly connected with tobacco or tobacco smoking (applicable only for television).

### **2. ADVERTISEMENTS OF MEDICINES AND TREATMENTS**

- (a) **THE BRITISH CODE OF STANDARDS** — The advertising of medicines and treatment may be accepted provided it complies with the basic standard of "The British Code of Standards in relation to the Advertising of Medicines and Treatments."
- (b) In advertisements for medicines, treatments and products which are claimed to promote health or to be beneficial in illness, the following are not allowable:
  - (i) presentations which give the impression of professional advice or recommendation, and

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

### 3. *FINANCIAL ADVERTISEMENTS*

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

### 4. *GENERAL*

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

## **SCHOOLS BROADCASTING 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 Committee was as follows :

**Chairman :** Miss M. Mortimer

**Members :** G. Mangion, Esq.

G. Zarb Adami, Esq.

T. Glass, Esq.

Sr. Mc Callum

Bro. Charles

Fr. S. Darmanin

F. Chetcuti, Esq.

V. Ciancio, Esq.

R. Bonello, Esq.

Miss R. Borg Grech

T. J. Zammit, Esq.

L. Mizzi, Esq.

**Secretary :** A. J. Ellul, Esq.

**THE STAFF OF THE AUTHORITY**  
**as on 31st March, 1971**

Chief Executive

Vacant

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*Administrative Services*

Secretary to the Authority .....	Mr A. J. Ellul
Assistant Secretary .....	Mr M. Camilleri

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*Programme Services*

Head of Productions .....	Mr V. Formosa
Programme Editors .....	{ Mr H. Zammit Cordina Mr A. Mallia Mr E. Cassar Mr J. Sammut

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*Schools Broadcasting Unit*

Schools Broadcasting Organizer .....	Mr L. Mizzi
Television Officer .....	Mr C. Xerri
Sound Officer .....	Mr J. Scerri
Schools Broadcasting Officers .....	{ Mr J. Zammit Cordina Miss L. Ciarlo Mr A. Cassar

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Religious Broadcasting Adviser .....	Fr. C. G. Vella, Ph.B. S.Th.L.
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Legal Adviser .....	Prof. J. M. Ganado, B.A., Ph.D., (Oxon), LL.D.
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## COMMUNIQUE ISSUED AT THE CONCLUSION OF THE EIGHTH COMMONWEALTH BROADCASTING CONFERENCE

The Eighth Commonwealth Broadcasting Conference which began in Kingston, Jamaica, on Tuesday 2nd June continued in Ocho Rios and ended on Monday 15th June in Montego Bay.

The Conference was attended by 76 delegates representing 29 of the 37 member organizations — Australia, Bahamas, Barbados, Belize, Britain, Canada, Cyprus, Fiji, The Gambia, Ghana, Guyana, Hong Kong, Jamaica, Kenya, Le-otho, Malawi, Malta, New Zealand, Nigeria, Pakistan, Sierra Leone, Singapore, St. Kitts-Nevis-Anguilla, Swaziland, Tanzania, Trinidad and Tobago, Uganda, the Windward Islands and Zambia.

Eight members were unable to send delegations — Antigua, Botswana, Ceylon, India, Malaysia, Mauritius, Seychelles and the British Solomon Islands.

The theme of this Conference was "Practical Suggestions for Multilateral Co-operation in Broadcasting". In particular the Conference took steps for such co-operation to be secured by the grouping of member organizations on regional and other workable bases, and either endorsed or itself originated the proposed operation of such arrangements in the Caribbean, West Africa, and East, Central and Southern African areas.

Effective avenues of mutual co-operation were identified in fields of programme interchange, programme and technical training; in assistance in the maintenance and operation of broadcasting equipment and installations; and where governments of developing countries established the priority they attached to broadcasting, in the mounting of task forces from within the resources of the Conference itself to provide major technical and other professional aid.

The Conference was unanimous in its view that a concept of public service broadcasting was vital both to developing and developed countries as an instrument in promoting social, cultural and economic aspirations. It also emphasised the need for governments responsible for the introduction of broadcasting in their countries to ensure the continuation and development of public service broadcasting before permitting the introduction of competitive elements (including cable television as well as other forms of commercial broadcasting). The obligation of national broadcasting systems to promote and encourage local activities and local culture in the form of indigenous programming was re-affirmed.

In this connection, there was further agreement that where they exist, local languages played a significant part in the cultural development of a



country. It was appreciated, however, that where English remained a valuable language of broadcasting communication it might be maintained. Moreover, English had become an international norm, and it was therefore necessary to guard against its deterioration where it was used if its value as a means of intercomprehension was to be preserved.

The Conference gave careful consideration to the question of eligibility for membership and agreed that the factors to be taken into account should include whether the applicant was a national public service broadcasting organisation: the way in which the organisation was constituted and financed; and the purpose to which its profits were to be applied.

In view of the diverse broadcasting systems in operation in member countries of the Conference, the value of its Secretariat as a repository of broadcasting expertise was emphasised. Through the Secretariat member countries could draw on the collective experience of the Conference for constructive advice on the establishment, reorganization and management of national broadcasting systems and the Conference could thus also advise on the desirability of arrangements with so-called international management contractors.

The Conference accepted the view that in most parts of the Commonwealth, television was a medium of great impact but recognised that radio remained and would remain an intensely potent means of communication in developed as well as in developing countries. Indeed it was seen that radio has assumed a new role in the age of the transistor. In most countries an increasingly mobile population constituted a substantial audience and radio still represented a more convenient vehicle for encouraging audience participation.

As regards the other medium, it was agreed to prepare a catalogue of appropriate technical material relating to colour television to assist member countries involved in its inauguration. The distribution both internationally and domestically of television programmes by satellite, and the technical and legal implications of direct-to-home transmission by satellite were also examined.

In considering the responsibilities of its members as public service broadcasters in both media, the Conference firmly reiterated the paramount importance of preserving the integrity and authority of news and public affairs broadcasting and its freedom from all forms of pressure.

The Conference gave particular attention to the training needs of member organizations especially in those countries still at the developing stage. The Conference expressed concern at the increasing difficulties experienced in raising finance for training programmes and facilities, and emphasised that in its view sufficient priority was not being accorded to broadcasting as a major instrument of national development. The Conference, therefore, recommended that, with the assistance of the Common-

wealth Secretariat, the strongest possible approach should be made to governments through the Commonwealth Prime Ministers. The Conference was to request a reassessment of the priority governments accorded to broadcasting as a crucial factor in the tone of national life, and to urge that broadcasting could not be effective unless those engaged in it were properly trained.

Conference delegations included leading education experts from member countries and papers dealing with developments in educational broadcasting in all parts of the Commonwealth were tabled and discussed. It was agreed that Conference resources should be devoted, where practicable, to the assistance of education authorities in appreciating the potential of radio and television in educational broadcasting and, in particular, to a more extensive and effective utilisation of school broadcasts. The Conference noted the exciting concept of the Open University recently established in the United Kingdom, and the acknowledgement of broadcasting through the BBC as an integral part of the University's activities. The Conference welcomed a visit by the Vice-Chancellor of the Open University, Dr. Walter Perry, and the opportunity to learn from Dr. Perry at first hand the progress of this unique institution.

The Conference welcomed for the first time the presence as an observer at its meetings of Mr. Donald Kerr, Director of Information of the Commonwealth Secretariat who represented the Commonwealth Secretary-General.

The Conference accepted with appreciation the invitation of the Voice of Kenya to host the Ninth Conference in Nairobi in 1973.

## RADIO AND TELEVISION LICENCE STATISTICS 1970

Country	Separate Sound Licences I	Separate TV Licences II	Combined Sound & TV Licences III	Population	Sound Licences (I + III) per hundred inhabitants	TV Licences (II + III) per hundred inhabitants
Algeria	870,000	110,412	—	13,000,000	6.69	0.85
Cyprus	166,888	49,232	—	637,000	26.19	7.73
France	5,152,320	—	11,007,630	52,139,000	31.00	21.11
Germany (F.R.)	2,947,701	—	16,674,742	61,926,000	31.69	26.93
Gibraltar	2,876	6,351	—	25,000	11.51	25.40
*Greece	984,713	170,000	—	8,400,000	11.72	2.02
Israel	477,000	289,000	—	3,000,000	15.90	9.63
Italy	**1,860,397 §	—	9,775,483	54,302,019	21.43	18.00
	*** (175,176)					
Malta	10,927	—	47,249	319,214	33.97	14.80
	*** (50,257)					
Morocco	942,177	191,382	—	14,000,000	6.73	1.37
*Spain	7,700,000	4,115,000	—	34,000,000	22.65	12.10
Tunisia	380,000	72,000	—	5,200,000	7.30	1.38
Turkey	3,092,626 *** (3,054)	3,279	—	35,666,549	8.68	0.009
United Kingdom	2,120,788	—	15,818,388	55,283,000	33.34	29.50

\* Estimate of number of  
listeners or viewers  
(Licences not issued)

\*\* Figure not including  
car sets as in previous  
years.

\*\*\* Licences for wired radio  
§ Figure included in  
preceding total.

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**VII.**

**Accounts**

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**BALANCE SHEET**

**at 31st March, 1971**

**INCOME AND EXPENDITURE ACCOUNT**

**For the Year Ended 31st March, 1971**

**BROADCASTING AUTHORITY**  
**(Constituted under Ordinance XX of 1961)**  
**BALANCE SHEET AT 31st MARCH, 1971**

31st March 1969		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	5,511. 2. 2	4,312.10. 2	1,198.12. 0
1,470	Technical Equipment	8,460.14.11	4,679. 3. 6	3,781.11. 5
1,052	Studio Equipment	4,248. 0. 0	187.12. 0	4,060. 8. 0
74	Editing Shed	211.19. 6	211.19. 6	—.—.—
—	Motor Vehicle	742.10. 6	445.10. 3	297. 0. 3
446				
3,697		<u>19,829. 5. 9</u>	<u>9,836.15. 5</u>	9,992.10. 4
	<b>CURRENT ASSETS</b>			
1,456	Sundry Debtors and Prepayments		1,512. 2. 1	
134	Stock of records and booklets		—.—.—	
	Cash at Bank			
8,111	On Savings Account	5,252. 7. 2		
	<b>Less:</b>			
(2,030)	Current Account	<u>1,928. 7. 8</u>		
			3,323.19. 6	
24	Cash in Hand		25. 3.11	
7,695			<u>4,861. 5. 6</u>	
	<b>Deduct:—</b>			
	<b>CURRENT LIABILITIES</b>			
5,960	Sundry Creditors and Accrued Charges		4,794.11. 8	
1,735	<b>NET CURRENT ASSETS</b>			66.13.10
5,432	<b>TOTAL NET ASSETS</b>			<u>10,059. 4. 2</u>
	<b>Represented by:—</b>			
	<b>GOVERNMENT CONTRIBUTIONS FROM WIRELESS LICENCE FEES</b>			
12,041	Amount applied for Capital Purposes to date (see above)		19,829. 5. 9	
1,012	Provision for Loss or Damage to Films on Hire		1,162.10. 0	
13,053			<u>20,991.15. 9</u>	
	<b>Less:</b>			
7,621	Debit Balance on Income and Expenditure Account		10,932.11. 7	
5,432			<u>10,059. 4. 2</u>	

# REPORT OF THE AUDITORS 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 and have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary for the purposes of our audit. 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, 1971 and of the deficit for the year ended on that date.*

TURQUAND, YOUNGS & CO.

Chartered Accountants  
Certified Public Accountants

135, Archbishop Street,  
Valletta,  
Malta.

2nd June, 1971

# BROADCASTING AUTHORITY

## INCOME AND EXPENDITURE ACCOUNT

### YEAR ENDED 31st MARCH, 1971

**Year ended  
31st March  
1970**

£	INCOME	£	s	d	£	s	d	£	s	d
60,000	Government Contributions from Licence Fees				80,000.	0.	0			
752	Licence Fees from Contractors				752.	0.	0			
51	Ground Rents				50.	16.	10			
224	Bank Interest				369.	4.	4			
61,027					81,172.	1.	2			

#### Deduct:—

	Prescription of Sound Broadcasts in accordance with Clause 12 of an Agreement dated 28.9.61 with Redif- fusion (Malta) Limited (Note 2)	11,143	16,091.12. 7
	Contributions towards improvements car- ried out by Redif- fusion ( M a l t a ) Limited	1,148	783.10. 0
12,291			16,875. 2. 7

	Prescription of Tele- vision Broadcasts in accordance with Clause 12 of an Agreement dated 28.9.61 with The Malta Television Service Limited (Note 3)	31,631	37,772. 3. 0
	Contributions towards improvements car- ried out by The Malta Television Service Limited	414	490. 0. 0
32,045			38,262. 3. 0
44,336			55,137. 5. 7
16,691	carried forward		26,034.15. 7



# BROADCASTING AUTHORITY

## INCOME AND EXPENDITURE ACCOUNT

### YEAR ENDED 31st MARCH, 1971

**Year ended**  
**31st March**  
**1970**

£	£   s   d	£   s   d	£   s   d
16,691	brought forward		26,034.15. 7
	<b>Deduct:—</b>		
	<b>ADMINISTRATIVE CHARGES</b>		
20,182	(See Appendix)	26,415.14. 0	
	<b>Less:</b> Charged to the cost of programmes prescribed by the Authority		
(1,150)	Sound (Note 2) 5.7%	1,505.14. 0	
(2,886)	TV (Note 3) 14.3%	3,777. 8. 9	5,283. 2. 9
16,146			21,132.11. 3
545			4,902. 4. 4
	<b>Deduct:—</b>		
	<b>OTHER CHARGES</b>		
	Contribution towards the cost of publication of school magazine (Less allocated to Sound Broadcasting £213)		
299			425. 9. 5
246			4,476.14.11
	<b>Deduct:—</b>		
1,502	Applied for Capital Purposes		7,788. 4. 3
1,256	Deficit for the year		3,311. 9. 4
	<b>Add:—</b>		
6,365	Balance brought forward from previous year		7,621. 2. 3
<u>7,621</u>	Balance — Deficit — Carried forward (Page 89)		<u>10,932.11. 7</u>

# BROADCASTING AUTHORITY

## YEAR ENDED 31st MARCH, 1971

### NOTES

- (1) The net cash deficit of the Authority at 31st March, 1971 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	10,932.11.	7	
<b>Add:—</b>			
Sundry Debtors and Prepaid Charges	1,512.	2.	1
	12,444.13.	8	
<b>Less:—</b>			
Depreciation to date	9,836.15.	5	
<b>Net Cash Deficit</b>	<b>2,607.18.</b>	<b>3</b>	

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

**1969/70**

6,040	Salaries and Wages	10,295.14.	5
632	Scriptwriters' and Actors' Fees	888.10.	7
1,890	Airtime and Studio Charges	2,115.13.	8
68	Records, Tapes and Publications	54.	4. 8
149	School Broadcasting Magazine	212.14.	8
65	E.B.U Competition	—.	—
681	School Broadcasting Expenses	551.12.	4
	Maintenance and Repairs of		
	Technical Equipment	69.	2. 7
	<b>Less:</b> Allocated to Television		
	Broadcasts (Note 3)	34.11.	4
66		34.11.	3
	Depreciation on Technical		
	Equipment	865.13.11	
	<b>Less:</b> Allocated to Television		
	Broadcasts (Note 3)	432.16.11	
401		432.17.	0
9,992		14,585.18.	7
1,150	Proportion of Overhead Expenses (5.7%)	1,505.14.	0
<b>11,142</b>		<b>16,091.12.</b>	<b>7</b>

**BROADCASTING AUTHORITY**  
**YEAR ENDED 31st MARCH, 1971**  
**NOTES**  
(Continued)

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

**1969/70**

£		£ s d	£ s d
5,545	Hire of Television Films		8,707. 8. 7
20,026	Airtime and Studio Charges		20,020. 5. 0
886	Educational Television		827.10. 3
52	Training of Staff		146. 7. 6
797	Production of T.V. Documentaries		1,110. 8. 6
835	Script Contributors' Fees		1,217.18. 4
113	Sundry Expenses		240. 4. 4
—	Eurovision Song Contest		1,233. 7. 6
	Maintenance and Repairs of Technical		
66	Equipment (Note 2)		34.11. 4
	Depreciation		
401	Technical Equipment (Note 2)	432.16.11	
24	Studio Furniture	23.16. 0	456.12.11
28,745			33,994.14. 3
2,886	Proportion of Overhead Expenses (14.3%)		3,777. 8. 9
<u>31,631</u>			<u>33,772. 3. 0</u>

- (4) The charges for wages and salaries in the Income and Expenditure Account for the year include arrears relating to previous years amounting to £5,202 arising from the Salaries and Anomalies Commission Report dated 19.9.69.

# BROADCASTING AUTHORITY ADMINISTRATIVE CHARGES YEAR ENDED 31st MARCH, 1971

**Year ended  
31st March  
1970**

£			£	s	d	£	s	d
325	Audit Fees					325.	0.	0
	Depreciation							
321	Furniture and Fittings	10 %	321.17.	6				
131	Office Equipment	20 %	123.	4.	9			
10	Soft Furniture	33 $\frac{1}{3}$ %	9.16.	0				
149	Motor Vehicle	20 %	148.10.	1		603.	8.	4
163	Duty visits Abroad					363.	9.	0
339	Entertainment and Hospitality					169.18.	3	
	European Broadcasting Union and Commonwealth Broadcasting Conference							
182	— Fees					425.12.	5	
1,385	Honoraria to Board Members					1,480.16.	5	
300	Legal Fees and Expenses					557.	1.	0
136	Maintenance and Repairs					198.	7.	8
33	Messenger's and Driver's Uniforms					48.	2.	0
58	National Insurance Contributions					66.19.	7	
459	Postages, Telegrams and Telephones					608.	1.	2
450	Rent of Offices					450.	0.	0
51	Rentals Wired Sound and Television Sets					83.	7.	0
536	Stationery					466.	8.	9
744	Staff Superannuation Scheme					1,850.	6.	8
76	Subscriptions to Newspapers etc.					97.	6.	1
264	Sundry Expenses					390.	1.	7
259	Transport					303.18.	0	
13,710	Wages and Salaries					17,840.12.	3	
101	Water and Electricity					86.17.	10	
<u>20,182</u>						<u>26,415.14.</u>	<u>0</u>	

# **MBA**

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## **1970-71**

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**ANNUAL REPORT  
AND ACCOUNTS**

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