

A N N U A L R E P O R T



Broadcasting Authority
Malta

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Annual Report

1994

Broadcasting Authority

Malta



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BROADCASTING AUTHORITY



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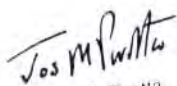
The Hon. Dr. E. Fenech Adami, B.A. LL.D., M.P.
Prime Minister
Auberge de Castille
Valletta.

30 March, 1995
Ref. 67/62/4

Dear Prime Minister,

In accordance with section 30 (1) of the Broadcasting Act, 1991 we have pleasure in forwarding the Broadcasting Authority's Annual Report for 1994.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Joseph M. Pirotta'.

Joseph M. Pirotta
Chairman

A handwritten signature in dark ink, appearing to read 'A.J. Ellul'.

A.J. Ellul
Chief Executive

National Road, Bata i-Bajda, Malta. Tel: (356) 247908 Fax: (356) 240855

Contents

1.	MESSAGE FROM THE CHAIRMAN	1
2.	A BROADCASTING AUTHORITY CHRONOLOGY - 1994	5
3.	INTRODUCTION BY THE CHIEF EXECUTIVE	8
4.	MISSION STATEMENT	10
5.	THE YEAR IN REVIEW	11
	The Broadcasting Authority	11
	Personnel	12
	The Community Channel	15
	Training	17
	New Building	18
	Seminar Series	21
	Television Station Licensing	22
	Radio Services	25
	Broadcasting Finance	26
	Cable Television	27
	International relations	28
6.	PROGRAMMING	30
	The Public Sector	30
	The News	31
	The Private Sector	33
	Programme Competition	35
	Complaints	36
7.	BROADCASTING AND POLITICS	38
	Party Political Broadcasts	38
	Ministerial Broadcasts	39
	Anniversary Messages	41



8. ATTITUDES TO BROADCASTING	43
Method	43
Television Viewing	43
Radio Listening	44
Broadcasting and Tourists	45
Preferred Sources of News	45
Satisfaction with Radio Programmes	46
Conclusion	47
9. APPENDICES	49
I Broadcasting Licence for A UHF Terrestrial Television Service	50
II Broadcasting Seminar - Keynote Speeches	72
III Nationwide Radio Services - Performance Reviews	88
IV The Broadcasting Authority Programme Awards	114
V Procedure for Party Political Broadcasts	119
VI Guidelines for News Broadcasts	127
VII Statistics	133
VIII Revenue and Expenditure Estimates 1995 and Report and Financial Statements 1993	137

Message from the Chairman



The Broadcasting Authority is keenly aware of the fact that the majority of the public still views it primarily as the arbiter of broadcasting-related political disputes and little else. While there is no doubt that the Authority's constitutionally defined role often leads it to shoulder this burden, the Authority has, as a direct result of the 1991 Broadcasting Act, taken on other functions. In the exercise of these functions the Authority is guided by the overall public interest. The Authority believes that it can best serve the public interest by being instrumental towards the establishment of a broadcasting environment conducive to healthy growth and

the attainment of high professional standards. Such goals cannot be achieved overnight but a start requires to be, and has been, made.

Pluralism in broadcasting was introduced in Malta in 1992 and the intervening time has seen it take root, develop and spread from radio to television. Though on the whole enthusiastically welcomed, so much so that there was no dearth of applicants for the radio and television frequencies available, the sad fact remains that pluralism pre-dated the creation of the infrastructure necessary to promote its consolidation and growth. This was particularly true with regards to trained human resources, which at the time that pluralism was introduced, were only available to institutions such as the Broadcasting Authority and PBS. Yet it is generally acknowledged that the success or otherwise of the various broadcasting stations ultimately depends on the availability and proper utilisation of trained and qualified personnel.

Initially the Broadcasting Authority concentrated mainly on helping its various licensees find their feet. While steadfastly adhering to its legal and constitutional requirements, the Authority made the pragmatic decision to tolerate shortcomings liable to be found at the outset of these new ventures. 1994 marked the end of this teething stage and local broadcasting stations must now face up to the fact that pluralism was intended to offer the public a wide choice of programming at a consistently acceptable level. Listeners and viewers have every right to



expect this and the Authority has every intention to see that they get it. With this in mind a number of initiatives have already been taken while others are at an advanced stage of preparation.

The first promise-of-performance review was carried out and the assessment reports were discussed with the representatives of all the Authority's licensed stations. Remedial action was also requested where appropriate. The Authority expects all the broadcasting stations concerned to maintain their individual character in line with what they themselves set out to be. It must be pointed out that the Authority assigned the various licences on the basis of the self-proclaimed individual character that emerged from the applications received. When taken as a whole the commitments undertaken by the various applicants were expected to provide the variety of programme choice that the Maltese public deserves. So strong is the Authority's belief in the maintenance of the individual character of each station that it accepts that one way in which this can be manifested is by a clearly recognisable editorial opinion. Maintaining a station's individuality, however, is not enough. An acceptable high standard of programming within a station's chosen niche must also be achieved.

2

The intensely competitive broadcasting field has resulted in considerable pressure on the financial resources of the private stations. In their struggle for survival some stations shed employees, resorted to the use of untrained personnel and vied with each other in pandering exclusively to what they perceived as mass tastes. The immediate result was a fall in programming standards. The Authority is preoccupied by this state of affairs and is assessing the financial and economic climate in which national broadcasting is operating. The Authority hopes to be able to explore possible ways of remedying the situation and eventually reversing the trend.

With the aim of encouraging the desired rise in standards the Authority is also offering incentives with the specific intention of stimulating healthy competition, publicly demonstrating its appreciation of the achievement of excellence and rewarding it. A series of Programme Awards for both radio and television has been launched. The first presentations will be made in June 1995.

Moreover the Authority strongly believes that only through the proper training of all personnel engaged in broadcasting will professional levels be attained. During March 1994 it organised in collaboration with the Strickland Foundation a short intensive course of training for broadcast journalists. Preliminary plans

for the establishment of an Academy for Broadcasters have been made and the Academy will start to function during 1995. The Academy will utilise local and foreign expertise to enable Maltese broadcasting personnel, including the Authority's, to enhance their professional abilities. It will also offer training facilities to those who wish to make broadcasting their career.

The increasing burdens and commitments shouldered by the Authority has made a corresponding expansion in the Authority's resources, both human and physical, mandatory. The Authority's new premises are at an advanced stage of construction and all its future operations will be undertaken from there. The new building will house modern television studio facilities for use by the Community Channel which will transmit on cable. The Authority believes that the Community Channel should contribute to the raising of standards as well as provide an innovative service to the Maltese public through access programming.

During the past year the Authority revised its policy for treating complaints received from individuals or recognised bodies. Full details of each complaint and its outcome are being published. It is hoped that the system will help to stimulate the general public into articulating justified complaints regarding shoddy or offensive programming. Listeners and viewers can in this way also contribute towards the raising of standards. While carefully evaluating all complaints placed before it the Authority will, however, continue to give precedence to the right of free speech when it is exercised within legal parameters.

The Authority is concerned at the often narrow interpretation that is given to the notions of balance and impartiality by many listeners and viewers. They overlook the fact that it is often impractical, if not impossible, to achieve total balance of conflicting views and opinions within each and every programme. The Constitution requires balance and impartiality where public policy or controversial matters of a political or industrial nature are being treated. This can be achieved over a series of programmes which, in their totality, place clearly and adequately for the consideration of listeners and viewers all conflicting views and opinions. It is also pertinent to point out that the Authority has no power to offer redress when this is sought under the terms of the Press Act unless it is itself the originator of the programme concerned.

Conscious of the evolving social environment and the changing broadcasting scene both locally and abroad, the Authority has



suggested a number of amendments to the 1991 Broadcasting Act. In addition the Authority is devoting its third seminar entirely to the examination of the future development of its role within our society in an attempt to focus attention on the problems that have to be faced and the possible means of overcoming them. The Authority is also developing a system of direct regular inter-action with the public in order to assess better the changing trends in social attitudes towards the broadcasting media's output.

Two very real problems to which the Authority continues to address itself are the dearth of frequencies available to Malta for terrestrial television transmission and the technical difficulties caused by the boosters attached to most television aerials to enhance reception of foreign television transmissions. The Authority is committed to the extension of pluralism in local television, which became a reality in 1994, without reducing the overall choice of stations available to Maltese viewers. The Wireless Telegraphy Department has now identified an alternative site to G'arg'ur for the transmission of television signals on the UHF band. Planning permission for the utilisation of the site is pending. Concurrently the Authority has been monitoring technological developments concerning the use of frequencies within the high band range in an effort to overcome difficulties with regard to the scarcity of terrestrial television channels.

4

The above brief review of some of the many daily activities carried out by the Broadcasting Authority clearly indicates its determination to continue to provide the public service it is legally and constitutionally obliged to discharge. The Authority's successful attainment of its aims and objectives is entirely dependent on the professionalism and sense of commitment shown by its administration and indeed all other staff members. Not only has dedication to the Authority's ethos been constant but it has been enhanced by the general strong sense of team spirit which permeates all of the Authority's activities.



Dr Joseph M. Pirotta
Chairman

A Broadcasting Authority Chronology - 1994

- February
- One day Seminar on Balance and Impartiality in Broadcasting.
 - Licence issued to Rainbow Productions Ltd for the operation of the first private commercial television service.
 - Government asked to consider lowering the fee for the use of television repeaters.
- March
- Training course in broadcast journalism held with the cooperation of the Authority, The Strickland Foundation and the Thomson Foundation.
 - Construction work commenced on new studio and office building.
 - Broadcasting services asked to provide more airtime for music of local origin and performance.
- April
- Publication of *Attitudes to Broadcasting in 1994*, a national television and radio audience survey commissioned by the Authority.
- May
- Authority's Annual Report presented to Parliament by the Prime Minister.
 - Launching of the Broadcasting Authority Programme Awards, an annual contest aimed at stimulating healthy programme competition and the raising of programme standards.
- June
- General Assembly of the European Broadcasting Union - Authority Chairman and Chief Executive attend Helsinki Conference.
 - Setting up of production unit for the eventual operation of the Community Channel on the Cable Television System.
- July
- Recommendations on the amendment of the Constitution and the Broadcasting Act presented by the Authority to the Minister for Youth and the Arts.



- August
- Commencement of transmission by University Radio.
 - Licence issued to *Radju Providenza*, an *ad hoc* Community Radio Service.
 - Commonwealth Broadcasting Association Conference opens in Vancouver. The Chairman and the Chief Executive represent the Authority.
 - Broadcast advertising discussed at a meeting held between the Authority and representatives of the Association of Advertising Agents.
- September
- Joint meeting with political parties represented in Parliament to review arrangements for party political broadcasting.
 - 29 September designated as Broadcasting Authority Foundation Day.
- October
- Commencement of regular transmissions by *Radju MAS*.
 - Licence issued to Smash Television to operate a Cable Television Service.
 - Publication of proceedings of two public conferences on broadcasting organised by the Authority.
 - Commencement of series of meetings with station managements in connection with annual Performance Reviews.
- November
- Launching of Party Political Broadcasts Scheme for 1994/95.
 - Authority delegation visits British broadcasting services at the invitation of the U.K. Ministry of Foreign and Commonwealth Affairs.
 - European Television and Film Forum. Chief Executive represents Authority at Liege Conference.
 - Press Conference to announce the forthcoming publication of a monthly programme complaints bulletin.

- December
- Meeting with PBS and MLP representatives to review remedy arrangements for justified complaints relating to news broadcasts.
 - Licences issued to two voluntary charitable organisations in connection with the operation of community radio services during Christmas time.
 - The Authority receives report on the possible effects of VAT on the Authority's finances and on the economic situation of the broadcasting sector.



Introduction by the Chief Executive

The broadcasting media are important elements in the spectrum of mass communications in Malta. Probably every Maltese uses radio and television to some degree to stay informed and to be entertained. However, radio and television have not replaced newspapers, periodicals and other means of mass communication. Instead, they have strengthened them. Public involvement in national and international developments through the immediacy of the broadcasting media has increased public demand for more detailed information from the Press. Thus all elements which constitute the mass media have a responsibility to create a well informed, well balanced and mature society.

A factor that distinguishes radio and television from other mass media is the necessity for some form of control. This is due mainly to the limited number of radio frequencies and television channels. The Authority was assigned ten frequencies in the 87.5 to 108MHz band and two UHF television channels: 21 and 29. The frequencies have all been allocated and exploratory enquiries for more radio services had to be discouraged. In so far as television is concerned, the demand for channels is greater than those available at present.

8

Because of this scarcity of public assets, Government intervention in the field of broadcasting is thus inescapable; the only issue is how far it should go in controlling and directing the media. This was resolved, at least for the time being, by the enactment of broadcasting legislation which included the licensing of broadcasting services with the already existing regulatory functions of the Broadcasting Authority. Having licensed the private commercial radio and television services, the Authority was concerned to regulate their use in the national interest.

The Authority devoted most of its time and energy during 1994 in devising ways and means for the raising of programme standards and to maintain diversity of choice. The Authority firmly believes that the most vital ingredients for a healthy and lively broadcasting system remain the quality and diversity of programming. Broadcasting licences were meant to provide a broad framework in terms of which licensees honour their voluntarily assumed obligations towards their audience. Thus the public would have a real choice of informative and entertainment programmes and those that give audiences the opportunity to express a range of views.

Unfortunately, due in most cases to financial constraints, some station managements sacrificed programme quality and diversity for a 'safe' policy of cheap programming which in most cases produced a narrow straitjacketed

system with the emphasis on dullness. Later chapters of this annual review deal more amply with this aspect of programming and the Authority's findings during the course of its programme monitoring and assessment activities.

The Authority is committed not to allow a decline in standards as there is a danger that sections of the public will grow indifferent to programmes of poor quality and they will not ask for anything better if they have not experienced better programming. The beginnings of this trend may be already evident where sections of the audience prefer solely a certain type of programming to other perhaps more intellectually demanding listenership or viewership.

In carrying out its mandate, the Broadcasting Authority regulates and supervises all aspects of the Maltese broadcasting system with a view to implementing the policies set out in the Broadcasting Act. The Authority's mandate and its guiding principles are set out in its mission statement. We report in detail on the main activities undertaken by the Authority during the year in subsequent chapters of this annual review.



Antoine Ellul
Chief Executive



MISSION STATEMENT

Established in accordance with the provisions of Section 118 of the Constitution and the Broadcasting Act 1991, the Broadcasting Authority:

- Ensures the preservation of due impartiality in respect of matters of political or industrial controversy or relating to current public policy.
- Fairly apportions broadcasting facilities and time between persons belonging to different political parties.
- Selects and appoints radio and television station licensees and contractors.
- Monitors these stations and regulates their performance in terms of their legal and licence obligations.
- Ensures that the system consists of public, private and community elements that offer varied and comprehensive programming to cater for all interests and tastes.

The Authority's aim is to help the Maltese public better understand how its values and diversities shape our unique personality. It does so by regulating the broadcasting services in open flexible ways to foster creative and better programming.

The Broadcasting Authority
"Communication in the Public Interest"

THE YEAR IN REVIEW

This has been another year of significant activity and change for the broadcasting sector in Malta. It has seen the beginning of pluralism in television broadcasting and signs of retrenchment in the radio services area as unbridled competition for advertising create economic problems. Several challenges faced the Authority. These ranged from open hostility by some stations to its efforts to maintain programme promises to the tasks involved in the planning and construction of the Authority's new studio and offices. This and subsequent chapters of the report outline the gradual progress made during the year.

The Broadcasting Authority

Established in 1961, the Authority is in its 33rd year of operation. This anniversary was commemorated on the 29 September which was designated as Broadcasting Authority Foundation Day.



11

During 1994 the Authority was constituted as follows:-

Chairman - Dr Joseph M. Pirotta B.A., Ph.D. (Reading)

Members - Dr Dominic Fenech B.A. (Hons.), D.Phil. (Oxon.)
Professor Joe Friggieri D.Phil.(Oxon.), Ph.D.(Milan), B.A.
Mr Lino Mintoff B.A.(Gen.), B.A. (Hons.) Soc.
Mr Charles Mizzi



The Chairman and members of the Authority are appointed in accordance with the terms of section 118 of the Constitution and have been in office since the 22 July 1993. Their appointment is for a period of two years.

During the year, the Authority held 35 formal board sessions as well as a number of special meetings with political party representatives and managements of the broadcasting services. Several Press Conferences were also given to clarify issues or to convey information of general public interest. Public accountability is at the heart of the Authority's policy and the Chairman and Chief Executive were interviewed by the media on several occasions about some particular aspect of the Authority's responsibilities.

Public perception of the Authority's regulatory roles was put to the test during a research exercise carried out in the first quarter of 1994. Although a sizeable proportion of those questioned correctly identified the Authority's main roles, the study revealed that a proportion of the public still confuses the Authority's tasks with those of Public Broadcasting Services Ltd. Thus they may not be aware of the Authority's consumer protection role which could help those members of the public who might wish to seek redress in matters involving radio and television programmes.

Personnel

12

The Authority is going through an expansion phase to keep pace with its increased responsibilities. The monitoring - even on a limited scale - of 12 radio services, three terrestrial television stations and a variable number



of cable television channels has stretched the Authority's available human resources to the limit. In addition, the Authority was planning for the introduction of the Community Channel with its attendant staff requirements.

By the end of the year under review, the Authority had a staff of 27, ten more than in the previous year. The new recruits consisted of five Programme Producers, three technical personnel and two for the Administrative services. Recruitment was carried out strictly in accordance with employment procedures involving the Employment and Training Corporation and public calls for applications.

The Authority's staff was distributed as follows:

Managerial	1
Administrative	3
Programming:	
i) Monitoring	6
ii) Production	6
Technical	3
Secreterial & Clerical	5
Others	3
<i>TOTAL</i>	<i>27</i>

By the end of the year, the Authority was in the course of recruiting more personnel for its studio and outside broadcasting operations. The Authority





Preparatory work in connection with programming for the Community Channel



prides itself on being an equal opportunities employer and all posts are offered to both sexes subject only to qualifications and merit. In fact one-third of the staff is female of whom three are University graduates including one who occupies a middle-management post.

The Community Channel

The Broadcasting Authority's interest in community access programming stems from the National Broadcasting Plan (Second Schedule to the Broadcasting Act, 1991) which states that -

"Pluralism is to be established in Maltese television. As a first step the introduction of a cable television system will have a community channel operated by or for the Broadcasting Authority."
(Paragraph 2(1) and (2) of National Broadcasting Plan)

Also, the Agreement entered into between Government and Melita Cable TV Ltd specifies that -

"Community Channel means a television channel distributed by the Cable Operator and operated by the Broadcasting Authority for access by, amongst others, interested groups or individuals."
(Section 1.11)

15

The Community Channel offers the Authority an effective means of contributing towards raising the standard of broadcasting in Malta. This can be done on a long term basis by the organisation of training courses, seminars, conferences and programme competitions which could not but have a beneficial effect on the level of performance of radio and television station employees.

One of the functions of this channel will be to make public access slots available for members of the community who, subject to certain legal restrictions, wish to express their views on television. Public access does not rely on professional programme makers to provide material. This will be done by a school or a local council or a drama group or a voluntary organisation who might want to show a selection of its activities.

Naturally, this will not provide sufficient material for a regular programme schedule and a reasonable element of supplementary programming will be produced by the Authority itself. This programming will be of a cultural, civic or other public interest nature. Imported programmes suitable for Maltese voice-over transmission will also be broadcast.

As stated in the preceding section of this report, the Authority



recruited five Programme Producers who together with the newly appointed Head of Production began to function as a unit half-way through 1994. Lack of studio facilities, filming and editing equipment hampered their initial production efforts but some progress was made during the last quarter of the year and several series of highly interesting and instructive documentaries are now in the course of production.



16

Broadcasting Authority Chairman at inaugural session of Broadcast Journalism Course.



Organizers, lecturers and course members.

Training

Conscious of the urgent need for qualified personnel to work in radio and television journalism, the Authority and The Strickland Foundation cooperated in organising a ten-day course in broadcast journalism with the help of consultants from the Thomson Foundation. The course was held between 7-18 March, 1994.

Following a period of rapid growth in radio services accompanied by severe competition for a limited audience, stations were forced to operate their news rooms thinly with part-timers and University students. To deal with this situation, the training course laid emphasis on basic skills, good practice, impartiality, balance and ethics. Despite intensive efforts both by the Authority and The Strickland Foundation to encourage stations to participate, only five radio services were represented. Bay Radio released a radio journalist and contributed free accommodation for the lecturers, RTK sent two trainee journalists, Island Sound Radio, University Radio and Live FM provided one representative each. The Authority nominated Mr Simon Manicolo, a programme monitor with special responsibilities for news monitoring, to attend the course.

In many ways this experiment in local training with the help of overseas experts confirmed the view that quality and credibility in broadcast news and information services depend to a great extent on the availability of properly trained staff. Although this exercise underlined the obvious shortcomings, the following extract from the Consultants' report reveals an encouraging attitude on which future hopes can be based -

"The evaluation of the instructors was that the students all gained a great deal from the experience of two weeks' intensive journalism and general radio training. They were bright, enthusiastic and hard-working, and the core of six who attended all sessions felt a sense of achievement at the end, and challenge for the future. They were persistent and hungry for feedback, often putting in extra time and effort to gain individual attention from the instructors."

The Authority is grateful for the invaluable assistance rendered on this occasion by The Strickland Foundation which shared expenses with the Authority and for the enthusiastic support given by Mr Derek Woodcock and Mr Ray Corlett the two lecturers provided by the Thomson Foundation.





Broadcasting Authority's Building Project

The Authority's policy continues to encourage staff training. It is intended to take advantage of overseas opportunities to further the professional training needs of the Authority's employees.

New Building



The idea of constructing a new building which will house the studio and offices of the Broadcasting Authority and the Community Channel emerged in 1992. After numerous attempts to find a suitable centrally located site, the Authority settled for a plot of land at Mile-End Road, Blata I-Bajda which fitted its requirements. The building was to cater for the present and future needs of the Authority in terms of office space, a small sized studio for the Community Channel and related technical areas as well as a parking garage for users of the building.



The Authority engaged the services of Mangion, Mangion & Partners as consulting architects who designed the building over six levels with the garage and studio being below



ground level. The total area reserved for offices and technicians use is 635 square metres while the studio has an area of 100 square metres. There is underground parking space for eleven cars. A lift and staircase link all levels and access has been provided for the physically disabled.

Construction work started in March 1994 and it will take approximately 16 months and some Lm350,000 to complete the new building. The existing rented office building accommodates a staff of 27. The new building will provide an overall area for 50 employees plus the required studio, technical and parking facilities. The studio was designed as a box-in-box construction with an inner shell isolated from the main structural elements and carried on resilient mountings so as to eliminate both airborne and structure-borne noise and vibration. The acoustic requirements also affected the design and selection of mechanical and electrical equipment, the stand-by generator, acoustic doors, etc. Provision was made for an Outside Broadcast Van to link up to the internally located studio complex. Receiving and transmission antennae will be carried on a mast at roof level. Other services include communication equipment, computer network installation and special earthing methods. The building is also covered by a lightning protection system and a full fire detection and alarm network.

Following a tendering process, all works generally proceeded according to programme. Despite a number of site problems, completion of the shell of the building was achieved by the end of the year under review. Services and finishing work are presently in progress and are expected to be completed in July 1995.





The Hon. Dr. Michael Frendo, formerly responsible for broadcasting.



Dr. Massimo Fichera, Director General Euronews



Dr. Philip Farrugia Randon, Chairman PBS.



The Hon. Evarist Bartolo M.P., News Editor Super One Radio.



Lou Bondi, former Chairman Radio 101.



Brian Decelis, former PRO Alternattiva Demokratika.



Joe Grima, Chairman Grima Communications Co. Ltd.



Professor Ian Refalo, LL.D., Broadcasting Authority Legal Advisor

Seminar Series

The second seminar in the series of broadcasting conferences was organised by the Authority to explore public attitudes to the controversial question of maintaining balance and impartiality in broadcasting. The seminar was held at the Malta Hilton on 18 February 1994 with the participation of representatives from the public and private sectors of broadcasting. The politically owned stations were also represented.



Seminar in progress.

The keynote speaker during the seminar was Dr Massimo Fichera who spoke about the Italian experience in observing fairness and impartiality in its broadcasting services. He also spoke about transfrontier broadcasting and made an eloquent plea for support of the Euronews project. Dr Fichera is the President and Director General of Euronews and a former Deputy Director General of RAI. The text of his two contributions to the Conference are reproduced in the Appendices section of this Report.



Seminar Series Publications.

in Maltese broadcasting there are some who believe that this doctrine is obsolete, even though the Constitution demands it, and



should be replaced by a more liberal attitude based solely on the principle of fairness. Other legal experts are inclined to agree on the application of a *"flexible approach to the changing needs and circumstances as broadcasting has itself developed and matured."**

As a result of the views expressed at this Conference, the Authority revised an earlier decision and accepted the 'proposal' in the Broadcasting Act that it may consider impartiality over the output of all stations (except PBS) together as a whole.

The proceedings of this and the previous seminar were published during the year to encourage further study of the various aspects of the local broadcasting scene. It is hoped that this will help in improving radio and television programme standards and practice.

Television Station Licensing

Private television broadcasting is a new phenomenon to Malta. There was never any doubt that once pluralism in broadcasting was introduced it would



Licensing Super One Television.

spread to television even though this is a costlier medium to equip and operate. The fact that the pace of growth has been slower than radio is due mainly to the scarcity of television channels although the limited advertising market is another crucial factor which must be taken into account by prospective licensees.

*Professor Ian Refalo, the Authority's Legal Adviser who took part in the seminar quoting from Alan E. Bayle, *Political Broadcasting, Fairness and Administrative Law*.

Following a call for applications for television broadcasting licences issued by the Authority in September 1993, five companies submitted proposals. The first licence for a private national television service was awarded on 25 February 1994 to Rainbow Productions Ltd. The company which is wholly owned by the Malta Labour Party is responsible for the operation of Super One Television.

This station provides a variety of programming including a strong element of news and current affairs. Super One Television transmits on UHF channel 29 using the Authority's antenna at Gharghur. Due to reception difficulties, the station was licensed to operate on low power with a system of repeaters



Smash TV licensed to transmit on cable.

which should provide coverage for the whole of Malta and Gozo. The licence is valid for a period of eight years at a fee of Lm6,000 annually.

A second television broadcasting licence was issued by the Authority to Smash Communications Ltd. This licence granted on 27 October 1994 authorised the company to operate on the cable television system which is not affected by channel scarcity but which has not yet achieved sufficient penetration to rival the audience coverage offered by terrestrial television.

Smash Television commenced 24-hour operations on 19 November 1994 promising a heavy element of entertainment as well as programmes of an informative and educational nature. Station performance by the end of the year left much to be desired and the situation was being carefully watched by the Authority.



Another two applicants for terrestrial television licences were issued with letters of intent stating that their applications had been approved; however, since no UHF channels were available, the Authority was not in a position to issue broadcasting licences. The companies concerned are Grima Communications Co. Ltd and TeleCastello Ltd.

The lack of channel availability and television reception difficulties in connection with transmissions on UHF from the Gharghur Antenna dominated this sector of activities during the year under review. Following test transmissions carried out by Super One Television under the supervision of technicians from the Wireless Telegraphy Department, it was established that while transmitter power ranging from 300 to 900 Watts caused overloading of boosters in various areas, lower power in the region of 100 Watts could lead to inadequate coverage. A preliminary study carried out by Wireless Telegraphy Department officials recommended various measures including more test transmissions from sites to the south of Malta which were expected to give improved signal propagation.

In April 1994, the Wireless Telegraphy Department commissioned Italian consultants to carry out this further study using computer aided techniques to determine possible alternative sites. The two sites recommended were Nadur Tower and Dwejra. Other places provided substantially less coverage. After more discussions, a formal application was submitted to the Planning Authority indicating Dwejra as the transmission site. At the end of the year, a decision on this application was still awaited.

The position with regard to television channel allocation is more complex. Under the Stockholm Agreement, Malta is allocated only two channels in the UHF band. These are channels 21 and 29 which were assigned by Government to the Authority in February 1993 *"so that the Malta Labour Party's request (for a television broadcasting licence) could be considered on its merits."* However, the Agreement includes provisions for the coordination of additional channels with neighbouring countries. Several meetings were held between the Wireless Telegraphy Department and the Italian Frequency Regulatory Authorities to identify suitable TV channels for Malta and as a result of these meetings various channels were notified to the International Telecommunications Union for coordination purposes. This process is known to be still continuing and the Authority has requested Government to insist on an early decision so that extra channels could be assigned for allocation to qualified applicants for television broadcasting licences.

On several occasions during the year, the Authority reaffirmed its commitment to the establishment of pluralism in television broadcasting. This should be an orderly development process from which the general public and private

interests stand to benefit. In progressing towards the achievement of this aim, the Authority will continue to ensure that the interests of the viewing public as well as those of broadcasting services are protected.

Meanwhile, one of the applicants for a television licence, Grima Communications Co. Ltd, embarked on a campaign designed to exert pressure on the Authority to issue a licence. This campaign conducted, at times, in an aggressive manner culminated in several court cases two of which have already been decided in favour of the Authority. Another case before the Constitutional Court is still pending.

Television station licensing presents various facets which could be of interest to students and observers of the local broadcasting scene. Early during the year the Authority carried out an overview of certain aspects of the submissions made to it by the five applicant companies. The general picture which emerged relates basically to turnover, employment and investment. The following represent the global, first year of operation projections, made by the five applicant companies:-

Turnover -	The total revenue expected to be derived from advertising, sponsorship and other activities amounted to approximately Lm1.9 million. It should be noted that the comparable 1992 figure - when state television was the only local station - was approximately Lm1.3 million.
Employment -	The granting of a television broadcasting licence generates additional job opportunities. The promoters estimated that they would require 74 full-time and 42 part-time employees.
Investment -	The capital investment envisaged by the promoters was approximately Lm1.34 million.

Radio Services

The development of Malta's radio services continued in 1994 when two new services - one provided by the University and the other by the Social Action Movement - began functioning towards the latter half of the year. Both stations were granted a joint broadcasting licence to operate on frequency 103.7FM. Cultural and informative programming was a determining factor which led to the issue of the licence. However, while University Radio got off to a good start with some innovative programming, Radju MAS seemed to rely too much on programmes with a music



content thus giving the impression that it was not fully prepared to become operational by its starting date although the licence had been issued almost a year earlier. The Authority was monitoring the situation.

Three Community Radio licences for one-off events were issued during the year. These were all used for fund raising activities in aid of the residential centre for the mentally handicapped at Siggiewi. The stations provided coverage in the Siggiewi, Hamrun, Qormi, Marsa and Rabat areas and operated at very low power on 90.3MHz and 106MHz in the FM band. One of the stations managed to collect over Lm10,000 during a week's broadcasting operations at Christmas time.

It is evident that, given good reception, the future of local radio services depends on the content of its programmes. If the programmes are interesting, up-to-date and related to situations with which listeners can identify themselves, the radio audience can be maintained and even increased.

Broadcasting Finance

The revenue of the Broadcasting Authority is derived from Government contributions from wireless and television licences, sums payable to the Authority by broadcasting licensees, contractors and cable operator, ground rents and other miscellaneous income. During 1994, these amounted to approximately Lm390,000 of which 75% was derived by way of Government contributions.

Audited statements for the year ended 31 December 1994 are not yet available but the Authority's plans for the year included major capital expenditure projects namely the building of new offices and studio and the setting up of the necessary structure for the operation of a Community Channel on Cable television.

Most of the expenditure on these projects will be incurred during 1995 when the Value Added Tax (VAT) is expected to take its toll of available finances. This situation prompted the Authority to commission an independent study on the impact of VAT on its finances in 1995. The results of this study show that a probable Lm80,000 will have to be spent on VAT payments mainly on account of contract works for the building project. On the other hand, the effects of VAT on television and radio stations is likely not to be material and such effects will be on cash flow and costs related to compliance.

Besides the effects of VAT, the Authority has other concerns in the financial position of the broadcasting sector. With this in mind, the Authority carried out an assessment of the financial performance of private commercial

broadcasting services.

The level of reporting of financial data varied from one station to another. In a few cases, the financial statements submitted were prepared by professional accountants. Other stations sent in relatively amateurishly prepared data and in one case no data at all was submitted.*

The generation of advertising revenue was difficult for all stations due to stiff competition. Statistics extracted from the data supplied indicated no direct link between station popularity and its advertising support. This could be due to competitive advertising rates or, in the case of stations owned by political parties or by the Church, to significant contributions by parent organisations towards the stations' advertising budget.

Production and operating costs varied considerably from one station to another. Stations with a high percentage of music programmes obviously require a smaller staff complement than those with a fully fledged news section and this, naturally, was reflected in the expenditure figures. Another factor was the supply of free services by voluntary workers. The effect of this factor on some stations' finances was evident. When comparing operating costs with the previous year's it was also evident that most stations in the private sector are carrying out cost-cutting exercises.

The Authority noted with concern that the lack of generation of sufficient income coupled with heavy operating and finance charges resulted in most of the stations reporting a loss, in some cases of significant value. Although this was to be expected in the first years of operation, it is hoped that this will not induce station managements to retrench at the cost of programme standards.

Cable Television

Cable television continued its rather slow penetration in Maltese households - Gozo has not yet been introduced to this service** - despite the fact that several new locally originated channels were launched during the course of the year. Super One Television and Smash Television began using the cable system during the last quarter of 1994, the former as a result of a 'must carry' provision in the cable licence and the latter in virtue of a cable licence issued by the Authority. Another channel was introduced by the Cable Operator -

* Smash Communications Ltd persistently ignored the Authority's instructions and on 24 February, 1995, the station started to incur a fine of Lm50 for every week of delay in submitting the required financial information. The required information was finally received by the Authority on 13 March, 1995.

** The extension of the cable television service to Gozo is expected to be completed by the end of September 1995.



Max entertainment which features a mixture of sports programmes, drama and series. Programmes on this channel are broadcast in an 8-hour cycle shown twice to provide a daily 16-hour service.

It will be noted that locally originated channels (as distinct from the retransmitted services) have to comply with the provisions of the broadcasting law in the same manner that the law applies to broadcasting stations providing similar services terrestrially. The Authority's programme complaints procedure also applies to the affected services on the cable television system.

International Relations

Broadcasting activities often involve contact with colleagues in foreign broadcasting organisations and it is, therefore, useful and necessary to keep in close touch with developments overseas. The Authority fulfills this

requirement through its membership in three international broadcasting organisations: the European Broadcasting Union; the Commonwealth Broadcasting Association and the European Institute for the Media.



BA delegates at Helsinki with Mr George Waters, Director of EBU's Technical Department.

The Authority's Chairman and the Chief Executive attended the general conferences held by the EBU in Helsinki and by the CBA in Vancouver. Both conferences included discussions on topics of interest to Malta and useful contacts were made with fellow broadcasters. The Canadian experience was particularly helpful because of the similarity between the regulatory systems of the two organisations.



CBA Conference delegates at Vancouver.

Following the Helsinki Conference, the Authority's

Chief Executive paid a brief visit to London where he attended viewing sessions and had talks with BBC officials engaged in the sale of television programmes overseas. Several programme series were purchased for eventual transmission on the Authority's Community Channel. A number of sources of possible programme supply were also explored.



BA delegation with Dr. Michael Redley, ITC Secretary.

At the invitation of the U.K. High Commissioner, an Authority delegation consisting of the Chairman, Dr Joseph M. Pirotta, board member, Mr Lino Mintoff and Secretary to the Authority, Mr Harry Zammit Cordina made highly instructive visits to the four regulatory bodies in the U.K. as well as a useful tour of several radio and television stations in the U.K. Talks were also held with several officials about broadcasting developments of relevance to the local situation. This U.K. study tour was partly subsidised by the U.K. Government.

The European Institute for the Media is a centre for policy-oriented research and development in the fields of television, radio, press and related issues in mass communications. The Institute held its annual forum in Liege, Belgium and this was attended by the Chief Executive, Mr Antoine Ellul who is a founder member of the Television and Film Forum. The Conference is divided into Working Groups allowing experts in a range of disciplines to meet and share common problems and solutions. The Authority's representative belongs to the Working Group on Regulatory Agencies in Europe. The discussions in Liege revolved around the effects of new technologies on the concept of regulation and control of the broadcasting media. Other aspects had to remain in suspense to form the basis of discussion at the next meeting of the Working Group which at the Authority's invitation will be held in Malta in April, 1995.



Programming

The present broadcasting legislation establishes some criteria for judging programme performance. Section 13 of the Broadcasting Act of 1991 lays down both negative and positive programme obligations which, in a general way, apply to the public as well as to the private sectors of broadcasting.

Television and radio programme services must not promote violence nor should they be offensive or indecent. In community radio services, the views and expressions of the licensee must not predominate on matters of religious concern, political and industrial controversy or current public policy. On the other hand, there is a variety of positive programme obligations. Broadcasting licensees and contractors are required to transmit news and current affairs programming and these should be presented with due accuracy and impartiality. Proper proportions of the programme output should be of Maltese origin and performance and a reasonable element should be in the Maltese language. Moreover, broadcasting services must include substantial proportions of their programmes which appeal to the interest, taste and outlook of the general public.

Such programme requirements have generally been accepted in Europe because freedom in broadcasting is not regarded solely as a right of the licensee. Some regulation is considered necessary in the interests of radio listeners and television viewers.

The Public Sector

An internal assessment exercise carried out by the Authority during the year concentrated mainly on the locally originated output of television programming provided by Public Broadcasting Services Ltd. According to the latest statistics (*vide* the Appendices section), locally originated programming amounts to 42.6% of the station's output. This is slightly more than last year's figure and more than double the requirement imposed by the Authority for local programmes in the private sector.

Whilst the Authority is conscious of the progress made in this aspect despite TVM's limited resources, it also believes that the quality of local programmes could be substantially improved particularly in those areas which do not depend on large budgets or elaborate resources. In the Authority's view there is an urgent need for new ideas which will inspire new programmes together with a pool of competent scriptwriters and new programme presenters. There is a continuous need for change so that new talent is discovered and encouraged to contribute its services. TVM programme

schedules submitted to the Authority regretfully without any form of prior consultation, hardly ever show any change or innovative programming.

By the end of the year under review, Maltese drama was still conspicuous by its absence*. Audience research indicates that, after the local news bulletin, a sizable proportion of the audience is lost to Italian television. This audience could be retained by local programmes - a good Maltese teleseries - slotted at this time. Local television had successfully achieved this aim in the past and the Authority is of the opinion that with sufficient encouragement, this could be repeated.

Children's programmes are also in need of a facelift. Although some effort was made in this direction by the introduction of the "*Dinu*" series, programme schedules have, for a long time, lacked material of particular appeal to children. This is borne out by the poor audience figures for the 4-6p.m. time slot.

Audience figures for late evening slots are rather poor. This could either be due to the Maltese habit of early sleeping or to the fact that there is little of interest which would keep the audience watching.

Maltese television must not become a mere agency for transmitting foreign programmes, however excellent they may be. Even a small population of a third of a million has something of its own to say and broadcasting is an instrument by which it is given the opportunity to express itself. Slick and attractively presented quizzes or brainstrust programmes would, perhaps, retain the audience. So would a regular twenty-minute programme after the late news in which journalists could review some of the main items in the following day's papers.

The Authority firmly believes that if Maltese talent has greater opportunity to express itself in all sections of programming, a new vitality in Maltese broadcasting will result to the benefit of society as a whole.

The News

News and current affairs programmes are regarded as among the most important sectors to be reviewed. They are acknowledged to be a prime source of influence in the formation of public opinion and as their content inevitably reflects the political sector of Maltese society, they are, for most of the time, at the centre of controversy.

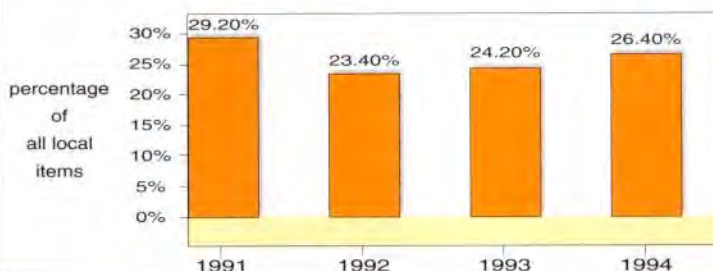
* The TVM Programme Schedule for January - March 1995 included a short drama series which started on 26 February.



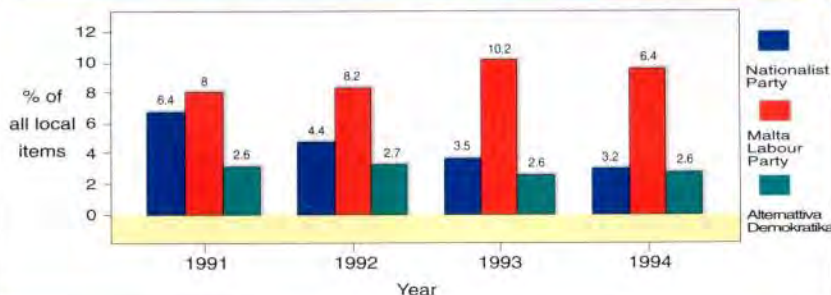
For these reasons, the news has always been given particularly close attention by the Authority and news bulletins on PBS stations are recorded daily and analysed with a view, amongst other things, of determining their political content. This is done by taking account of the number of news items based on ministerial, party political or trade union activities.

Statistics compiled from data collected during the year under review show that TVM broadcast a total of 5145 local news items during 1994. These were allocated as follows: 51.9% to politically based news stories and 48.1% to items dealing with other matters. The following graphic illustrations analyse the political news content in its three principal components with comparative figures for the last four years. Further details are given in the appendices section.

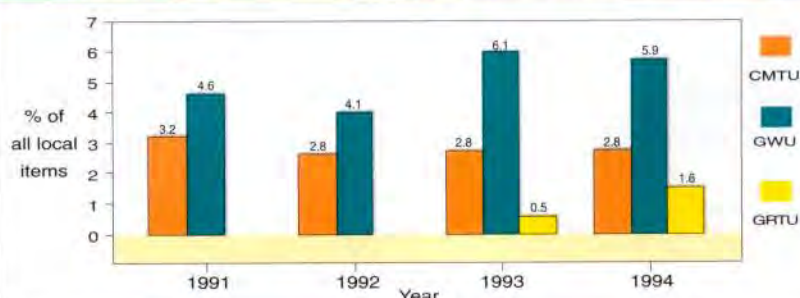
News Reports Based on Ministerial Activities



News Reports based on Party Political Broadcasts



News Reports based on Trade Union Activities



It has often been argued that news on the broadcasting media influence the public in its political attitudes. Whether this is so or not is a matter for conjecture but what is certain is that news programmes carry a special weight of responsibility. Conscious of its responsibilities, the Authority during the year drew up, and after full consultation with all interested sectors of the community, introduced a new set of guidelines for news broadcasts. These were brought into effect on 1 January 1995 and followed another code on current affairs programmes which was also compiled by the Authority in 1993.

The Authority feels that the considerable number of news services operating locally emphasizes the need for high standards of performance in order to maintain and increase public confidence in the media. Radio and television news services can acquire and retain this trust by fulfilling their obligation to be fair, accurate, comprehensive and balanced in their presentation of information. The Authority's news guidelines offered a source of reference aimed at helping broadcasters make difficult decisions for themselves.

The Private Sector

Private commercial broadcasting in Malta owes its existence to the Broadcasting Act 1991 which abolished the previous monopoly exercised by the state and liberalised the radio, and later, the television media. Other European countries - Britain, France, Italy had abolished the state broadcasting monopoly years earlier.

The private sector is more numerous in the number of radio and television stations than the public sector but the latter is larger both in its revenues and in the number of persons it employs. Generally, public and private broadcasting services are regarded as competitors with the former enjoying financial support provided by Government through the licence fee. On the other hand, private broadcasters are not required to provide the same balanced diet as the public broadcasting services which must ensure that their audience is kept informed and educated as well as entertained.

The broadcasting licences issued by the Authority to the ten private radio services and two television stations include provisions for diversity and quality which are, in turn, accepted by the private licensees and incorporated in their promise of performance section included in each licence.

During the year, the Authority carried out a comprehensive monitoring exercise with programme performance on private radio services as the main objective. A total of 1400 hours of transmissions were listened to employing a minimum of 70 working days. The data collected during this marathon exercise was assessed and produced the results



which are shown in the 1994 performance reviews included in the Appendices section of this Report. Each report was discussed with station representatives and, in some cases, this consultation process elicited the response in writing the relevant parts of which are summarised with the appropriate appendix. In all cases, the Authority insisted upon the necessary remedial action which, in respect of some of the stations, is still in the process of being complied with.

Most of the new radio services were launched during the first half of 1992 and, during the first year of operation, several individual programmes displayed reasonable standards and creative ability. This was particularly in evidence in the news and current affairs area where several private stations made good use of the sound-bite technique to improve quality and render the news more interesting to the audience.

However, overall programme scheduling was cautious and predictable with the output on several stations being heavily dominated by music. There was little evidence of innovative programming even in one-off events. The improvement in quality on radio services as a whole was to be found in discussion programmes and chat shows which opened up a whole new spectrum in which, through phone-ins, the audience could actively participate.

During 1994 programming suffered the effects of unbridled competition for advertising revenue which affected adversely the majority of broadcasting licensees and the general characteristic of station policy became 'safety first'. Several stations, notably **Bay Radio**, **Island Sound Radio**, **Radio Live FM**, and **Smash Radio** - reduced their expenditure on personnel and the news services deteriorated or became non-existent as a result. The economic realities of the situation also affected other programme areas.

It has been the Authority's policy to regard the promise of performance as a framework for measuring diversity rather than a straitjacket. Overall, however, despite repeated warnings by the Authority, programmes dropped from original schedules were not replaced by others of a similar nature but by music which became the predominant ingredient. Action has been initiated to redress the position but, by the end of the year, **Radio Live FM** and **Smash Radio** - the former had deleted all local news services* - still persisted in ignoring the Authority's warnings.

The politically owned stations provided a reasonably varied programme output. Radio 101 took on a pronounced political tinge half-way through the year. Super One Radio was consistently politically slanted and has remained

* **Live FM** resumed a form of local news service in January 1995. At first this was of an unacceptable standard and the station was asked to rectify matters. Fresh difficulties have emerged since with the station resorting to an erratic news schedule.

so particularly in its editorial comments and newspaper reviews. RTK emerges as the middle-of-the-road service with quite a creditable programme performance. It was too early to make a full assessment of the performance of Radju MAS and University Radio which had started to function only a few months before the end of the period under review.

On the Authority's initiative, all radio services were encouraged to reserve a fair proportion of their programme time to Maltese music. Stations were reminded that a number of Maltese composers, authors, singers and musicians had achieved a high level of competence in their particular field and their product deserved more exposure on local broadcasting services. It is hoped that this appeal will be given due attention by all stations especially those which are tourist oriented.

Programme Competition

In May 1994 the Authority announced the launching of a radio and television programme competition which is meant to become an annual event and which has the following basic objectives:-

- To stimulate healthy competition between broadcasters working in various television and radio stations.
- To demonstrate that talent is appreciated and rewarded.
- To achieve excellence in television and radio programming which, in turn, will enhance the status of programme producers.



Launch of the Broadcasting Authority's Awards

The Broadcasting Authority Programme Awards will cater for programmes in six different categories: Drama, Current Affairs, Documentaries/Magazine Programmes, Children's Programmes, Light Entertainment and Sport.

In each category, the Authority is offering a Programme of the Year Award which will consist of a Lm500 cash prize and a diploma to the winning production team and a trophy as well as a diploma to the station on which the prize winning entry is broadcast.



Broadcasting Authority's Awards.

In organising the award scheme, the Authority hopes to continue to contribute towards an improvement in the level of programmes on both radio and television.

The competition rules are reproduced in the Appendices section.

Complaints

Members of the public or institutions who wish to comment on or complain about programme content seen or listened to on any of the local broadcasting services, should first write to the station concerned. Stations have a licence obligation to retain programme recordings for 90 days. After that time there may be no record of what was broadcast and, therefore, complaints about programmes transmitted outside this period may not be pursued.

During the year, the Authority dealt with 24 complaints which originated from political parties, trade unions, other organised institutions and individuals. The breakdown of the complaints is as follows:-

Category	Number	Action
Accuracy	3	2 upheld 1 not upheld
Balance/Bias/Fairness	18	5 upheld 13 not upheld
Other	3	Not upheld

The majority of these complaints again dealt with the news service on PBS stations and consisted mainly of lack of coverage or of inadequate reports. Given the nature of these complaints, it was not always possible to provide adequate remedy for some of the complaints which were upheld. The Authority has adopted a policy of publishing a monthly bulletin listing all complaints brought to its attention together with the nature of the grievance, the station concerned and any action taken.



Broadcasting and Politics

This chapter sets out the Broadcasting Authority's activities in the regulation of political broadcasting in the interests of overall fairness and balance. The first section deals with party political broadcasts and subsequent sections cover the area of government statements delivered via the ministerial broadcasts rules or the procedure which regulates Anniversary Messages. The common characteristic of all these broadcasts is that they are mainly inspired by politicians rather than by the broadcasters themselves.

Party Political Broadcasts

The Authority annually consults political parties represented in Parliament on the arrangements for the following year's series of party political broadcasts. The editorial content of these broadcasts is the responsibility of the parties and the only control exercised by the Authority in this area of broadcasting is to ensure that these programmes conform to legal and professional broadcasting standard requirements.

The 1993-94 series of political broadcasts which came to an end in June had included several innovative features designed to make these programmes more interesting to the public and, therefore, of more use to the parties. However, the results achieved were disappointing and most of the programmes did not justify the effort put into their production.



Discussing the Party Political Broadcasts scheme with party delegates.

This situation was closely examined during a half-day seminar organised by the Authority with representatives from the Nationalist Party and the Malta Labour Party. The seminar held in September 1994 at the Coastline Hotel studied a report prepared by the Authority which examined in detail the performance of each category of programmes included in the 1993-94 series. The report identified several shortcomings which, in turn, formed the

basis of discussion at the seminar.

After taking into account the views expressed by all parties concerned, the Authority announced a new scheme which came into effect in November. The 1994-95 series of party political broadcasts adopted several proposals submitted by the parties and included the following main aspects:-

- The Authority offered 810 minutes of airtime to be shared by the Nationalist Party and the Malta Labour Party in accordance with their Parliamentary representation. This sharing arrangement is governed by the provisions of Section 13(4) of the Broadcasting Act 1991.
- Programmes are transmitted live by Public Broadcasting Services Ltd on TVM and on Radio Malta I on Fridays at 8.30p.m.
- The scheme includes four interview type programmes in which party spokesmen are questioned by interviewers provided by the other party.
- This series of broadcasts has a 12-month validity period during which party productions and political spots could be slotted on days chosen by the parties themselves. Other political programmes in this series are transmitted on fixed dates in accordance with a pre-established calendar of broadcasts.

39

The distribution of airtime and programmes in the 1994-95 series of party political broadcasts is as follows:-

Programmes	Party	
	Nationalist	Labour
Press Conferences	2 x 60'	2 x 55'
Debates	3 x 60'	3 x 55'
Interview Programmes	2 x 30'	2 x 25'
Party Productions	40'	35'
Political Spots	25'	25'

The detailed procedure which regulates this service of political broadcasts is included in the Appendices Section.

Ministerial Broadcasts

Another type of broadcast in which politicians are involved is the ministerial broadcast which is now rarely made use of. In fact,



during 1994, the Authority was only approached once by Government for the use of the ministerial broadcast facility. This was on the 13 September when the Minister of Finance delivered a 13-minute talk about the approved legislation for the introduction of the Value Added Tax.



Party leaders answer questions.



Participants in Il-Poplu Jistaqsi.

These broadcasts are meant to be of a non-controversial nature, explaining approved legislation or administrative policies or consisting of appeals to the nation to cooperate in national policies requiring active public participation. However, if politically controversial subjects are dealt with, the Opposition or other affected parties might well claim the right to reply.

Except by agreement with the Authority, the amount of airtime which may be utilized by Government in any one year on ministerial broadcasts should not exceed 240 minutes and individual broadcasts of this nature should not be longer than 15 minutes.

In practice during recent times, Ministers found it more useful to secure publicity for their policies in other ways. A Press Conference or an interview is more likely to attract an audience rather than the austere format of a ministerial statement. This recognition may have led to a decline in the use of the ministerial broadcast system.

Anniversary Messages

Another system has emerged during recent years when Government spokesmen, mainly Ministers or Parliamentary Secretaries are invited to broadcast on the occasion of an internationally recognized Anniversary such as World Food Day, World Health Day, etc. During 1994 there were 13 such occasions when Anniversary Messages were broadcast. The airtime used in this manner amounted to 91 minutes. Details as follows:

Date 1994	Subject	Speaker	Duration
1. February 11	World Day of the Sick	Minister for Home Affairs and Social Development	8'
2. March 15	Consumers' Day	Minister for Food, Agriculture & Fisheries	7'
3. April 7	World Health Day	Parliamentary Secretary for Health	9'
4. April 30	Workers' Day	Parliamentary Secretary for Human Resources	8'
5. May 18	World Telecommunications Day	Minister for Transport, Communications & Technology	6'
6. May 31	Anti-Smoking Day	Parliamentary Secretary for Health	7'
7. June 5	Environment Day	Parliamentary Secretary for the Environment	5'
8. September 27	Tourism Day	Parliamentary Secretary for Tourism	7'
9. October 1	World Day of the Elderly	Parliamentary Secretary for the Elderly	7'
10. October 16	World Food Day	Minister for Food, Agriculture, Fisheries & Housing	7'
11. November 22	European Heritage Day	Minister for Youth and the Arts	6'
12. December 1	World Aids Day	Parliamentary Secretary for Health	7'
13. December 3	World Disability Day	Minister for Home Affairs and Social Development	7'

The President of Malta also broadcast to the nation on 15 May 1994 on the occasion of International Family Day.

Some years ago, the Authority had introduced certain restrictions in order to contain, as much as possible, the ever increasing number of these ministerial appearances which were being scheduled at peak viewing time. Since November 1991, such broadcasts were being transmitted outside peak viewing time and except for two instances,



this policy continued to be observed. PBS did not provide a satisfactory explanation for these two lapses and were cautioned against a repetition of similar incidents.

Attitudes to Broadcasting in 1994

Each year since 1991 the Broadcasting Authority has undertaken a national survey to assess public attitudes towards broadcasting. The latest survey was completed in March 1994 and this chapter presents the main findings from the research*.

Method

A two-stage probability sampling technique was used to interview 1050 persons aged 14 and over. Interviews were effectively carried out from 30 sampling points randomly selected from 500 blocks drawn from the latest Electoral Register for Local Councils. Quotas based on the demographic profile of the Maltese population, were set by age and sex. The 14-17 year old segment was selected according to the same modified quota sampling system. Foreign residents were included in the sample as long as they fitted in the set quota.

A separate study was conducted among tourists visiting Malta. A sample size of 100 personal interviews made up this sector of the study and tourists were interviewed at the Malta International Airport before departure.

Interviewees were asked a number of questions on their attitudes to TV and radio. They were also asked about the length of time they had actually listened to radio and watched TV for the two days preceding the interview.

The interviewing for the main survey was carried out by Malta University Services Ltd between 16 - 22 February 1994. The interviews with departing tourists were held on 23 February 1994.

Television Viewing

TVM had a sizable audience share of television viewing by the resident population for each day of the week. The highest level was registered for Tuesday when Television Malta captured an audience equivalent to 61% (163,660 persons) of the total potential audience.

The Berlusconi group of stations were the next most popular group, followed by RAI and other Italian stations. The effect of satellite TV stations was still minimal on the local broadcasting scenario.

* Another survey commissioned in March 1995 is in the course of preparation.



Table 1 shows the Audience share by TV group* for each day of the week.

	TVM %	RAI %	BERLUSCONI %	OTHER %	SATELLITE %
Monday	55.7	15.0	48.3	4.3	3.7
Tuesday	61.0	14.3	38.7	8.7	4.3
Wednesday	60.3	16.0	46.3	7.0	3.0
Thursday	58.7	14.0	52.7	10.0	3.7
Friday	58.0	14.3	45.3	9.3	3.3
Saturday	58.0	13.0	38.0	9.0	3.7
Sunday	60.3	17.7	35.7	10.0	3.7
Daily Average	58.9	14.9	43.6	8.3	3.6

Radio Listening

Super One Radio retained the highest audience level amongst the ten radio services operating in Malta and Gozo. This station registered an average daily audience size of 24.6%, equivalent to 66,000 listeners. The stations with the next largest daily average audiences were: Smash Radio (15%) closely followed by RTK (14.9%). The other stations followed in this order: Radio Malta 1 (13.3%); Radio 101 (7.9%); Live FM (6.4%), Bay Radio (6.2%); Radio Malta 2 (4.9%); Island Sound Radio (4%) and Radio Calypso (3.8%).

Table 2 shows the audience share by radio station for each day of the week

	Radio Malta 1 %	Radio Malta 2 %	Super One Radio %	Radio 101 %	Island Sound Radio %	Bay Radio %	RTK %	Radio Live FM %	Smash Radio %	Radio Calypso %
Monday	13.0	4.7	24.7	10.0	2.7	5.3	15.0	10.3	13.7	2.7
Tuesday	14.3	5.3	26.7	8.3	4.3	5.7	17.7	6.3	13.7	1.7
Wednesday	15.7	4.3	27.3	7.3	3.3	4.0	14.7	5.7	13.3	2.7
Thursday	13.7	2.7	29.7	8.3	4.0	6.0	14.3	3.0	15.7	5.3
Friday	11.3	5.0	23.3	7.7	6.0	6.3	16.3	5.7	19.3	4.7
Saturday	13.7	6.7	19.7	7.0	4.3	8.0	14.7	5.7	17.0	5.0
Sunday	11.7	5.3	20.7	7.3	3.7	8.0	11.7	8.0	12.0	4.3
Daily Average	13.3	4.9	24.6	7.9	4.0	6.2	14.9	6.4	15.0	3.8

* TVM was coded on its own. The three RAI stations were grouped together into one category. The three stations owned by Berlusconi - Canale 5, Italia 1 and Rete 4 - are shown as the Berlusconi group. Other Italian stations are grouped together under 'other'; satellite stations received through Cable TV or private dish antennae are shown as 'satellite'.

Broadcasting and Tourists

Audience research surveys are normally limited to the local resident population. However, in view of the ever increasing number of tourists visiting the Maltese Islands and their effect on the economic and commercial activity of the country, the 1994 research project included an ad hoc study of the radio listening and TV viewing habits of tourists visiting Malta during the period of the survey.

Not surprisingly, satellite stations were found to be the most relevant for tourists and as many as 51.5% of those interviewed stated that they had watched one of the stations available. TVM also commanded a 10.5% audience level from among those tourists visiting Malta. This was due, no doubt, to the English language element in TVM programming. Italian stations picked up a small audience around 9 p.m.

Radio presented a different aspect. Five of the ten stations operating locally captured a share of the tourist audience. Island Sound Radio however, was the record breaker for this sector with an overall audience level of 34.5% of tourists visiting the Island. This all-English language station started attracting an audience quite early in the morning and had a tourist listenership around the 8% mark between 7.30 and 9 a.m. The station retained its audience throughout the day and again reached 8.5% at 8 p.m.

Calypso Radio, Smash Radio, Bay Radio and Radio 101 were the other four radio services with a tourist following.

Preferred Sources of News

For the third consecutive year, survey respondents were asked which was their most preferred source of news. The results obtained vary considerably from the previous findings. Table 3 shows the extent of these variations:

Table 3

	Radio %	TV %	Newspapers %	Other %	No Preference %
1992	41.0	31.4	24.7	3.0	-
1993	42.8	44.2	12.1	0.9	-
1994	15.1	67.1	10.2	-	7.5

It will be noted that in the 1994 survey, television gained considerable ground as the public's prime source of news and it did this mainly at the expense of radio which slipped from approximately 43% to 15%.



Although no particular reasons were detected for this drastic drop in radio news popularity, other findings from this survey seemed to indicate a connection with the news content and the manner in which this was presented. In fact, 47.9% of the population did not think that news on radio stations was generally fair and impartial, while 45% held the opposite view and 7% did not commit themselves to a definite reply. The research also revealed that 21.8% of respondents were of the opinion that RTK carried the most fairly and impartially reported news. This station was followed by Super One Radio and Radio Malta 1 which registered 19.4% and 12.9% respectively.

In so far as news on TVM was concerned, 52.1% of the population aged 14 and over believed that this was generally fair and impartial. 43.7% disagreed with this view whilst 4.2% did not express an opinion.

Satisfaction with Radio Programmes

Satisfaction among radio listeners with the types of programmes currently provided by the various stations was generally encouraging. The main findings in this sector are set out in table 4 below:

Table 4 Preferences for radio programmes

	%
Music	67.5
News	54.6
Health Education Programmes	39.0
Discussions on Current Affairs	36.8
Discussions on Personal Issues	36.7
Discussions with Phone-ins	32.5
Religious Programmes	27.4
Sports	26.3
Local History Programmes	25.1
Novels	21.6
Local News Analysis	20.4
Programmes of a Political Nature	17.0
Programmes on the Environment	17.0
Foreign News Analysis	13.2
Programmes on Films to be screened on TV	11.0

Total figures add up to more than 100% as the question allowed multiple responses.

Conclusion

The overall findings of this study upset some preconceived notions but, in several aspects, consolidated the result of previous surveys.

The major task of all audience research goes on measuring the size of the audience, i.e. how many people saw or heard a particular programme or were watching or listening at a particular time. The results which emerged from this annual exercise should mean more than that.

In programmes dealing with information and education and in programmes where producers define their objectives, audience research can help to indicate how effectively objectives are being attained. Audience research cannot determine what a programme should say but it can tell the producer what the public thinks of his product and how they react to his aim. Used correctly, audience research can be a useful tool in the hands of programme planners.



Appendices



Appendix I

BROADCASTING AUTHORITY



L-AWTORITA' TAX-XANDIR

MALTA

LICENCE FOR A UHF TERRESTRIAL TELEVISION SERVICE

LICENCE NO. 00

LICENCE GRANTED TO [Name of Company] TO PROVIDE A UHF TERRESTRIAL WIRELESS TELEVISION SERVICE UNDER PART III OF THE BROADCASTING ACT, 1991.

THE LICENCE

1. The Broadcasting Authority ("*the Authority*") in exercise of the powers conferred upon it by Part III of the Broadcasting Act ("*the Act*") hereby grants to ("*the licensee*") a licence ("*the licence*") for the term and subject to the Conditions set out in Annex I and to revocation as provided for in the Conditions set out in Annex II, to provide the television service specified in Annex III ("*the Programme Service*").
2. The Licence is granted on the basis of the Licensee's representation that the statements set out in the Declaration as to its affairs made by the Licensee prior to the date hereof are true to the best of the Licensee's knowledge and belief.
3. The Licence shall come into force on the date of issue.

SIGNED FOR AND ON BEHALF OF
THE BROADCASTING AUTHORITY

CHAIRMAN

(Date)

CONTENTS

Paragraph	Page
Definitions and Interpretations relating to conditions	53
CONDITIONS - ANNEX I	
PART 'A' - GENERAL	
1 Provision of Television Broadcasting Service by Licensee	54
2 Fees	54
3 Programme Standards and Requirements	54
4 Advertising and Sponsorship Standards and Requirements	56
5 Provision of Additional Services	56
6 Provision of information to the Authority about the Licensee	57
7 Audience Research	57
8 Complaints	57
9 Consequences of Change of Control	58
10 Licence not Assignable	58
11 Obligation to comply with directions issued by the Authority	58



12 Powers of the President	59
13 Powers of Inspections	60
14 Station Identification	60
15 Broadcasting Frequency	60
16 Transmitter Power	61
17 Repeaters	61
18 Antenna	61
19 Non Interference	61
20 Ancillary Transmitting Apparata	61
21 Powers of the Authority	61

PART 'B' - TECHNICAL

Technical Conditions relating to the establishment and operation of a UHF Terrestrial Television Service	62
--	----

CONDITIONS RELATING TO ENFORCEMENT OF LICENCE - ANNEX II

1 Notice of non-compliance	67
2 Sanctions for Breach of Conditions	68
3 Revocation	69

THE PROGRAMME SERVICE - ANNEX III

Promise of Performance and exchange of correspondence relating to the Programme Service	71
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Definitions and Interpretations relating to the conditions

In these conditions unless the context otherwise requires:

"the Act" means the Broadcasting Act, 1991;

"the Authority" means the Broadcasting Authority established by section 118 of the Constitution;

"Code of Advertising and Sponsorship" means the code governing standards and practice in advertising and in sponsoring of programmes in the provision of licensed services as drawn up in the Third Schedule to the Broadcasting Act, 1991 and from time to time revised by the Authority;

"licence period" means the period of eight years from the commencement date of the licence;

"programme Code" means the code giving guidance as to the rules to be observed with respect to programmes excluding advertisements.



Annex 1

GENERAL CONDITIONS

1 Provisions of Television Broadcasting Service By Licensee

Section 10 (11)

- (1) The Licensee shall provide the Programme Service Specified in Annex III for the Licence period of 8 years provided the Licensee may, not earlier than one year and not later than three months before the expiration of the licence, apply for a further licence which shall not be unreasonable refused.
- (2) The Licensee shall install and operate one television broadcasting UHF transmitter which shall be sited at Gharghur or at such other place which after completion of tests, may be indicated by the Authority.

Section 10 (5)

- (3) The Licensee shall not own, control or be editorially responsible for a television broadcasting service other than that hereby granted by this Licence.

2 Fees

Section 14 (1)

- (1) The Licensee shall on the issue of the licence and thereafter at annual intervals until the end of the licence period pay to the Authority such fee as may be prescribed by regulations for the time being in force. The fee is payable in advance and becomes due on the date of the issue of the licence.
- (2) The Licence shall pay to the Authority such sums as the Authority shall notify to the Licensee being, in the opinion of the Authority, such charges as in the particular case would appear to be proper and justified pursuant to the proviso to Section 14 (1) of the Act.

3 Programme Standards and Requirements

Section 13 (2)

- (1) The Licensee shall ensure that the programme service complies with the requirements of the Act and in particular that:

- (a) the programmes do not include anything which offends against religious sentiments, 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;
- (b) all news given in the programmes (in whatever form) is presented with due accuracy;
- (c) sufficient time is given to news and current affairs and that all news given in the programmes (in whatever form) is presented with due impartiality;
- (d) the programmes broadcast contain a substantial proportion of matter closely designed to appeal to the interests, tastes and outlook of the general public;
- (e) due impartiality is preserved in respect of matters of political or industrial controversy or relating to public policy;
- (f) 20 per centum of the recorded and other matter included in the programmes are of Maltese origin and of Maltese performance and that a reasonable part of such programmes is in the Maltese language: and

Section 22 (1)

- (g) the programmes do not include any technique which exploits the possibility of conveying a message to, or otherwise influencing the minds of, persons listening to and/or viewing the programmes without their being aware, or fully aware, of what has occurred.

In applying paragraphs (c) to (e) above, the Authority shall be able to consider the general output of programmes provided by the Authority's various licensees and contractors, together as a whole.

Section 23 (1)

- (2) The licensee shall draw up its programme schedules in consultation with the Authority for such period of time as the Authority may determine.

Section 20 (2)

- (3) The licensee shall ensure that the applicable provisions of the Programme Code which may be in force from time to time are observed in the provision of the Programme Service.



Section 35 (2)

- (4) The licensee shall ensure that the Programmes Service accords with the proposals set out in Annex III to this licence so as to maintain the character of the Programme Service throughout the licence period.

4 Advertising and Sponsorship Standards and Requirements

Section 19 (2) & (3)

- (1) The licensee shall ensure that all advertising included in the Programme Service complies with:-
 - (a) the Code for Advertisements and Sponsorships laid down in the Third Schedule to the Act in so far as this applies to television services;
 - (b) any amended or substitute version of the Code referred to in (a) above;
 - (c) any additional requirements imposed by the Authority in the discharge of its general responsibility for advertisements and methods of advertising.

Section 19 (11)

- (2) The Licensee shall comply with all directions, whether general or specific and/or qualified or unqualified, given to it by the Authority with regard to advertisements or methods of advertising or sponsorship, including without limitation directions with respect to:-
 - (a) the amount and distribution of advertisements,
 - (b) the exclusion of particular advertisements or their exclusion in particular circumstances.

5 Provision of Additional Services

Section 3 (6)

The Licensee is bound to provide, as directed by the Authority additional services on the channel on which the Programme Service is provided as set out in Annex III

6 Provision of Information to the Authority about the Licensee

Section 16(3)

- (1) The Licensee shall furnish to the Authority in such manner and at such time as the Authority may reasonably request such documents, returns, accounts and declarations or other information and procure and furnish to the Authority such reports as the Authority may require for the purpose of exercising the functions assigned to the Authority by or under the Act and in particular (but without prejudice to the generality of the foregoing) the Licensee shall present to the Authority copies of their audited accounts for the previous financial year and shall make a declaration to the Authority as of 31st December of each year of the Licence as to its affairs/corporate structure in such form as the Authority shall specify.
- (2) The Licensee shall:
 - (a) make and retain, for a period of one year, a transcript of every news programme included in the Programme Service;
 - (b) keep full logs, for a twelve month period, of all transmissions in the Programme Service;
 - (c) at the request of the Authority or of a Court of Law produce any such recordings, transcript or logs for examination or reproduction.

7 Audience Research

Section 16(3)

The Licensee shall make arrangements in a manner approved by the Authority for reporting the state of public opinion as of the 31st December of each year concerning programmes in the Programme Service.

8 Complaints

- (1) (a) The Licensee shall adopt procedure approved by the Authority for the handling of written complaints received from the public in respect of programmes included in the Programme Service and shall ensure that such procedures are duly observed.
- (b) Such procedures shall, *inter alia*, include a requirement that members of the public who complain to the Licensee about programmes included in the Programme Service are informed that if they are not satisfied with the



Licensee's decision about their complaint, they may refer the matter to the Authority.

- (2) The Licensee shall for a period of 12 months keep a written record of any written complaints received from the public in respect of programmes and advertisements included in the Programme Service and shall make such record available to the Authority.
- (3) The Licensee shall reimburse to the Authority any reasonable costs incurred by the Authority in connection with or resulting from any justified complaint that originates from a breach of any condition of the Licence.
- (4) Any amounts payable under conditions 8(3) shall be payable by the Licensee in such manner and at such time as the Authority shall determine.

9 Consequences of Change of Control

Section 10(4)

The Licensee shall notify the Authority forthwith if:

- (1) a person or group of person acting together has acquired shares with voting rights in the Licensee or the body corporate which controls the Licensee; or if
- (2) a person who holds, or group of persons acting together who hold, voting shares in the Licensee or any body corporate which controls the Licensee has acquired additional shares.

10 Licence not Assignable

Section 16(1)

This Licence is not assignable except with the prior consent in writing of the Authority. Without prejudice to the generality of the foregoing, such consent shall not be given unless the Authority is satisfied that the partnership to which it is proposed to assign the Licence would be in a position to comply with all the conditions of the Licence throughout the remainder of the Licence period.

11 Obligation to comply with Directions Issued by the Authority

Section 15

(1) The Licensee shall comply with and observe such directions as the Authority may deem necessary or expedient to give, verbally or in writing for the proper

exercise of the functions described in Section 119 of the Constitution and for the proper discharge of any other duty or function referred to in the Act, including directions not to broadcast, or to broadcast, or to cause the broadcasting of, any matter referred to in the aforesaid provisions of the Constitution and of the Act, and including directions requiring the provision in advance of scripts and particulars of programmes, the provision of recordings of programmes and the provision of such other information as the Authority may reasonably require for the purpose aforesaid.

Section 16(3)

- (2) The Licensee shall comply with all directions given by the Authority in respect of any matter subject or thing which is referred to or mentioned in the Licence.
- (3) The Licensee shall (except to the extent that the Authority consents to his doing or not doing them) do or refrain from doing such things as are referred to or mentioned in the Licence or any Code or guidelines referred to in the Licence.

12 Powers of the President of the Republic

Section 36

- (1) The Licensee shall if so directed by the Authority:
 - (a) broadcast in the Programmes Service, free of charge, at such times as may be specified to the Authority by the President such announcement as is so specified:
 - (b) refrain from including in the programmes included in the Programme Service any matter or classes of matter specified to the Authority by the President:
 - (c) regulate the maximum time, the minimum time or both the maximum or minimum time of the daily broadcasts of the Programme Service and the hours of the day in which the Programme Service is or is not to be given as may be specified to the Authority by the President.
- (2) The Licensee may when broadcasting an announcement in the Programme Service in accordance in the Programme Service in accordance with condition 12(1)(a) above indicate that the announcement is made in pursuance of a direction by the Authority.



Section 37

- (3) The Licensee shall comply with all directions given to him by the Authority pursuant to a direction of the Prime Minister for the purpose of enabling the Malta Government to give effect to any international obligations.

13 Powers of Inspection

Section 16(3)

The Licensee shall permit:

- (1) any employee of, or person authorised by, the Authority; or
- (2) any officer of, or person authorised by, the Minister responsible for Wireless Telegraphy

to enter any premises used in connection with broadcasting of the Programme Service and to inspect, examine, operate or test any equipment on the premises which is used in that connection.

14 Station Identification

- (1) The Licensee shall identify all transmission from the station and shall do so in accordance with applicable international rules and regulations. The legality of using any particular name is a matter for the Licensee to ascertain.
- (2) The Licensee shall not change the station name without prior written approval of the Authority.
- (3) The Authority shall not unreasonably refuse to approve a station name.

15 Broadcasting Frequency

- (1) Transmissions from the station shall be made by the Licensee on (channel number) as designated in the Stockholm 1961 Plan (see 3.2 and 3.3 of the Technical Conditions) assigned to the Authority in accordance with the provisions of Part IV of the Act.
- (2) It shall be the duty of the Licensee to limit his broadcasts to the channel referred to in condition 15(1) and to observe such conditions as the Authority may, from time to time, impose with regard to the apparatus to be used and the manner in which such equipment is used by Licensee.

16 Transmitter Power

The transmitter power delivered to the antenna shall not exceed the following limits:

- (1) Vision carrier 100 Watts
- (2) Sound Carrier 25 Watts

17 Repeaters*

Licensee shall use a system of repeaters so that as much as possible the transmission covers the whole of Malta and Gozo.

The transmission from the repeaters shall be made on the UHF Channels to be assigned by the Authority and from a location approved by the Authority.

18 Antenna*

The antenna system shall be composed of the two by three tier panels which are presently mounted on either side of the television tower installed at Gharghur transmitting site.

19 Non Interference

The Licensee shall ensure at all times that the transmissions from the main transmitter and the repeaters shall not cause any interference with other licensed wireless telegraphy including sound and television broadcasting, whether originating in Malta or from abroad.

20 Ancillary Transmitting Apparata

This licence does not cover, or in any way authorise, the installation or use of transmitting apparata other than transmitting apparata operating in the frequency band 470 MHz to 865 MHz.

21 Powers of the Authority

Nothing in this Licence shall be construed as diminishing the powers of the Authority under the Act or the Constitution.

* These provisions apply only if circumstances so require.



***Technical Condition
Relating to The Establishment
and Operation of a
UHF Terrestrial Television Service
in the Frequency Band
470 to 865 MHz***

Technical Conditions

1 Purpose

This document specifies the basic technical conditions attached to a licence issued under the Broadcasting Act, 1991 for the establishment and operation of a UHF Terrestrial Television Service in the frequency band 470 to 865 MHz

2 General

- 2.1 These technical conditions detail those characteristics of the equipment that need to be considered for the purposes of frequency spectrum management and safety and do not include detailed equipment specifications.
- 2.2 Type approval of equipment is not envisaged. Instead a procedure of station certification, by a qualified person (see section 9) will apply.
- 2.3 Revision of the technical requirements specified in this document may be required from time to time.
- 2.4 Even though a system may satisfy the requirements specified in this document at the time of authorisation, international agreements may necessitate additional requirements/restrictions for any station.

3 Definitions

For the purpose of this document the following definitions concerning radio regulations may also be applicable to television:

3.1 Current Radio Regulations

The Current Radio Regulations are *The Radio Regulations edition of 1990*.

3.2 Stockholm 1961 Plan

The Stockholm 1961 Plan is the *Final Acts* of the European VHF/UHF

Broadcasting Conference for the planning of terrestrial television for the European Broadcasting Area.

3.3 Assignment (of a radio frequency or radio frequency channel):

A radio frequency or radio frequency channel for which authorisation has been received for its use at a specified stations with specified characteristics.

3.4 Effective Radiated Power (e.r.p.)

The Effective Radiated Power, in a given direction is the product of the power supplied to the antenna and its gain relative to a half-wave dipole.

3.5 Authority

Authority means the Broadcasting Authority.

4 Abbreviations

IEC - International Electrotechnical Commission

EBU - European Broadcasting Union

CCIR - International Radio Consultative Committee

5 Transmitter Construction

5.1 General

The mechanical and electrical construction shall meet such requirements as can be reasonably set, taking the state of the art into account. (See also Section 8 *Safety and Weather Protection*).

All controls, meters, indicators and terminals shall be clearly labelled. Details of the power supply from which the equipment is intended to operate shall be clearly indicated. The equipment should normally consist of one complete unit.

5.2 Controls

There shall be a control to switch "on " and "off " the power to the entire installation. The "on" position shall be clearly indicated.

Controls which, when wrongly adjusted, increase the risk of causing interference or of improper functioning of the transmitter shall not be immediately accessible to the user.

5.3 Manufacturers Identification

The transmitter shall be provided with an indication showing the



manufacturer's trademark, type designation and serial number. The indication shall be fitted on the outside of the transmitter, shall be clearly readable, unremovable and indelible.

6 Transmission Characteristics

6.1 Frequency Aspects

The equipment shall be designed to operate on the assigned frequency in the frequency Band 470 to 865 MHz only.

In accordance with appendix 7 of the current Radio Regulations the frequency tolerance shall be within ± 500 Hz of the nominal value specified in the licence.

The transmit-frequency shall be derived from a crystal-oscillator. If use is made of a synthesizer and/or a phase-locked loop system, the transmitter shall be inhibited when synchronisation is absent. The transmitter frequency adjustment control shall not be easily accessible to the user.

6.2 Spurious and Harmonic Emissions

With the transmitter operating at any power up to its specified power level into its designed load impedance, the level of any spurious or harmonic emissions in the frequency range 100kHz to 2GHz, shall not exceed the value of 60dB below the unmodulated carrier power. However in the band 108 - 118MHz the level of any spurious emissions shall be limited to not more than 77dB below the unmodulated carrier.

6.3 The Television Signal

All picture, sound and signals broadcast by the Licensee must comply with the specifications of Television Standards for PAL 625 line System G transmissions.

6.4 Permitted subcarriers for the transmission of supplementary information

The addition of supplementary information using the current standard applicable for transmission of subtitling or other teletext may be permitted provided prior approval has been obtained from the Authority.

The current standard is CCIR Teletext System B and the specification is published by the European Broadcasting Union.

6.5 Transmitter Power

The transmitter RF output power shall not exceed the value specified in the licence by more than 1dB (26%). The transmitter must incorporate a suitable

meter indicating the RF output power to enable routine checks to be made.

7 Artificial Antenna

An artificial antenna must be provided for off-air testing and equipment alignment at the station. This should consist of non-reactive non-radiating load of 50 ohms impedance which can be connected to the output of the transmitter.

8 Safety and Weather Protection

8.1 Safety

8.1.1 A Broadcasting Transmission Installation shall be so designed, construed and installed as to prevent danger arising, either in normal use or under fault condition, to personnel working on, or externally inspecting the system, or to any other person. Safety should be considered under the following headings:-

- personal protection against electric shock
- personal protection against radiation;
- personal protection against physical injury;
- protection against fire;

8.1.2. The system must comply with IEC Specification 215 (Third Edition 1987) relating to Safety Requirements for Radio Transmitting Equipment.

8.2 Weather Protection

All apparatus and cables exposed to weather, corrosive atmosphere or other adverse conditions shall be so construed or protected as may be necessary to prevent danger arising from such exposure.

9 Station Certification

9.1 It is the responsibility of the Licensee to ensure that a suitably qualified person has the necessary technical training, knowledge and practical experience so as to be able to certify that the installation and maintenance of the station complies with these technical conditions.

9.2 Permission for on-air testing prior to the certification in 9.3 below and commencement of regular service shall be obtained from the Authority.

9.3 When the installation of equipment is complete the Licensee shall provide evidence of certification, by a suitably qualified person, to the Authority, that the station is ready to commence



operation in accordance with these technical conditions.

10 Station Access and Personnel

Only authorised personnel shall have access to the Transmission Equipment for the purposes of adjustment/maintenance of that equipment.

It is the responsibility of the Licensee to ensure that all authorised personnel are adequately trained for the functions they are authorised to undertake.

11 Connection to Public Telecommunications Network

Where studio and transmitting equipment is connected together by circuits provided on the Public Telecommunications Network prior approval by Telemalta Corporation shall be obtained.

12 Environmental Conditions

Whilst due allowance must be made for likely ambient temperature and humidity variations for the particular location of the transmitter, compliance with the requirements must be achieved over the following minimum ranges:

- a) Ambient Temperature: 5 deg. Cel. to 45 deg. Cel.
- b) relative Humidity: 0% to 95%

13 Power Supply

13.1 Whilst due allowance must be made for the stability of the actual power supply, compliance with the requirements of this Specification must be achieved for supply voltage variations in the range +6% to - 10% of the nominal value.

13.2 Precautions shall be taken to prevent switching or commutation spikes from being radiated or superimposed upon the incoming supply.

14 Documentation

Accurate operating instructions for the correct use of the transmitter must be kept with it at all times. Similarly, up-to-date circuit diagrams and parts lists must be available to enable proper maintenance. Any modifications to the transmitter must be carried out by qualified personnel, and the details reported to the Authority.

15 Transmitter Load Protection

The transmitter should be designed such that it will not suffer damage when operated continuously with the RF output connector either open or short-circuited.

16 Transmission Site

Transmitter of the UHF Terrestrial Television Service shall be sited at Gharghur or at such other place which, after completion of tests, may be indicated by the Broadcasting Authority.

17 Changes to Characteristics of Frequency Assignments

The characteristics of an assignment include frequency, station name, effective radiated power, polarisation and radiation pattern of antenna.

In the final acts of the *European VHF/UHF Broadcasting Conference Stockholm 1961* there are procedures that have to be adhered to if a change in the characteristics of an assignment is envisaged.

Some changes to the characteristics could be difficult and take a long time to process in accordance with the above mentioned procedures. The Authority should be advised as early as possible of any changes sought in the characteristics of the assignments so it can advise of any potential problems foreseen. All international coordination is the responsibility of the Authority.

Annex II

Conditions Relating to Enforcement of Licence

1 Notice of non-compliance

- (1) If the Authority is satisfied that the licensee has failed to comply with any Condition of the Licence or with any direction given by the Authority under the Licence it may serve on him a notice which shall state:
 - (a) that the Authority is so satisfied that the Licensee has so failed to comply with any such Condition or direction;
 - (b) the effect as set out in Condition 1(2) below of a failure to comply within a specified period not exceeding twelve months with any such Condition or direction whether specified in the notice or otherwise.



- (2) If during the period specified in the notice issued under Condition 1(1) above the Authority is satisfied that the Licensee has again failed to comply with the Condition or direction specified in the notice or any other Condition of the Licence or direction given by the Authority then it may direct the Licensee for a specified period not exceeding six months:

- (a) to provide the Authority in advance with such scripts and particulars of the programmes to be included in the Programme Service as are specified in the direction; and
- (b) in relation to such of those programmes as will consist of, or include recorded matter, to produce to the Authority in advance for examination or reproduction such recordings of the matter as are so specified.

2 Sanctions for breach of Condition

- (1) (a) If the Authority is satisfied that the Licensee has failed to comply with any Condition of the Licence and has given the Licensee a reasonable opportunity to make representations to it about the matters complained of, the Authority may direct the Licensee to include in the Programme Service a correction or apology (or both) in such form and at such time as the Authority may determine.

- (b) The Licensee may, when including a correction or apology (or both) in the Programme Service in pursuance of a direction from the Authority, announce that he is doing so in pursuance of a direction.

- (2) (a) If the Authority is satisfied that the Licensee has failed to comply with any Condition of the Licence or with any direction given by the Authority under Licence and it has given him a reasonable opportunity to make representations to it about the matters complained of, it may serve on him a notice requiring him to pay to the Authority, within a specified period, a specified financial penalty.

- (b) The amount of any financial penalty imposed pursuant to Condition 2 (2) (a) shall not exceed Lm6,000.

- (3) (a) If the Authority is satisfied that the Licensee has failed to comply with any direction given to him hereunder and it has given him a reasonable opportunity to make representations to it about the matters complained of, it may serve on him a notice reducing the Licence Period by a specified period not exceeding two years.

- (b) Where the Licence is due to expire on a particular date by virtue of a notice served on the Licensee under Condition 2(3) (a) above,

the Authority may, on the application of the Licensee, by a further notice served on him at any time before that date, revoke that notice if it is satisfied that such revocation is justified by virtue of the conduct of the Licensee in relation to the operation of the Programme Service since the date of the earlier notice.

- (4) If the Authority is satisfied that the Licensee has failed to comply with any Condition of the Licence or with any directions given under the Licence and it has given him a reasonable opportunity to make representations to it about the matters complained of, it may serve on him a notice suspending the Licence for a specified period not exceeding six months.
- (5) The issue of a notice under Condition 2(2), (3) or (4) above in respect of any failure to comply with any Condition or direction shall not preclude the Authority from issuing a notice under Condition 1 or Condition 2(1) of this Annex in respect of that failure.

3 Revocation

Section 16 (4)

- (1) (a) If the Authority is satisfied that the Licensee is failing to comply with any Condition of the Licence or with any direction given by the Authority under the Licence and that the failure is such that, if not remedied, it would justify the revocation of the Licence it shall serve on the Licence a notice:-
 - (i) stating that the Authority is so satisfied;
 - (ii) specifying the respects in which, in the opinion of the Authority, the Licensee is failing to comply with any such Condition or direction; and
 - (iii) stating that, unless the Licensee takes, within such period as is specified in the notice, such steps to remedy the failure as are so specified, the Authority will revoke the Licence.
- (b) If at the end of the period specified in any notice under Condition 3(1) (a) above the Authority is satisfied that the Licensee has failed to take steps specified in the notice and that it is necessary in the public interest to revoke the Licence, the Authority shall serve on the Licensee a notice revoking the Licence.

- (2) The Authority may revoke the Licence by notice in writing served on the Licensee and taking effect either from the time



of service or on a date specified in the notice in any of the following circumstances:

- (a) if the Licensee agrees in writing with the Authority that the Licence should be revoked;
- (b) if the Licensee becomes a disqualified person in relation to the Licence;
- (c) if broadcasting operations have not commenced within a period of nine (9) months after the issue of the Licence;
- (d) if:-
 - (i) any order is made or any resolution is passed or other action is taken for the dissolution, termination of existence, bankruptcy liquidation, or winding up of the Licensee (otherwise than for the purpose of reconstruction or amalgamation made whilst the Licensee is solvent on terms previously approved in writing by the Authority) or a liquidator, trustee, receiver, curator, administrator, manager or similar officer is appointed in respect of the Licensee, or in respect of all or any part of his assets; or
 - (ii) the Licensee makes or proposes to enter into any scheme of compromise or composition with his creditors; or
 - (iii) the Licensee shall permit an execution to be levied against his assets and/or movables and allows such execution to remain outstanding for more than 14 days;
 - (iv) any person having direct control of the Licensee shall do or be subject to any of the events specified in sub-paragraphs (i) to (iii) above; or
 - (v) anything analogous to or having a substantially similar effect to any of the events specified in sub-conditions (i) to (iv) above shall occur under the laws of any applicable jurisdiction;
- (e) if the Authority is satisfied that the Licensee:-
 - (i) in purporting to comply with any of the Conditions of this Licence has provided information which is false in a material particular or has withheld any material information with the intention of causing the Authority to be misled; or

- (ii) in connection with his application for the Licence, provided the Authority with information which was false in a material particular or withhold any material information with the intention of causing the Authority to be misled;
 - (f) if, a change in the nature or characteristics of the Licensee or any change in the persons having control over or interests in the Licensee, takes place (whether before or after the commencement date), which change is such that, if it fell to the Authority to determine whether to award the Licence to the Licensee in the new circumstances of the case, it would be induced by the change to refrain from awarding the Licence to the Licensee;
 - (g) if the Authority ceases to be satisfied that the Licensee is a fit and proper person to hold the Licence;
 - (h) if the Licensee fails to make any payment specified in the Licence on the due date.
- (3) The Authority shall before serving a notice revoking the Licence give the Licensee a reasonable opportunity to make representations to it about the matters complained of.

Annex III

The Programme Service

Character of Service ("*promise of performance*")

The documents attached to this Section represent [Name of Company] Promise of Performance relating to the Programme Service as this appears in correspondence relating to the Company's application for a terrestrial television service.

The Programme Service authorised by this Licence will be broadcast over the specified broadcasting frequency for not less than (specify number of hours) per day.



Appendix II

Broadcasting Seminar

Malta Hilton
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*Keynote speeches delivered by guest speaker
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- 1 - Transfrontier Broadcasting
- 2 - Fairness and Impartiality in Broadcasting - The Italian Experience

Transfrontier Broadcasting

Ladies and gentlemen, if I had been asked to speak on the topic of transfrontier broadcasting just a few years ago I could have done so in a few minutes. Even when the availability of satellite distribution removed the technical obstacles to broadcasting over national boundaries, scepticism remained. Could the market support many new channels? Where would the financing come from? Where would the programming come from? Was there a demand for transnational channels? How quickly things change. Now the number of transnational channels seems to multiply almost daily, and you will have to be patient for more than a few minutes if I am to attempt to explain this change and its implications.

I would like to concentrate largely on Europe and the Mediterranean. The subject of transfrontier broadcasting is vast, and for historical, geographical and cultural reasons it has particular implications for this region.

First, what do we mean by transfrontier broadcasting? In Europe any broadcasting by means of satellite is inevitably transfrontier. With a multiplicity of cultures and languages in a relatively small geographical area, channels aimed at one national market inevitably spill over into other markets. Attempts can be made to limit their reception by encrypting the signal and restricting

the availability of decoders to certain territories, but this has only limited success; "unofficial" decoders are readily available. A satellite footprint is no respecter of borders. Technically there is no limit to the area that can be covered. With a relatively small number of transponders, a channel can cover the world, and CNN is very close to doing so. A viewer in Beijing can watch the same programme, at the same time as a viewer in New York, Paris or Buenos Aires. What was inconceivable not many years ago is almost taken for granted today.

This has brought about a dramatic change in the international audiovisual system in the last decade. From the viewers' point of view the most obvious manifestation of this change has been the increase in the number of channels available. This increase had already begun in Europe as commercial broadcasting increased, fuelled by demand from the advertising industry and the money to be made from broadcasting, and aided by deregulation. However, the expansion would have remained limited had it not been for developments in the technology of satellite distribution.

As long as television was distributed by a system of terrestrial relays it remained a scarce resource. The number of frequencies available was finite, and national governments had complete control over their allocation. They could decide whether or not to give frequencies to commercial broadcasters, how many to give, to whom, and when. The reach of the signal depended on the location of relay stations, and stopped at national boundaries (although the waves brought foreign signals to the shores of some islands).

This means of distribution determined the nature of the channels available. When there are only a small number of channels they all target the whole available audience. Thus they offer a generalist schedule, attempting to grab the early evening audience and hold them throughout the evening. The public services have always tended to follow the edict John Reith laid down for the BBC - to entertain, educate and inform. Commercial broadcasters tend to lay greater emphasis on the latter, but still attempt to provide a range of programming which includes news and documentaries alongside the game shows and soaps.

In general, this system served the audience reasonably well, although the public services could be patronising in their programming, giving the public what the programmers believed they ought to have, rather than what they wanted, and the commercial broadcasters often showed a lack of imagination in their diet of game show, films and telefilms. Furthermore, the generalist schedule is inherently authoritarian; it is the schedulers who decided when the viewer will be entertained, when informed, and when educated. The viewer who wants to see the news in the



middle of the afternoon, or see an educational programme in primetime will be disappointed.

Satellite distribution has fundamentally changed this system. The limits to the number of terrestrial frequencies are no longer relevant. Anyone with television programming to transmit who can afford the relatively low cost of a satellite transponder can start transmitting a channel. There is no longer any technical limit to the number of television channels which can be transmitted in any given territory.

Initially, the audience for these channels is limited. The traditional aerial is not enough; viewers need to be equipped with a cable connection or satellite dish to receive these channels. However, in Northern European countries such as Belgium and the Netherlands the conventional aerial is already disappearing as almost the whole population is connected to cable, and the proliferation of satellite dishes in the former East Germany and Eastern Europe is proof that economic constraints can be overcome when a sufficient amount of attractive programming is offered.

So, the number of television channels offered to the public has probably increased more in the last five years than in the whole of its history. But the quantitative change has also produced qualitative changes.

As I said earlier, when a restricted number of channels are available in a particular territory, they all compete for the same audience - the whole audience - with a generalist schedule. When 50 or more channels are competing this is no longer possible. So broadcasting gives way to "narrowcasting", thematic channels aimed at particular sections of the audience - sports channels, video music channels, film channels, and so on. This is encouraged by advertisers looking for niche markets - the young, businessmen, housewives.

As I said at the beginning, the number of satellite distributed television channels is growing almost daily.

However, although all satellite channels are inevitably transfrontier in their distribution, does that mean the beginning of the end for national broadcasting? Obviously not: the majority of new channels continue to aim at a national audience, or, at most, a linguistic area. The plethora of English language channels are aimed largely, and sometimes exclusively, at the UK market. Film channels such as the BSkyB channels actively discourage viewers outside the United Kingdom by encrypting and making official decoders unavailable elsewhere. They have no choice: with rights to programming in general, and films in particular, continuing to be sold on a national basis, a

quality film channel must control access. Other U.K. based channels are happy to add viewers on the continent to their audience figures, but regard this as a lucky bonus - they do little or nothing to specifically attract such audiences in terms of scheduling particular programming for other markets. The fact is that while technical limitations have been removed, linguistic and cultural boundaries are not as easily removed. With a satellite dish on my roof in France I can see what makes Germans laugh, learn why Eastenders is so popular in Britain, learn the latest news from Turkey, or watch American football, or the stockmarket reports from Tokyo.

Technology can help us overcome some of the linguistic problems (and I will talk of Euronews' pioneering work in this field), but problems remain. Some audiences, particularly the Anglo-Saxon countries, are resistant to dubbing. Subtitling is fine for one alternative language, but not more (unless teletext is used, but that carries with it its own problems). Cultural differences are less easy to define, but none the less real. The truth is that I have never shared the German sense of humour, or the British love of soap operas. I don't understand American football, and I don't speak Turkish or Japanese. While there are some American and South American soap operas that seem to cross most cultural boundaries, there are many more examples of programming that does not. Even the omnipresent game shows are usually sold as "formats" and remade for each national market.

I said at the beginning of this speech that the number of transfrontier channels was multiplying almost daily. However, for the above reasons, the number of channels which are truly transfrontier in target audience is relatively limited, and they fall into two broad categories:-

The first is what I call "cultural propaganda" channels. I do not mean this at all in a pejorative sense: these are channels, usually distributed only by satellite, which have the quite justifiable aim of ensuring the presence of the countries' language and culture in the satellite market. Examples are TV5, TVE International, RTP International from Portugal, and RAI 1 and RAI 2. They are thus generalist channels, and most are aimed largely at the country's nationals living abroad. Sometimes they are merely terrestrial channels retransmitted on satellite (RAI 1 and RAI 2), but more often, for copyright reasons, they transmit a schedule composed of material from one or more national channel, perhaps with a small proportion of original programming (RTPI, TVE International). These channels are offshoots of public service broadcasters, and they have a public service mission- they fill a perceived cultural need, rather than satisfying a market demand.

The second category we could call the "the money-spinners". Examples are Eurosport, MTV, CNN, NBC Superchannel. Their



aim, as the name suggests, is to make money - through advertising, sponsorship, and charges to cable operators and hotels. They are strictly commercial channels. And they have something else in common - they are all thematic channels. (Superchannel was a rare example of a truly international generalist channel. One of the first satellite channels, a variety of different owners have tried to find a market, orienting the programming this year towards the young, next year towards the business viewer, but since being taken over by NBC, its programming is increasingly news and business oriented.)

Certain genres are more adapted to transfrontier broadcasting than others. The channels I have cited have proved that pop music, sport, and news cross cultural and linguistic boundaries. These "money-spinners" are the most truly international: while the "cultural propaganda" channels are watched largely by a particular linguistic or national community, "the moneyspinners" are aimed at attracting an international audience.

How is this situation likely to develop in the future? The next technological leap forward is almost upon us. Digital compression will mean that up to ten television channels will be able to occupy one satellite transponder, the cost of transmission will fall still further, and the rate of increase in the number of channels will receive another boost.

What will these new channels be? My personal opinion is that the number of truly transfrontier channels will not increase dramatically. With falling transponder costs some more "cultural propaganda" channels may appear. But I believe that the majority of "moneyspinners" of the future will be culturally and linguistically specific. Already, a group of record companies have launched Viva, a German-language version of MTV, and have announced their intention to launch similar channels in other markets. I have declared that they will launch a French-language, satellite delivered news channel. I expect this trend to accelerate when digital compression becomes a reality within the next few years. Thus, while *de facto* transfrontier broadcasting will increase, the number of channels aimed at an international audience will remain limited.

So far I have talked of the technology of transfrontier broadcasting, and its effect on the audiovisual offer. But these massive changes have wider implications. I do not think it is any longer necessary to persuade anyone of the cultural and social significance of television. For many people it is the main source of knowledge about the world they live in - not only are television news and documentaries the primary source of information, but the soap operas, telefilms, situation comedies and other genres shape our view of our own societies, and of others. We may not have visited America, but we know what the New York Police Department is like - we've seen Hill Street Blues,

we know how the rich live - we've seen Dallas.

In an ideal world the growth in transfrontier broadcasting would be a force for greater understanding between nations, greater tolerance of other cultures and a tool for learning other languages. Surely the opportunity to see programming from all over the world can only add to international understanding?

It is certainly much more difficult in the age of transfrontier satellite broadcasting to control the flow of information. Despite periodic attempts by governments to ban them, satellite dishes are sprouting like giant mushrooms on roofs all over China and other countries, giving the public access for the first time to alternatives to the official versions of events.

However, because of the linguistic and cultural differences I talked about earlier, the danger is that viewers will continue to watch channels targeted at their nationality or linguistic group, plus certain transnational channels, the "moneyspinners".

Even with the lower transponder which will come with digital compression, broadcasting will continue to be a business which requires a considerable investment of capital. It takes time to build up cable networks, subscriber bases and an advertising income. Broadcasters who make their money in the huge domestic market of the United States (such as CNN and MTV), or who have an enormous income from other media interests all over the world such as Mr Murdoch's News International have the financial strength to launch international versions of their channels and absorb the initial medium-term losses that these inevitably entail. CNN International has been making enormous losses for years, but Ted Turner has the domestic CNN service and other ventures making enough profit to allow him to take a long-term view.

It is also no coincidence that these channels all use the English language: the dominance of English as a second language gives them a worldwide potential market.

Thus there is a danger that far from increasing diversity and cultural pluralism, transfrontier broadcasting will contribute substantially to cultural homogeneity - the "Coca-Colanisation" of the world - and that the national state-owned monopolies which once controlled broadcasting will be replaced by a small number of immense media companies whose interests will range from studios in Hollywood to satellite news channels in Asia, from newspapers in London to cinema chains in Australia; whose economies of scale, "vertical integration" of production and



distribution, and cross-media interests will dominate the market to such an extent that there will be no room for television channels, newspapers or other media that for cultural or linguistic reasons cannot command a large enough audience to compete.

It has been said many times that the flow of information tends to be from West to East and from North to South. Left to uncontrolled market forces, transfrontier broadcasting will increase this tendency.

I have always argued that the mixed system audiovisual which exists in Europe today should be recognised as the definitive European model, rather than a transitional phase towards an American model of wholly commercial broadcasting. Only a combination of public and private broadcasting can provide the range and variety of programming which reflects the cultural diversity of our continent.

If we are to protect this diversity in the age of transfrontier broadcasting, the mixed system must be accepted on a European-wide basis, not simply at a national level. And, just as national governments provide the funds, through a licence fee or other means to provide national public service broadcasting, European governments and institutions need to examine the concept of pan-European public service broadcasting and develop new structures for organising their financing.

These structures could vary from case to case. Possibilities include:

- projects funded through specific financing by the European Union,
- intergovernmental accords to fund projects directly,
- giving financing to public service broadcasters with the specified aim of funding international projects.

Individual projects could be funded by a combination of these and other means.

Some steps in this direction have already been taken: ARTE is funded through a bilateral agreement between the French and German governments; Eurosport is a joint venture between a commercial broadcaster, TF1, and EBU consortium. However both of these projects originate in relatively wealthy countries, with important markets, neither addresses the problem of how to involve the smaller countries in the increasingly important phenomenon of transfrontier broadcasting.

Obviously, my interest in this subject is not purely academic. As the present Director General of Euronews I have direct day-to-day involvement in this subject, and I do not apologise for citing Euronews as a possible model. Euronews is the first truly European public service broadcaster. It is a

microcosm of the Europe we are trying to create, with unity in diversity. The channel is owned by 15 broadcasters from 14 countries, produced by a team from 14 nationalities, receiving material from the over 60 EBU members and broadcasting the same news and information service to over 32 countries in five languages. Euronews already reaches a potential audience of 110 million people.

Euronews is an attempt to counteract the trend for information to flow from West to East, from North to South. After all, if we drew these lines of information shown on a map they would probably intersect somewhere in the Mediterranean (probably not far from where we are standing today), and thus it is just that broadcasters from Europe and the Mediterranean Basin should lead the fight to redress the balance.

Euronews covers major international events - like CNN we provided coverage of President Clinton's speech at the beginning of Greek Presidency of the European Union. But, unlike CNN, we continued our coverage as Mr Papandreou and Mr Delors spoke. And we also covered the results of the Italian referendum on electoral reform, the Finnish Presidential elections, the recent declaration of the Portuguese Prime Minister on a federal Europe, the appointment of the new Algerian President etc.etc.

I do not want to give the impression that I am in any way against channels such as CNN or MTV - both are admirable channels, both have been pioneers. But television plays a much too important role in our lives to allow a small number of channels to dominate. Let us not fall into the trap of believing the myth that unrestricted commercialisation of the media automatically equates with increased choice. This is a convenient myth propagated by those whose vocation is to make money from broadcasting and who regard television as just another product on the market, qualitatively no different from soap powder or toothpaste.

The truth is that in all commercial fields, but particularly in fields such as television with its high level of capital investment, the market has a tendency towards concentration of ownership, towards the development of monopolies and cartels. If we are to ensure choice, and a qualitative choice, not simply a quantitative choice, then political decisions must be made in order to create the conditions under which diversity can flourish.

This does not necessarily mean protectionism, or throwing money away on channels which no one will ever watch. The smaller European and Mediterranean countries may never have sufficient resources to enter the new transfrontier broadcasting market alone, and even if they did, their potential audience would be too small to make a



significant impact. However, by working together, and in solidarity with the larger, richer European countries they could be present in the market with services which are attractive to viewers, as well as important from a political and cultural standpoint.

Such cooperation is only feasible because technology now offers the possibility of multilingual broadcasting. Euronews has demonstrated that multilingual broadcasting works from both a technical and an organisational point of view. Today we broadcast in five languages: English, French, German, Spanish and Italian. Later this year we will add Arabic. And there is no reason why we should stop there. Eight languages are possible using one transponder, and this could be doubled using another transponder.

There could be various versions of Euronews with a core of common programming, and "windows" of programming for specific national, ethnic or linguistic audiences.

The funding of Euronews is truly mixed. The majority of our financing comes from our member broadcasters, but we also receive funds from the European Commission, from certain governments via Eureka Audiovisual, from the authorities in the Rhone-Alpe region, as well as income from advertising and sponsorship. We are also beginning discussions to try to establish an intergovernmental accord between certain European nations, on the lines of ARTE, to ensure our long-term stability.

Similar organisational and financial criteria to those used for Euronews could prove useful for other pan-European thematic channels. We could envisage for the future a "bouquet" of pan-European public service channels with services for culture, films, sport, music, children, etc.

This is perhaps an ambitious dream; the need and the technical means exist already, but realising the dream would require the political will and the financial means to bring it about. It would cost money, but not a great deal, and I would argue that it would not be too great a price to pay to protect the great wealth of cultural and linguistic diversity that is our heritage, and which I hope will continue to enrich our future.

Transfrontier broadcasting is a technical reality. For Europe it could represent an enormous opportunity, improving understanding between nations and giving their citizens greater access to the cultural wealth which surrounds them. Or it could be a cultural and social disaster. We still have time to decide which.

Fairness and Impartiality in Broadcasting - An Italian Experience

Fairness and impartiality are difficult concepts. What I consider to be fair or impartial cannot but be influenced by my own, subjective perspective. Objectivity is a notoriously difficult ideal to attain; in journalism it is almost impossible. Furthermore, some of the best journalism can be subjective: some of the most moving reports which come out of a tragic situation like Bosnia are deeply infused with the sense of personal outrage of the journalist forced to witness those terrible events.

Fairness and impartiality are almost impossible, in my opinion, for single operations, with their different cultures, opinions and sources, to put into practice. Experience in the print media, as well as in broadcasting, shows that the only concrete way to pursue this ideal is in the confrontation between different subjects, the representation of the complexity and diversification of values, of opinions and experiences present in a particular socio-cultural context - in other words, to ensure the pluralism of the system. The problem of fairness and impartiality is not a singular, private problem, it is the problem of the whole system.

In Europe we take it for granted that the pluralism of information requires a plurality of sources, in radio and television broadcasters, as in newspapers. However, an analysis of the actual situation shows us that this has not always been the case.

It is true that the Italian situation, which I have been asked to talk about, is rather particular. However, as you will see, it gives rise to certain observations with relevance to other European countries.

When in 1977 the Prix Italia, an important manifestation promoted by the Italian public service, RAI, dedicated a study group to public access to radio and television, it first carried out a research into all western European broadcasters. It was clear that in the mid-1970s the still dominant public monopoly had made great steps forward in the direction of pluralism, in many cases thanks to innovative legislation. In particular:

- from the simple *right of reply* - traditional in the written press - radio and television had arrived at the idea of a *right to access*, that is the possibility for non-broadcasting organizations to produce their own radio and television programmes.
- secondly, the recognition of this right was traditional for political parties, trade unions and religious groups in various countries;



what was new was the *right of access* to groups previously excluded (pressure groups, gay rights groups, ethnic minorities, political groups outside the mainstream parties, and so on).

- thirdly, decentralization, as an aspect of pluralism, which was a developing trend in many countries, was being extended to radio and television, not merely in terms of broadcasting regional or local programming, but also in the establishment of a decentralized creative and productive capacity.

I have made this observation only to clarify that, even under a system of monopoly, the European public service did not always exclude pluralism. This was due in part to the continual criticism and discussion which the system was subjected to. As a public monopoly the system was expected to respond to the needs of the whole population. Thus, the legitimization of the system required further regulations and democratic controls, the addition or greater choice with two or three channels, and finally, decentralization and right of access.

In illustrating the Italian experience in the field of information in broadcasting, I would like to begin with 1975, the date of the reform of the public service broadcaster (still at that time enjoying a monopoly) which gave rise to many of the changes I have mentioned.

I will discuss three different aspects:

- the rules
- their effects
- the prospects for the future

THE RULES

The reform of public service broadcasting in 1975 followed a ruling of the Constitutional Court of the previous year that confirmed the legitimacy of the broadcasting monopoly for national broadcasting, on condition that the accuracy, impartiality and completeness of information was guaranteed.

The 1975 law attempted to define the nature of public service broadcasting both with certain institutional guarantees and with greater autonomy for the individual channels and the directors of news.

From the institutional point of view the most important elements were:

- the passage of control over the activities of the public service from the government to Parliament.

- the election of a relatively large administrative council, made up of 16 members elected from the parliamentary bodies (which number 40, including both deputies and senators of all the minority parties present in parliament).

From the administrative point of view, the effort to achieve a level of pluralism was established with autonomy in the fields of programming, production and acquisition on the part of each of the radio and television channels. Finally, a third channel was planned, with a specific remit to broadcast cultural and regional programming.

The following year (1976) the Constitutional Court radically changed its position and declared that existing terrestrial broadcasters were also legal, provided they were broadcasting only locally. When the Constitutional Court takes a position which can radically influence the legislative system, it recommends that Parliament proceeds rapidly with legislation to regulate the system. This did not happen, which explains the anomaly of a system which in the following ten years developed rapidly without any regulation.

In fact, since Parliament had neither defined what was meant by local broadcasting, nor established any rules governing private radio and television, there was an explosion of hundreds of local TV broadcasters, thousands of local radio stations, and, a fairly rapid process of concentration, with the creation of what were in fact, if not in law, national networks.

Undoubtedly this phenomenon had interesting social and cultural effects, but it is not useful on an international level as a legislative model, unless as a model of how it should not be done. In fact, the lack of regulation gradually brought about particularly in the field of television, a concentration of ownership, theoretically forbidden, at a national level.

At this point we are faced with the question whether a plurality of broadcasters, so ample in Italy from a quantitative point of view, inevitably brings about a corresponding plurality of voices and points of view. The Italian experience suggests not. On a national level it did not happen because of the concentration of ownership; on a local level our research at the beginning of the 80s showed that fully two thirds of local TV stations did not broadcast any news and information.

Naturally this unregulated system could not continue indefinitely, and in 1985 a minor law, called Legge Berlusconi, which ratified a government directive of a few months earlier, sanctioned to some extent the status quo, legitimizing broadcasters which had existed and had been transmitting from a certain date. It is symptomatic that this



law of 1985 imposed no obligations regarding the broadcasting of information on the local broadcasters, indicating only very generous norms in the field of advertising, and imposing European quotas, but only for films. Thus the strong commercial presence in broadcasting in Italy was perpetuated, and no attempt was made to guarantee either pluralism or responsibility in the area of information.

Furthermore, the Constitutional Court declared that the 1985 law guaranteeing pluralism had been in force too long and was illegal; in fact that law had been expressly formulated as a temporary measure while waiting for the legislation of the system.

This did not happen until 5 years later, with the well known Mammi Law of 1990. This law did not arrive on the statute books without great difficulty and controversy, and the majority of political forces in Italy are now demanding that the law be revised, both because it allowed, even legitimized, a form of concentration of ownership of commercial broadcasting which is unique in the world, and because technological developments are transforming, and will continue to transform the system of mass communications.

It is interesting to note that in the field of information, certain demands made on the public services 15 years ago, now apply to all radio and television broadcasting considered of general public interest, whether public or private. Let me quote the terms used in the law: "pluralism, objectivity, the completeness and impartiality of information, openness to a range of opinions, political, social, cultural and religious viewpoints, represents the fundamental principles of the audiovisual system which is achieved with competition between public and private subjects..."

Considering that in other areas the obligations imposed on private broadcasters are minimal or non-existent, it would appear that at least regarding information, the Italian legislature has realized its error and has imposed an element of public responsibility on private broadcasters. That is not to say that such a general norm was able to be really effective, as we shall see when I describe the Italian experience. If these are the rules, what have been the effects?

THE EFFECTS

The principal institutional stumbling block that the reform of the public services in Italy faced, arose from the fact that whatever task is assigned to Parliament - by definition the most representative of the constitutional bodies - is in fact controlled by the Parties, and in particular by the secretaries of the Parties that support the government.

Because of this, the control of broadcasting activity, the establishment of a majority of the Administrative Council (and after 1985 of the whole Council), and the appointment of top executives was in the hands of the secretaries of a few parties.

This situation, known as *lottizzazione*, undoubtedly constituted a partial betrayal of the spirit of the law which wanted to enlarge the direction and control to Parliament as such, and thus to the whole society which it represented.

However, we must not exaggerate the negative influence of this experience, which achieved, particularly in the first phase (1976 - 1980), a real expansion of the audiovisual offer and of the range of cultural options, particularly in the field of information. The law also allowed the beginning of a sort of internal competition between the public channels and their newsrooms, which greatly improved the quality and interest of programming and information, and encouraged innovation both in genres and television language.

I should also add that no channel and no news direction in the Italian public services has ever been entirely monolithic. Italian politicians, like politicians everywhere, always feel that the media are biased against them, but the professionalism of many journalists, supported by relatively advanced laws for the written press, has meant that the news offered by the public services has never been as partial as has sometimes been claimed.

In 1993 Parliament forced itself to reduce the influence of individual parties, reducing the members of the Administrative Council of RAI from 16 to 5, and entrusting the nominations to Presidents of the House of Deputies and the Senate. The reconstruction now taking place has already visibly reduced the powers of the parties. As far as the private sector is concerned, it is worth remembering that, apart from the lack of news programmes on most of the local broadcasters, none of the national broadcasters were under any obligation to transmit news until 1990. This obligation was established by law in 1990. From then on one could expect that an increase of national news and current affairs programming would contribute to pluralism; in fact this was only partially so, due to the concentration of ownership I have described.

THE FUTURE

Despite the respect that European public service broadcasters have earned over the years, any nostalgia for the old monopoly is both unrealistic and misplaced. The system which best serves the public is a mixed system, a balance between a strong public broadcaster, and a vibrant, diversified private sector. This is a crucial point. The Italian



experience shows that if the concentration of ownership is allowed to continue unchecked, the system does not provide the range of viewpoints and voices which gives expression to the diversity of a democratic society.

Recent technological developments, particularly in the field of digital compression, will soon bring to television the kind of abundance of broadcasters we are accustomed to in radio. If this is to be accompanied by an extension of balance and impartiality, it will require a willingness on the part of politicians and legislative bodies to create a framework within which diversity can flourish.

The multiplication in the number of channels will favour the growth of thematic channels, and alongside the sport, film, and music channels, we will see more and more news and information channels. In Europe there are already transnational news channels, which I will talk about later. I would just like to say here that these channels allow an extension in the quantity and quality of information, both by extending access to sources from many different countries, and by transcending national boundaries, and thus eroding the control that national governments exercise on information.

However, encouraging real debate, and thus a pluralism in the interpretation and evaluation of events, requires more than this. As channels multiply audiences fragment. Thus the role of traditional channels remains vitally important; while their audiences will gradually diminish, for many years to come these channels - national, generalist and freely available to all - will continue to attract a mass, heterogeneous audience to news and information programming.

Throughout this speech I have spoken of the dangers of concentration of ownership of the media in abstract terms. In Italy, in this pre-election period, we are now witnessing a very concrete example of these dangers. The owner of the majority of the Italian private broadcasting system, as well as many publications, has launched a political movement of which he is the leader. This is a situation without precedence, and has given rise to a heated debate throughout the country. While no one would like to deny an entrepreneur his constitutional right to play an active political role, it is clear that without strict controls, the involvement of such an important media mogul can create a serious imbalance in the system.

Once again the Italian system is being forced to confront the results of inadequate legislation, and at the same time to address issues which were neglected, intentionally or not, in the 1990 law: the use of satellite and cable distribution, encryption systems, and all the other technological developments which are changing the field of broadcasting.

One final point: pluralism and impartiality in broadcasting cannot exist without free and effective access to an equivalent plurality of sources of information. It is part of the professional responsibility of journalists to consult a variety of sources. However, information is increasingly a business, and like all areas of business some companies, and some countries, are stronger than others. While we may be able to accept that Japan dominates the manufacturing of personal stereos, or that America leads the world in the production of micro-chips, to accept that richer, developed countries dominate the flow of information, is less acceptable. This problem is at the heart of the well-known MacBride Report which, even at the end of the 1970s, denounced the colonization of information at a world-wide level by a very few international agencies.

I was asked to speak about "The Italian experience of Fairness and Impartiality in Broadcasting", and, as I have outlined here, it is a very particular system, and there are particular lessons to be learned from it. However, with the increasing globalization of the media no single country can be considered in isolation. We are all part of the global information network - but some of us are active and some of us are only passive participants. In the age of transfrontier broadcasting fairness and impartiality in broadcasting is no longer simply a national issue. It is not our particular problem, it is a more important, a wider problem. But that is the subject of another speech.



Appendix III

Malta's Nationwide Radio Services

88

1994 Performance Reviews

Super One Radio

The broadcasting licence issued to Rainbow Productions Ltd on 11 May 1993 included the following promise of programme performance:

"Super One Radio will deliver information, news, current affairs programmes, live music, phone-in discussions and talk shows. Special emphasis will be given to local culture and talent."

In another section of the licence dealing with programming and training, station promoters promised that:

"Our schedule provides for various programmes dealing with information concerning social, religious and current topics of international, and national and local interests."

The Studio has obtained the services of various expert co-ordinators who provide their long term experience to the listeners through the various discussion programmes, including phone-in opportunities. The station is committed to a continuous policy of human resource development through in-house training."

89

General Comment

In this first annual review of station performance by Super One Radio, the Authority concluded that, generally, programme promises were kept. However, there were occasions when the political slant in programmes bordered on non-observance of impartial treatment.

Informative Programmes

The average total number of hours dedicated to information on this station amounted to 46.47 hours weekly. Information varied from 'expert' advice provided in public assistance type of programmes to weather reports. One must also add that one quarter of the number of hours mentioned above had a political slant, most of this information being directed to the VAT controversy.

Less time was devoted to news and current affairs. In fact the time applied to this type of programming amounted to 31.15 hrs, of which it was estimated that 45% had a political slant.



News commentaries are still being broadcast within news bulletins. These commentaries which are often of a political nature should be broadcast after the foreign news and should be distinctly separate from the news bulletins.

The newspaper analysis programme which, on occasion, gave rise for concern would be more in line with modern trends if the audience is encouraged on a regular basis to comment by telephone on items analysed during the programme. This practice is used by Super One Radio but only in its week-end editions of the newspaper review programmes.

Talk shows were allocated 23.22 hours as a weekly average.

The Authority concedes a slant on private stations provided that this is within an overall framework of balance and impartiality.

Music Programmes

Where music is concerned the programmes were varied and catered for all tastes. The time dedicated to music worked out at 68.15 hours. Local talent was also given credit, *ghana*, and *local bands* are but two examples. Thus Super One complied with its promise of performance in stating that special emphasis is given to local talent. Most of the music programmes had phone-ins.

Training

With regards to training, the station did not avail itself of opportunities offered by the Authority during the course of this year to train station personnel. Neither does the Authority have any evidence of in-house training carried out by Super One Radio during the year.

Log Tapes

Clause 6(2) of the licence requires Super One Radio and, indeed, all radio services, to make and retain log tapes of the programme service for at least a period of 90 days.

On several occasions this condition was not observed. Apart from requests made by person or organisation for such recordings which were not supplied, the Authority itself had, on several occasions, cause for complaint on this account.

Summary of relevant parts of reply by Super One Radio

Mr Jimmy Magro, Managing Director of Rainbow Productions Ltd. (owners of Super One Radio) agreed that the station was adhering to its promise of performance. The station would continue to provide a wide variety of programmes.

Mr Magro claimed that Super One Radio broadcast very balanced programmes which offered everyone the opportunity to express his opinion. There was full participation by exponents of all parties in these programmes featuring politicians ("*programmi bilanċjati ferm u joffru opportunità lil kulhadd sabiex jesprimi l-fehma tieghu. Fi programmi fejn jiehdu sehem politiċi, qed ikun hemm parteċipazzjoni shiħa ta' esponenti mill-partiti kollha*".)

Radio Super One would continue with internal training programmes and would also participate in training organised by others. Log tapes of all programmes were being kept for 90 days.



Radio Live FM

Live FM was granted an eight year licence by the Broadcasting Authority on the 7th November 1991. Regular transmissions commenced on 10 May 1992. In accordance with the provisions of this licence, Live FM voluntarily promised that:

"... all programs will be broadcast from the source where the programmes originate. In most cases this system provides opportunity for listeners to interact with participants and challenge opinions. Programmes will cover all aspects of life in Malta and provide music, information, analysis of current affairs issues, chat and discussion programmes and constant phone-ins making RADIO LIVE FM a populist station."

The station further promised that

"Because of the particular structure of this station, much of the programming will be dictated by events but, one may logically expect the service to carry live broadcasts of most types of local events, including those related to entertainment, culture, those organised to raise particular issues involving particular sections of the community such as women and children, Parliament - interviews from the House Lobby with representatives of both parties on particular legislation - chat shows with studio guests, night time chat programmes with hosts replying to phone-ins and playing favourite records, live broadcasts of international events by arrangement with foreign radio stations, with or without Maltese overlay depending on the nature and importance of the broadcast, live reporting of events and occurrences where Maltese participate in events abroad."

Programme Analysis

This report was drawn up on the basis of normal monitoring activity during the second half of the year and includes a period of intensive monitoring between 10 - 17 October when 168 hours of broadcast time on Live FM were listened to and analysed. During this period the station's average weekly output was as follows:

Category	Weekly Output	%
Music	110.29 hrs	65.6
News/Current affairs	4.98 hrs	3.0
General Information	8.45 hrs	5.0
Discussions	35.08 hrs	20.9
Miscellaneous (including adverts)	9.20 hrs	5.5
TOTAL	168 hrs	100

Music

The amount of time dedicated to music on this station is much in excess of its promised performance which, by the second year of operation, had to be in the region of 84 hours weekly. Moreover, most of the music broadcast is of the modern variety (basically pop and rock) with little or no time being dedicated to music of local origin. Since Live FM had emphasized that its programmes would cover all aspects of life in Malta, this commendable stress on the local element should logically extend to music. It should also be noted that there is a legal obligation for stations to include programme material of Maltese performance.

News and Current Affairs

A weekly average of approximately five hours of news and current affairs programming was broadcast on Live FM. However this segment of programming was dedicated solely to foreign news - basically direct transmissions of the Euronews services.

This contravenes the terms of the licence and creates an imbalance in news reporting. It is in marked contrast to the station's commitment "... *that it would act as a catalyst between the listening public and International, national and local events.*"

This situation developed in June 1994 when **Live FM** decided that it was ceasing to broadcast certain programmes including local news as a sign of protest against the Broadcasting Authority. This state of affairs was commented upon in the Authority's letter of 14 July 1994 addressed to the station. This letter has remained unanswered.

Sports

Although this segment of programming was not mentioned in the



promise of performance it is good to note that a sports programme is broadcasted once a week. According to the Authority's monitors, this contains informative material of interest to the sporting public.

Discussions and General Information

An average of 44 hours weekly are devoted to talk shows and general information slots, with the greater percentage being devoted to the former (as shown in the above table).

In this sector of programming, the Authority notes the total absence of "... *live broadcasts of international events* ..." and "... *interviews from the House Lobby* ..." as the station had promised voluntarily in its licence application. This licence was issued on the basis of its promised innovative approach to programming; however, these promises are not being fulfilled.

The talk shows covered a considerable variety of topics with subjects being dealt with by invited experts. Although talks were generally balanced where this was required care has to be exercised in the selection of subjects to avoid the possible charge of invasion of privacy or lack of good taste in programming. Particular reference is made in this context to the 3 November 1994 edition of *Il-Maltin Jistaqsu* which dealt with a delicate and private family matter involving the suicide of one of the members of the family.

Phone-Ins

Listeners were afforded ample opportunity to voice their opinion by means of phone-ins in most of the talk shows. Thus Live FM lived up to its promise to "*serve as a tool for the citizen's right to a greater freedom of expression.*"

Programme repetition is being resorted to and there were also instances when the schedule of programmes was not followed.

Log Tapes

Clause 6(2) of the broadcasting licence requires Live FM and, indeed, all broadcasting services to make and retain log tapes of the programme service for a period of 90 days.

It was noticed on several occasions that this condition was not being observed.

Summary of relevant parts of reply by Live FM Radio

Live FM informed the Authority that they considered their "*promise of performance*" as not being any promise of any kind at any time." They interpreted the Authority's insistence on adhering to Live FM's promise of performance as precluding little change, within the eight year period of the licence. They believed that "changes of all kinds and shapes are not only necessary but indeed vital if Maltese broadcasting is going to be allowed to breathe, to follow trends and to react to changing public taste."

Live FM insisted that they had honoured the brief they gave themselves in their mission statements from which they quoted "*A station which provides its listeners with an opportunity to interact with participants and challenge opinion ... Programmes will cover all aspects of Maltese life and will provide music, information, analysis of current affairs issues, chat and discussion programmes and constant phone-ins making Live FM a populist station.*"

Live FM disagreed that music during the 'dead' hours - midnight to 6 am - when hardly anyone is listening to radio, [should] be considered as an integral part of the stations; music output. If this segment were to be deducted they would "be well within the 84 hours of music that [they] had estimated". They had, however, remedied the problem.

Live FM claimed that they produced 56 hours a week of "General Information and discussion/talk programmes" and not 44 hours as stated by the Broadcasting Authority. The station also claimed to play regularly "every Maltese song that is released. This notwithstanding we do not agree that as a talk station we have any commitment to any type of particular music."

News had been removed from Live FM as a protest against the Authority's handling of the company's application for a television licence following institution of "Constitutional proceedings against the Broadcasting Authority [they had] restored a news service while retaining Euronews which has become extremely popular with [their] listeners".

Live FM did not broadcast international events because the "five metre dish with which [they] had been assured ... would receive the Astra One satellite from which [they] would have broadcast the international events referred to, by agreement with an international station. ... was not capable of reaching Astra One and had to be dismantled."

As to their failure to broadcast "interviews from the House Lobby" as had been promised this was not continued because they "could not carry out a commitment which [they] could only honour if the



debates in the House were interesting enough to draw enough Members to come to the microphone". They claimed that they brought innovation to Malta by providing a wall-to-wall catalyst for the exchange of opinion and debate, giving the public in general a constant opportunity to interact with 'experts and pundits'.

Live FM objected to having these "discussion programmes described [by the Authority] as 'generally balanced'. [Their] philosophy is that balance should be achieved in one and the same programme at one and the same opportunity.

Live FM also disagreed that "the programme *Il-Maltin Jistaqsu* of November 3 1994" was an 'invasion of privacy'. In their opinion it "made excellent programming" and "was broadcast at the specific request of the deceased's mother, who took part, and with the consent of the fiancée's father who also took part".

Radio 101

Radio 101 commenced regular transmissions on 29 September 1991 under the terms of a temporary broadcasting licence issued by Government. Subsequently, the station applied for and, on 16 June 1992, was granted an eight-year licence by the Broadcasting Authority. In accordance with the provisions of this licence, Radio 101 voluntarily promised to provide

"... a totally innovative format that will not be 'more of the same' stuff. It is a different style of programming whereby news, sports and information will blend naturally with our music content"

The station's promise of performance further states that

"Our concept is based on music (mostly live), news & news updates (on the hour, every hour from 6:00 am to 11:00 pm), sports (between 12-14 hours a week) and information capsules (1-2 mins duration) scheduled in various times of the broadcast day. Our music programming will also feature Maltese talent, classical and operatic music and jazz.

Two daily current affairs programmes at noon and 7:00pm, will be introduced A 2-hour talk/phone-in show will be introduced at 11:00 pm Monday to Friday"

97

With regard to training facilities, the station promised that

"... an ongoing training programme has been planned. Both in-house and abroad. Contacts have been established with European training facilities and full use will be made (of these facilities)."

Programme Analysis

This report was drawn up on the basis of normal monitoring activity during the first half of the year and includes a period of intensive monitoring between 4 - 11 July when 168 hours of broadcast time on Radio 101 were listened to and analysed. During this period the station's average weekly output was as follows:



Category	Weekly Average	%
Music	126.62 hrs	75.3
News & Current Affairs	19.00 hrs	11.6
Sports	7.83 hrs	4.5
General Information	5.40 hrs	3.3
Discussions	4.34 hrs	2.6
Miscellaneous (including adverts)	4.81 hrs	2.7
TOTAL	168 hrs	100

Music

The music output on this station is quite high which is, to some extent, in keeping with its promise of performance. However, most of the music broadcast is of the modern variety with little or no time being given to classical and operatic music as promised. Neither is much time allocated to local talent which constantly deserves encouragement.

News and Current Affairs

A weekly average of 19 hours of news and current affairs programming was broadcast on Radio 101. It was noted from monitoring reports that this segment of programming was generally satisfactory although a political slant was quite noticeable. The Authority tolerates this slant provided it is within an overall programme framework of balance and impartiality. What is not acceptable is the inclusion in news items of station comment of which some evidence was encountered during the period under review.

Comments obtained through telephone interviews for inclusion in the news must be handled with care. In such cases, the principles of fairness and respect for the interviewee must be observed.

Sports

Sports output fell short of the predicted total time for this type of programming even though this review covered the period when World Cup updates were much in evidence. Waterpolo and other sporting activities were also covered.

Discussions and General Information

An average of 10 hours weekly are devoted to talk shows and general information slots. Talks were generally balanced where this was required although, again, in this slot the political element was in evidence.

The cultural and religious information capsules promised in the licence did not materialize. Most of the social information slots which were broadcast lacked the sustained civic education aspect which all stations are encouraged to include in their schedules.

Training

At the application stage, the Authority requested a commitment to training and the station promised "... *an ongoing training programme both in-house and abroad. Contacts have been established with European training facilities and full use will be made (of such facilities).*" Not only has the station failed to provide evidence of this commitment but it has also failed to avail itself of opportunities offered by the Authority during the year to train station personnel.



Island Sound Radio

Island Sound is the only all-English-language station licensed to operate in Malta. Transmissions commenced on 6 March, 1992 approximately four months after a nationwide sound broadcasting licence was issued by the Broadcasting Authority.

Promise of Performance

The station promised a broad-based programming format "*intended to appeal to the widest possible audience*" with "*programmes in English, 24 hours a day, 7 days a week, comprising music, foreign news, current affairs, comedy and local information.*"

Island Sound Radio also promised to broadcast "*items of interest about the Maltese Islands, so that visiting tourists and other interested listeners may enjoy the culture and events in and around Malta in a more fulfilling manner.*"

The station also undertook to broadcast "*up to the minute national news ... including traffic information, sporting events and other items of local interest*". International news from the BBC and religious broadcasts were also promised.

100

Programme Analysis

Regular programme monitoring during the period under review which included intensive monitoring of a sample week (27 July - 3 August 1994) produced the following programming pattern:-

Category	Weekly Average	%
News & Current affairs	18.16 hrs	10.8
Music	130.00 hrs	77.4
Entertainment, etc.	16.74 hrs	10.0
Miscellaneous (including adverts)	3.10 hrs	1.8
TOTAL	168 hrs	100

It is to be noted that Island Sound Ltd did not indicate in its licence application the time to be allocated to the programme categories specified above. The company indicated the time slots within which it undertook to broadcast 'imported' programmes and these (excluding foreign news) were to amount to 34.75 hours per week or 21% of the average weekly output.

Data collected during this performance review revealed that Island Sound Radio broadcast a total of 9 hours of programmes from foreign sources, specifically BBC, of which 7 hours were news programmes. The monitoring reports gave no indication of programmes which had to be obtained from US Radio Express and UK Capital Radio or from alternative foreign sources.

Music

Out of a total of 168 hours, approximately 130 hours (77.4%) were dedicated to music during the sample week. Apart from pop music, one notes from the monitoring reports the following types of music broadcast:

1. Jazz - Wednesday, 8.30 p.m. to 9.30 p.m.
2. Country - Saturday, 1.00 p.m. to 3.00 p.m.
3. Classical - Tuesday, 8.30 p.m. to 9.30 p.m.

Music of Maltese origin was conspicuous by its absence and when encouraged by the Authority to include this type of music, the station reacted by stating that it was an English language service and, therefore, exempt from this requirement!

News and Current Affairs

The total number of hours during the sample week which were dedicated to news and current affairs programmes has been calculated, on the basis of the monitoring reports submitted, to be 18.16 hours.

As stated in its Promise of Performance and as outlined in its Programme Schedule, Island Sound Radio retransmits BBC news programmes. This it does throughout the day and in this respect it fulfilled its promise of performance.

Comedy Programmes

The comedy plays and sketches broadcast by Island Sound are imported and are specifically BBC's *Just a Minute* and *Round the Horne*, both broadcast from 2030 to 2100, and during the sample week have been broadcast on Wednesday and Monday respectively. On the basis of the monitoring reports submitted, it does not seem that Island Sound broadcasts any other comedy programmes.



Local information, Entertainment and Items of Local Interest

During the period under review, Island Sound Radio broadcast sports news daily and sports updates during sports events on weekends. On Mondays Island Sound broadcast a 1.5 hour programme dedicated to waterpolo.

As regards entertainment, the station retransmitted two BBC quiz shows, i.e. *Just a Minute* and *Quote, unquote*, during the sample week. Phone-in competitions for prizes were daily conducted by DJs during their programmes.

Slots of information intended for the benefit of tourists (*What's happening in Malta*) have also been noted.

Promotional messages and updates relating to a fund for the benefit of refugees were also often broadcast during the sample week.

Island Sound Radio has indeed undertaken to help local charities with phone-in marathons, etc. and to support social action activities. Traffic information was also broadcast during the sample week. However, a lack of religious slots and women's programmes was noted by monitors. In its promise of performance, the station stated that religious messages would be broadcast on a daily basis and that a daily hour intended for female audiences would be included in the schedule.

Radio Calypso

A broadcasting licence was issued to Radio Calypso Ltd on 30 March, 1993. The station commenced regular transmissions from its studios in Gozo on 1 August 1993.

Radio Calypso's promise of programme performance includes the following declarations:

- i) *"Radio Calypso will be a 24-hour 'mainly music' service, programmed for an adult audience. Our 'Gold' format of middle-of-the-road/easy listening music will include news and speech programming, covering the arts, culture, interviews and competitions aimed at the '30+' population. Originating from Gozo, it will present the Gozitan dimension on a national level."*
- ii) Morning and lunch time programmes were to include *"... relaxing music interspersed with appropriate news items, quizzes and competitions."*
- iii) The evening programming promised:
 - *Six current affairs programmes covering national and international items.*
 - *Regular features from correspondents at Australian, Canadian and United States radio stations focusing on Maltese activities in those countries.*
 - *Arts and cultural items will be featured regularly covering the complete spectrum of Maltese cultural life plus local business stories when appropriate.*

103

Programme Output

An analysis of the station's programme content based on an average week's performance produced the following results:

Category	Weekly Average	%
Music	152.00 hrs	90.00
Discussions	6.00 hrs	3.57
News	5.00 hrs	2.95
Miscellaneous (including adverts)	5.00 hrs	2.95
Sports	0.40 hrs	0.34
General Information	0.05 hrs	0.13
TOTAL	168 hrs	100



Music

Radio Calypso promised to be a 24-hour "mainly music" service and, on this score, the station has maintained its promise. However, the same cannot be said for the other programme promises.

News

Information content on this station is extremely limited. A weekly average of 14hrs 5 mins of local and foreign news was promised. Instead the station delivered 3.5 hours of foreign news and 1.5 hours of local news per week! The Authority's monitors' frequent comment was that news should be given more prominence and that local activities should be covered more extensively.

This comment is in stark contrast to the station's promise that *"the Radio Calypso news team will present national news and interviews with the news-making personalities of the Islands. Regular current affairs features, produced by the news team, will be broadcast between 6 p.m. and midnight every evening."*

Religious Programming

104

Radio Calypso promised that:

"Religious programming will be confined to 6.00 am to 7.00 am on Sunday mornings and will be produced by the Gozo Curia featuring a different Gozitan church every week."

The promised religious services were not broadcast.

Discussion Programmes

This programme review included certain discussions with phone-ins conducted by Ray Bajada. The subjects selected were topical and according to monitoring reports the programme were well produced and presented. However, much more could be done to strengthen the programming sector and live up to the promises referred to earlier in this report.

The Gozitan Dimension

The **Radio Calypso** promise of performance also claims that since the radio is based in Gozo *"it will present the Gozitan dimension on a national level."*

It is not clear what is meant by **the Gozitan dimension**, since it was noted

that there was no particular Gozitan aspect either in local news or in other programmes.

Assigned Frequency

Regular monitoring shows that Radio Calypso is still referring to its transmissions "*on frequency 102* " instead of the proper 102.3 Mhz. Such announcements are very often made live and could be easily adjusted.

Summary of relevant parts of reply by Radio Calypso

Mr Andrew Farrugia, Managing Director of Radio Calypso, informed the Authority on 19 January 1995 that "fine tuning of the schedule was made" as a result of discussions with the Authority and in view of the station's willingness to comply with its promise of performance. He added: "The delay in effectiveness is due to the fact that some of our new staff are still being trained and some others, (especially the religious), will be out of the country until the middle of February.



Bay Radio

Demayer Limited, the company responsible for the operation of Bay Radio was granted a licence by the Broadcasting Authority on 7 November 1991 and the station commenced regular transmissions on 10 March, 1992. The station's promise of performance indicates in unequivocal terms that it would be devoted, almost exclusively, to music. This intention is supported in the application for a licence by such statements as "... we will be predominantly a music station ..." and "... (the station) will serve a community whose interest is contemporary popular music ". Furthermore, the promise of performance declared Bay Radio's commitment to its audience in the following terms:

"(Bay Radio) will be a music-led station dedicated to the teen to 50-year age group, selected for its quality of performance, production and musicianship. Speech content will be informed and authoritative with news featured half hourly in English and in Maltese alternatively. Cultural items, phone-ins, and charity sponsorships will feature widely both in English and in Maltese."

Programme Analysis

106

The following programme pattern emerged after taking into account normal but sporadic monitoring during the first half of the year and regular, 24-hour a day monitoring, during the period 31 August - 7 September 1994:-

Category	Weekly Average	%
Music	156.00 hrs	92.86
News	2.75 hrs	1.64
Information	1.87 hrs	1.11
Miscellaneous (including adverts)	7.37 hrs	4.39
TOTAL	168 hrs	100

Music

The high percentage of music broadcast by this station leaves no room for doubt that Bay Radio is observing this section of its promise of performance. However, given the number of hours allowed for this type of programme output, there could be more variety to cater for the tastes of all music lovers. Instead, pop and rock music predominates. Since the promised range of musical tastes

was supposed to include the "*teens to 50-year age group*", more variety in this kind of programme output is required. The monitors' comments regarding quality of performance varied from '*satisfactory*' to '*could be more professionally competent*'.

News and Information

All broadcasting services are required by law and licence conditions to provide, amongst other things, *information* and *news analysis*. Taken together, these two programme categories account for 4.62 hours or 2.75% of the average weekly output. This is a cause for concern particularly in view of the promised authoritative and informed speech content which should have included "*news featured half hourly in English and in Maltese alternatively*." It was also noted that foreign news was not given much importance and this deficiency was more noticeable since Bay Radio is a bilingual station.

The 'informative' element monitored in this station's sample week's programming consisted of weather reports, background information about music excerpts and sports updates!

Cultural Items

Contrary to the promised inclusion of cultural items, not even one item of this nature was featured during the whole week when intensive monitoring of Bay Radio programmes was carried out.

Phone-ins

Phone-ins featured in a couple of the musical programmes such as in *Bay Gold* and *Big Breakfast Show* in connection with the music played or competitions.

Charity Sponsorships

During the week under analysis no charity sponsorships were mentioned.

This is in stark contrast to the station's proposals for off-air activity promised at the application stage.

General Comment

Although the station is undoubtedly fulfilling its requirement of music as stipulated in its licence, it needs to do much more in other programme areas where it has voluntarily committed itself towards that section of the community which constitutes its audience.



Summary of relevant parts of reply by Bay Radio

Mr Andrew Agius, Operations Director of Bay Radio, wrote to the Authority on 12 January 1995. He stated that his station did not feel that they had "deviated to any great degree from [their] original intention" with regard to the music they played since they had "always made it very clear that Bay would be playing music most popular with the young and the young at heart i.e. pop and rock". They drew attention to Section 5 (f) of their licence application regarding the playing of pop music "which these days can only be defined as music that features in the present and past music charts continuously between 6.00am and 10.00pm. Tags like 'easy listening' and 'middle of the road music' are merely references to subsections of pop".

They had expected to be playing a wider range of music between 10.00pm and 2.00am. Many of these genres were now included.

Bay Radio had "passed through a natural evolutionary process since it opened 34 months ago as [they] had reacted to market tastes and needs". They had found that they were "most popular with 18 to 35 year olds and consequently [their] music output contains the music most popular with this age segment". However "Bay's current music output is not very different to what was originally anticipated".

Bay acknowledged that their "news bulletins [were] currently less than originally envisaged". They put this deviation down to "audience preference" which showed that their listeners liked "short, interesting, infrequent bulletins which update them on topical local issues."

It, therefore, continued Mr Agius, did "not make commercial sense to invest large sums in a heavily staffed newsroom and the news gathering software and hardware".

They argued that Bay listeners had other stations to tune into if they wanted to listen to the news*.

Bay Radio had organised several charity campaigns during the last year when they had raised "more than Lm7,000 for Cash for Cancer". "Another major fund raising event was planned for April 1995".

* Subsequently the station agreed to the Authority's request and increased their news outlets on Sundays

RTK

RTK Ltd, the company responsible for the operation of RTK, was granted an eight-year broadcasting licence by the Broadcasting Authority on 30 December 1992. This nationwide radio service was already functioning at the time under the terms of a temporary licence issued by Government in 1991 to the Nationalist Party, the Malta Labour Party and the Church. RTK broadcasts for 18 hours a day on frequency 103MHz FM.

Promise of Performance

In its licence application to the Authority, RTK submitted a typical weekly programme schedule which it claimed *"... has more choice and has a greater range and diversity of subjects than is to be found in other radio stations."* Translated into programme slots, this characteristic schedule featured local and international news, current affairs and discussion programmes, programmes for women, the young audience and children, sport, all kinds of music, religious programmes and adult education material.

The station also undertook to broadcast *"approximately six hours a week"* of programming from foreign sources including *"BBC news five times daily and occasional programmes from Deutsche Welle, Vatican Radio, London Radio Services and Swiss Radio."*

109

Programme Analysis

The following results were obtained after evaluating data collected by the Authority's monitors from normal monitoring and from intensive listening sessions particularly during the period between 8 - 15 August 1994 when 126 hours were monitored:

Category	Weekly Average	%
News & Current Affairs	13.63 hrs	10.81
Entertainment (including music)	59.79 hrs	47.49
Sport	4.57 hrs	3.62
Maltese Readings	9.12 hrs	7.23
Discussions	8.53 hrs	6.76
Religion	13.63 hrs	10.81
Women's Programmes	7.80 hrs	6.20
Adult Education	2.20 hrs	1.74
Children's Programmes	1.70 hrs	1.34
Miscellaneous (including adverts)	5.03 hrs	4.00
TOTAL	126 hrs	100



News and Current Affairs

The quality of programmes in this sector was generally good and in areas where political sensitivities are at their sharpest, the station trod a delicate path with skill and caution. On the whole, the news updates and the paper scan were rated by the monitors as giving satisfactory service.

On the other hand, no programmes from foreign sources other than the BBC were broadcast during the period under review.

Entertainment

Entertainment programmes, particularly music, accorded with application promises and, for the most part, were of good quality. Most of the music broadcast was modern and such programmes included letters and phone calls from listeners. Classical and folkloristic music (band marches) were also featured. However, in view of the promised delivery of "*all kinds of music*" a greater variety was to be expected.

Sport

Sport programming was less satisfactory. Apart from the limited time devoted to this popular segment, no external contacts were made with station reporters from water polo pitches or other sporting venues. The programmes consisted merely of sport news and lacked comments from locations where activities were taking place.

Maltese Readings

Most of the time taken up by this slot consisted of readings from the novel *Il-Holma Maltija*. The standard was satisfactory.

Discussions and Adult Education

These programme categories account for approximately 11 hours of chat shows and 'advice' programmes per week. Such programming was rated as very satisfactory and informative by monitors. Although the early months of the year saw a degree of unevenness associated with experimentation in programme formats, the main elements had settled into a clear pattern after the first quarter of the year. Range and diversity in this sector of programming was achieved.

Religion

With 10.81% of this station's programme output being devoted to religion, this category is the second highest in the overall list of programmes. This is to be expected of a Church owned station with religious programmes reflecting Malta's Catholic traditions. Approximately 14 hours a week were allocated to listeners' spiritual needs through the broadcast of the Rosary, Sunday Church Services, readings from the Bible, daily prayers, etc. The quality of some of the religious output was variable.

Women's Programmes

A regular presenter is usually associated with women's programmes which include various subjects of interest to this section of the audience. A degree of audience involvement is encouraged and achieved through frequent phone-ins.

Children's Programmes

Although only 1.7 hours per week were allocated to children's programming, good use was made of this time with children featuring in studio based programmes and others participating through phone-ins.

Audience Research

Appropriate quantitative and qualitative research was carried out by the station to monitor station performance.



Smash Radio

A broadcasting licence was issued by the Broadcasting Authority on 16 June 1992 to Smash Recordings Ltd, the former owners and operators of Smash Radio. During the course of the year, the company changed its name to Smash Communications Ltd.

Over the year as a whole Smash Radio's programme performance was unsatisfactory. This was due to the poor and, in several instances, inexistent content of the programme service except in the music category where the station was rated in opinion polls as giving satisfactory service. Despite this encouraging factor restricted solely to the music sector Smash Radio failed in a number of significant aspects to provide the service it proposed in the application and which the licence required.

Promise of Performance

The programme service promised by the station at the application stage was not only varied but also included, in approximate percentage terms, the proportions of airtime to be devoted to the main elements of the programme output. Smash Radio offered *"... a broad ranging schedule to meet a wide spectrum of listeners. Approximately the proportions of airtime will be devoted as follows: Entertainment (63%); Education (8%); News (7%); Factual (6%); Sports (5%); Drama (4%); Children's Programmes (4%); Arts (2%); Religious (1%)."*

"Professional presentation and accuracy will be (expected) from all radio presenters ...". Moreover the station's promise of performance also offered *"... unbiased and free exchange of ideas on current affairs, social problems and (offered to) open up our services to voluntary organisations."*

Programme Analysis

The station's output was monitored through data collected during regular listening sessions but particularly through a week's (22 June - 29 June) intensive monitoring when 168 hours of programmes were listened to and analysed. The exercise produced the following result:

Category	Average Weekly Hours	%
Music	149.4 (105.8)	88.94 (63)
Education	nil (13.4)	nil (8)
News	3.0 (11.8)	1.76 (7)
Factual	nil (10.1)	nil (6)
Sports	nil (8.4)	nil (5)
Drama	nil (6.7)	nil (4)
Children's		
Programmes	nil (6.7)	nil (4)
Arts	nil (3.4)	nil (2)
Religious	0.2 (1.7)	0.01 (1)
Miscellaneous (mainly adverts)	15.6	9.29
TOTAL	168	100

Figures in brackets indicate, in weekly average hours and percentage terms, the specified amounts of programming laid down in the licence.

Programme Service

As shown above, there were significant shortfalls in eight programme categories including news and current affairs. News bulletins were too short to provide adequate coverage. Other sectors of programming which had promised diversity were simply nonexistent.

The entertainment element which consists merely of commercial music is alarmingly high to the detriment of other types of programming.

This station has to engage in a radical review of its programme performance *vis-à-vis* its commitments and licence obligations if it is to ensure the continued operation of the licence in its present form.



Appendix IV

The Broadcasting Authority Programme Awards



Kompetizzjoni għal programmi tar-Radju u tat-Televiżjoni

Ix-xandir f'Malta għadu kemm għadda minn perjodu ta' espansjoni iżda issa wasal iż-żmien li tinghata enfazi akbar fuq il-programmar. Ix-xandir ultimament jitqies mill-kwalita` tal-programmi li joffri u mhux minn kemm hawn stazzjonijiet jew mill-intenzjonijiet tax-xandara.

1. Idea Bażika

Il-programmi fuq ir-radju u t-televiżjoni huma mera tal-kultura u l-hajja ta' pajjiż fl-aspetti kollha tagħhom. Bil-ħsieb li l-livell ta' dawn il-programmi jitjieb, l-Awtorità tax-Xandir qed tniedi dawn il-premijijiet li jibqgħu jinghataw kull sena.

2. Għanijiet

Il-Premijiet ta' l-Awtorità tax-Xandir għall-aħjar Programmi tas-Sena għandhom l-għan

- li jstimulaw kompetizzjoni bejn ix-xandara tad-diversi stazzjonijiet tar-radju u tat-televiżjoni;
- li juru li t-talent huwa apprezzat u għalhekk ippremjat;
- li jwasslu għal programmar ta' mertu għoli, kemm fil-kontenut kif ukoll fit-teknika, li fuq kollox jirrifletti titjib fl-istatus ta' dawk li jipproduċu l-programmi.

3. Kategoriji

L-applikazzjonijiet għall- **Premijiet ta' l-Awtorità tax-Xandir għall-aħjar Programmi tas-Sena** kemm fuq ir-radju kif ukoll fuq it-televiżjoni

Radio and Television Programme Competition

Maltese broadcasting is emerging from a period of physical growth, and the time has come to place greater emphasis on programming. Our broadcasting system will ultimately be judged on the excellence of its programming, and not on its number of stations or the intentions of broadcasters.

1. Basic Idea

Programming on radio and television reflects the various aspects of a country's culture and way of life. The Broadcasting Authority is introducing these annual awards with the aim of raising programme standards.

2. Objectives

The Broadcasting Authority's Programme Awards are designed

- to stimulate healthy competition between broadcasters working in the various radio and television services;
- to demonstrate that talent is appreciated and rewarded;
- to achieve excellence - both in content as well as technically - in television and radio programming which, in turn, will enhance the status of programme producers.

3. Categories

Entries for **The Broadcasting Authority Programme Awards** both on radio and television must



għandhom ikunu għal dawn il-kategoriji:

1. Drama
2. Ġrajjet Kurrenti
3. Dokumentarji/Programmi Informattivi
4. Programmi għat-Tfal
5. Programmi ta' Divertiment
6. Programmi ta' Sports

Dawk li jissottomettu l-programmi għandhom jiddeċiedu huma f'liema kategoriji jridu li l-programmi jikkompetu.

4. Programmi Eligibbli

Kull programm li jaqa' f'xi kategorija msemija hawn fuq u li jkun prodott originat u mxandar lokalment fuq ir-radju jew fuq it-televiżjoni jista' jitressaq għall-kompetizzjoni.

5. Numru ta' Programmi

Għal kull kategorija jistgħu jitressqu żewġ programmi. Fil-każ ta' sensiela, l-konkorrent għandu jissottometti tlett programmi bħala *specimen*.

Dan japplika kemm għall-kompetizzjoni f'dak li hu radju kif ukoll f'dik li hi televiżjoni.

6. Il-Perjodu li fih jixxandru l-programmi

Kull programm għandu jkun imxandar għall-ewwel darba fuq stazzjon lokali bejn il-perjodu ta' l-1 t' Ottubru 1994 u l-31 ta' Marzu 1995.

7. Tagħrif Tekniku

Il-programmi televiżivi li jitressqu għall-kompetizzjoni għandhom jintbagħtu fuq VHS cassette. Il-programmi tar-radju jiġu aċċettati fuq audio cassette normali.

fall into one of the following categories:

1. Drama
2. Current Affairs
3. Documentaries/Magazine Programmes
4. Children's Programmes
5. Light Entertainment
6. Sport

Applicants may themselves decide to which categories their entries will belong.

4. Eligible Programmes

Any radio or television programme, originated, produced and broadcast locally and which falls in any of the above-mentioned categories may be submitted for this contest.

5. Number of Entries

Two programmes may be submitted in each category. In the case of a series of programmes applicants will be required to submit three episodes.

This applies to both the radio and television sections of the competition.

6. Relevant Broadcasting Period

All entries must have been broadcast on any local station for the first time between 1 October 1994 and 31 March 1995.

7. Technical Data

Television programme entries may be submitted on VHS cassettes. Radio programme entries will be accepted on normal audio cassettes.

8. Ġurija

Il-ġurija tinghażel mill-Awtorità tax-Xandir. Għal kull kategorija jkun hemm ġurija ta' tlett persuni.

Id-deċiżjoni tal-ġurija tkun finali.

9. Premjijiet

Għal kull kategorija jinghata **Premju għall-aħjar Programm tas-Sena** li jikkonsisti fi trofew, diploma u Lm500. Jekk fl-opinjoni tal-ġurija l-livell mixtieq ma jintlahaqx, il-premju ma jinghatax.

Il-premju tal-flus jinghata lill-*production team*; it-trofew lill-istazzjon. Tinghata wkoll diploma lit-*team* u lill-istazzjon li fuqu jkun ixxandar il-programm.

Id-ċerimonja ta' l-ghoti tal-premjijiet issir mhux aktar tard mit-30 ta' Ġunju 1995.

10. Data ta' l-Egħluq

Formoli ta' l-applikazzjoni għad-dhul tal-programmi għandhom jaslu fl-indirizz ta' hawn taht sal-31 ta' Marzu 1995:

Premjijiet tal-Programmi tas-Sena
Awtorità tax-Xandir
Blata l-Bajda.

Sal-15 ta' April 1995 l-organizzaturi tal-Premjijiet jridu jkunu rċevew

- kopja tal-programm imressaq għall-kompetizzjoni;
- tlett kopji ta' l-*iscript* tal-programm fejn dan ikun indikat.

8. Juries

The Broadcasting Authority will be responsible for the appointment of adjudicating panels. Each panel will be composed of three persons.

The decision of each adjudicating panel will be final.

9. Prizes

One **Programme of the Year Award** consisting of a trophy, diploma and Lm500 will be awarded for each section. A prize will not be awarded if in the opinion of the adjudicating panel the necessary standard is not reached.

The prize money will be paid to the production team, whilst the trophy will be awarded to the station responsible for the winning entry. Both production team and station will be presented with a diploma.

The prize-giving ceremony will be held by not later than 30 June 1995.

10. Deadlines

Entry forms, duly completed, must reach the following address by 31 March 1995:

Programme Awards
Broadcasting Authority
Blata l-Bajda.

By 15 April 1995, the competition organisers must receive

- one copy of the programme entry;
- three copies of the relevant script where necessary.

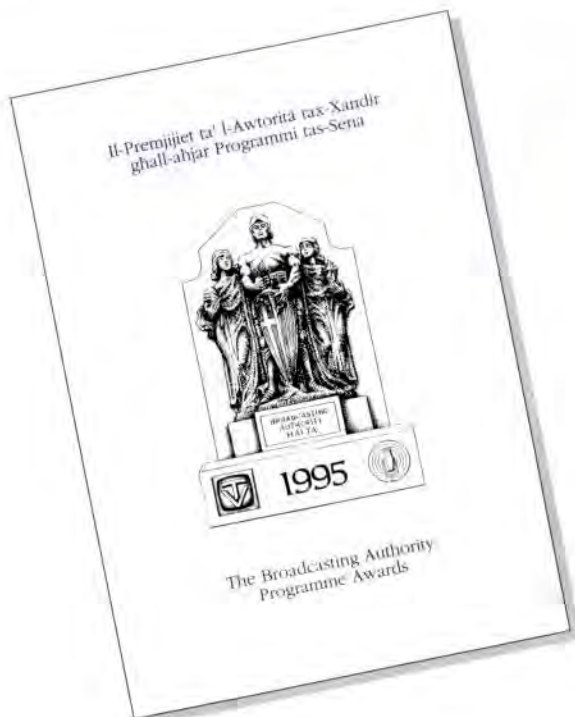


11. Kundizzjonijiet oħra

- i) Kull programm li jiddahhal għall-kompetizzjoni għandu jkun bil-Malti jew bl-Ingliż u ma jridx jinkludi riklamar kummerċjali.
- ii) L-Awtorità tax-Xandir iżżomm kopja tal-programmi kollha rebbieha - rekordjata f'forma professjonali - għall-arkivji tagħha u żżomm id-dritt li xxandar minghajr hlas fi programmi tagħha siltiet minnhom ta' mhux aktar minn 15-il minuta.
- iii) Il-fatt li programm jiddahhal għall-Premijiet ta' l-Awtorità tax-Xandir għall-aħjar Programmi tas-Sena jkun ifisser li min jikkompeti jkun qed jaċċetta r-regolamenti tal-kompetizzjoni.

11. Other conditions

- i) Entries must be produced in either the Maltese or English language, and will not include any commercial advertising.
- ii) The Broadcasting Authority will retain copies of all prize-winning entries - recorded in a format suitable for broadcasting - for its archives and will have the right to broadcast excerpts of up to 15 minutes from any entry for transmission in the Authority's programming free of charge
- iii) The submission of any entry for **The Broadcasting Authority Programme Awards** will imply acceptance of these rules.



Appendix V

Party Political Broadcasts

1994-95 Series

CONTENTS	PAGE
GENERAL PROVISIONS	120
SPECIFIC ARRANGEMENTS	121
Press Conferences	121
Debates	122
"Weğibni"	122
Party Productions	123
Political Spots	123
APPENDICES	
I Programme Calendar	125
II Press Conferences Arrangements	125
III List of Chairmen	126



Procedure Governing Party Political Broadcasts 1994-1995 Series

Part 1

1 GENERAL

- 1.1 This series of Party Political Broadcasts consists of Press Conferences, Debates, Interview Programmes (Weġibni), Party Productions and Political Spots.
- 1.2 All programmes and spots are transmitted under the auspices of the Broadcasting Authority.
- 1.3 This Scheme of Party Political Broadcasts allocates 810 minutes of airtime apportioned between parties represented in Parliament.
- 1.4 This series of Party Political Broadcasts covers the period November 1994 to October 1995. Unless otherwise indicated, programmes will be transmitted on TVM and on Radio Malta One on Friday at 8.30 p.m.
- 1.5 Party productions and political spots will be transmitted on dates which will be selected by the parties taking part in this scheme. Other programmes will be broadcast as shown on Calendar at Appendix I.
- 1.6 Airtime for programmes and for political spots which is not utilised by the party concerned during the period of time reserved for this scheme will be forfeited.
- 1.7 Press Conferences and Debates will be regulated by chairmen nominated by the Broadcasting Authority. The role of a programme chairman is to ensure a fair discussion in the public interest where the rights of both politicians and journalists are safeguarded.
- 1.8 Political Party representatives, and all those taking part in this series, must abide by the provisions of the law and rules issued by the Authority from time to time and any order or directive given by the programme chairman. The Authority's decision on any points which may arise in connection with these transmissions will be final.
- 1.9 Neither the Broadcasting Authority nor Public Broadcasting Services Ltd will accept any responsibility for any interference with or breakdown of the television or radio services and cannot bind themselves to repeat any broadcast that suffers as a result of such interference or breakdown.

- 1.10 The Authority reserves the right to suspend indefinitely or for such time as it will consider necessary, any person from participating in any of the programmes in the event that such person shall have, in the Authority's view, committed a serious breach of the rules, particularly rule 1.8.
- 1.11 Provided adequate notice is given, the Authority will issue a press hand-out and advance publicity on the broadcasting media will also be arranged.
- 1.12 In all programmes, where the Authority requires advance information about speakers and the choice of subjects, the party choosing the subject and speaker/s will supply the required information in writing to the Authority by not later than noon on Friday preceding the day of broadcast. Failure to comply with this rule will disrupt arrangements and may entail the forfeiture of the broadcast in which case an appropriate announcement will be made. Where necessary the Authority will inform the other party about the subject and speaker/s selected not later than the following working day.
- 1.13 Programmes are transmitted live from PBS Studios. Participants are to be at the studios not later than half an hour before transmission time. Only the participants and the Party Broadcasting Officer or his representative may attend.
- 1.14 In selecting a subject for those programmes which require one, parties should be guided by the need to inform and educate public opinion on specific matters and the choice of titles must be consistent with the spirit of this rule.
- 1.15 This series of Party Political Broadcasts will come to an automatic end if Parliament is dissolved.

Part II

SPECIFIC ARRANGEMENTS

2 Press Conferences

- 2.1 This section of the scheme consists of two programmes of 60 minutes each allocated to the Nationalist Party and two programmes of 55 minutes each allocated to the Malta Labour Party.
- 2.2 Press Conferences are meant to be informative discussions in which a party representative answers questions and replies to points raised in the general public interest by four journalists.



- 2.3 Press and Radio representation at these Conferences will be regulated in accordance with the arrangements shown in Appendix II.
- 2.4 Subjects for Press Conferences will be chosen by the party as indicated in calendar at Appendix I.

3 *Debates*

- 3.1 The present series of Debates is made up of three programmes of 60 minutes each allocated to the Nationalist Party and three programmes of 55 minutes each allocated to the Malta Labour Party. Participation will consist of two representatives from each political party and a chairman nominated by the Authority.
- 3.2 The party which selects the subject will open and wind up the Debate.
- 3.3 Each Debate may, at the parties' discretion open with a pre-recorded 5-minute visual production on the subject selected for discussion. The party concerned will be responsible for the production of this slot and airtime used for this purpose will be deducted accordingly. Programmes which include the 5-minute visual will be broadcast on television only.
- 3.4 The 5-minute visual production will have to be submitted for legal vetting at least two clear working days before the programme is recorded.

4 *"Wegibni"* (A series of interview programmes)

- 4.1 This series of broadcasts includes 4 interview programmes to be known as "Wegibni". The aim of these programmes is to elicit information in the general public interest and the interview must be conducted in this spirit.
- 4.2 Programmes in this section will be allocated as follows:
 - Nationalist Party*: 2 programmes of 30 minutes each
 - Malta Labour Party*: 2 programmes of 25 minutes each
- 4.3 Each programme will consist of one party spokesman who will be interviewed by a person nominated by the other party taking part in this scheme.
- 4.4 Following a brief introduction by the interviewer each programme will consist of as many questions and answers as time will permit.

- 4.5 During these interview programmes no visual material will be allowed.

5 Party Productions

- 5.1 The programmes in this section may, at the parties' discretion, vary from the straight talk to an elaborate television production.
- 5.2 Airtime for programmes in this section is allocated to the Nationalist Party and to the Malta Labour Party as follows:
- Nationalist Party* : 40 minutes
Malta Labour Party : 35 minutes
- 5.3 Party Productions in this scheme consist of a number of programmes which vary in duration from 5 to 10 minutes. These programmes can normally be slotted at the parties' discretion on any day of the week excluding Saturdays, Sundays, public holidays and on the dates shown on calendar at Appendix I. These programmes will be transmitted approximately at 8.30pm.
- 5.4 Airtime allocation can be availed of by each party at the rate of not more than two programmes per month and the Authority must be informed in writing at least a week in advance of the selected transmission date.
- 5.5 The written advance notice has to be communicated to the Authority either by hand or by fax (240855) and only one programme can be accepted for broadcast on any specific day.
- 5.6 Party Productions will be provided by the parties themselves and video tape recordings must comply with TVM's technical requirements.
- 5.7 A VHS copy of each programme is to be delivered to the Authority for vetting at least two clear working days before the programme is due for broadcast.
- 5.8 These programmes will be transmitted on TVM only.

6 Political Spots

- 6.1 This series of Party Political Broadcasts includes 50 minutes for political spots equally shared between the Nationalist Party and the Malta Labour Party.
- 6.2 Each spot will be of not more than 60 seconds duration and will be broadcast within the first advertising break immediately



after the 7:45 pm news bulletin on TVM.

- 6.3 Each party may request not more than 3 spots in any one week provided that not more than 1 spot is scheduled on any particular day. The scheduling of such spots would be accepted by the Authority on a first come first served basis.
- 6.4 Political spots will be provided by the parties themselves and video tape recordings must comply with the Station's technical requirements. A VHS copy is to be delivered to the Authority for vetting at least two clear working days before the selected transmission date.

PARTY POLITICAL BROADCASTS

APPENDICES

APPENDIX I

Calendar of
Party Political Broadcasts
November 1994 - June 1995

No.	Date	Programme	Party
1	18 November 1994	Debate	Malta Labour Party
2	25 November 1994	Debate	Nationalist Party
3	13 January 1995	Press Conference	Malta Labour Party
4	20 January 1995	Press Conference	Nationalist Party
5	03 February 1995	"Wegibni"	Malta Labour Party
6	17 February 1995	"Wegibni"	Nationalist Party
7	03 March 1995	Debate	Nationalist Party
8	10 March 1995	Debate	Malta Labour Party
9	21 April 1995	"Wegibni"	Nationalist Party
10	28 April 1995	"Wegibni"	Malta Labour Party
11	12 May 1995	Press Conference	Nationalist Party
12	19 May 1995	Press Conference	Malta Labour Party
13	02 June 1995	Debate	Malta Labour Party
14	09 June 1995	Debate	Nationalist Party

APPENDIX II

PRESS CONFERENCES (vide Part 2 of Procedure)

Media representation in programmes with subjects chosen by the Nationalist Party

- | | | | |
|-----|-------------|-----------------------------|----------------------------|
| RTK | Union Press | Smash
Communications Ltd | Rainbow
Productions Ltd |
|-----|-------------|-----------------------------|----------------------------|
- | | | | |
|----------------|-----------------------------|----------------------|-----|
| Marsa
Press | Alternattiva
Demokratika | Allied
Newspapers | PBS |
|----------------|-----------------------------|----------------------|-----|



Media representation in programmes with subjects chosen by the Malta Labour Party

1.	Independence Print	Bay Radio	Island Sound Radio	PBS
2.	Radio 101	Unimas Radio	Gens	Malta Independent

APPENDIX III

CHAIRMEN

List of persons invited by the Authority to chair Press Conferences and Debates in the 1994/95 Party Political Broadcast Series:

Mrs Catherine Galea

Dr Godfrey Pirodda

Dr Austin Sammut

Mr Joseph Sammut

Dr Paul Xuereb

Linji Ġenerali li Jrieġu x-Xandir ta' l-Aħbarijiet

Guidelines for News Broadcasts

Dan il-kodiċi tfassal mill-Awtorità tax-Xandir bis-saħħa tal-poteri mogħtija bl-artikolu 20(1)(b) ta' l-Att ta' l-1991 dwar ix-Xandir.

This Code has been drawn up by the Broadcasting Authority in terms of Section 20(1)(b) of the Broadcasting Act, 1991.

1 Ġenerali

1.1. Il-Liġi tax-Xandir tal-1991 teżiġi li l-Awtorità tax-Xandir għandha tkun sodisfatta li, sa fejn hu possibbli, tara li l-aħbarijiet kollha fil-programmi (kienu ta' liema forma kienu) jiġu ppreżentati bir-reqqa kollha. Il-Liġi titlob ukoll li stazzjonijiet tar-radju u tat-television għandhom jinkludu fl-iskedi tagħhom hin suffiċjenti għall-aħbarijiet u għal programmi ta' grajjet kurrenti u li l-aħbarijiet kollha li jingħataw f'dawn il-programmi (kienu ta' liema forma kienu) jingħataw l-imparzjalità li tixirqilhom. L-Awtorità hija wkoll fid-dmir li tiżgura li detentur ta' liċenzja tax-xandir jew kuntrattur tax-xandir, irid jiehu hsieb dik l-imparzjalità mitluba minnu fejn jidhlu materji politiċi jew kontroversji industrijali jew kwistjonijiet li jolqtu l-policy pubbliku tal-mument.

2 X'inhum dak li jagħmel aħbar

2.1 Huwa prinċipju ġurnalistiku stabbilit li aħbarijiet ta' valur biss (*of news value*) għandhom jiġu nkluzi fil-bulettini ta' l-aħbarijiet. Għaldaqstant

1 General

1.1 The Broadcasting Act, 1991 requires the Broadcasting Authority to satisfy itself that, so far as possible, all news given in the programmes (in whatever form) is presented with due accuracy. It is also a legal requirement that radio and television services provide sufficient time to news and current affairs and that all news given in the programmes (in whatever form) is presented with due impartiality. The Authority must also ensure that broadcasting licensees and contractors preserve due impartiality in respect of matters of political or industrial controversy or relating to current public policy.

2 News value

2.1. It is an established journalistic principle that the sole criterion for the inclusion of any item in a



hija r-responsabbilita' tal-Kap ta' l-Ahbarijiet, jew ta' dik il-persuna li tkun qed tagħxi minflok, li jara ahbar għandhiex il-valur tagħha meta jkun qed jgħarbel u jiżen materjal imressaq quddiemu mir-*reporters* tiegħu, mill-aġenziji ta' l-ahbarijiet jew minn għejjun oħra ta' informazzjoni.

2.2 Kif titkellem għaliha nnifisha l-frażi Ingliża *news value*, item, fuq kollox, trid tkun ahbar fiha nnifisha, **tagħti informazzjoni ġdida** jew **tirraporta xi haġa li għadha kif ġrat**. Barra minn dan, kull item trid iġġorr magħha informazzjoni sinifikanti u interessanti, miksuba sa dak il-hin, biex hekk bniedem li jkun jixtieq jaf x'inhu jiġri f'pajjiżu jew fid-dinja, ikun infurmat tajjeb.

3 Bir-reqqa

3.1 Mhux dejjem wiehed ikun f'pożizzjoni li jikseb il-fatti kollha kif ġraw, għalkemm dan hu dak li għandu jiġi l-ewwel, jiġifieri, li jkun għarbel u wiżen il-fatti kollha rilevanti. Ahbar, ippreżentata kif għandha tkun, m'għandha iġġorr magħha l-ebda kummenti, biex b'hekk is-semmiegħ la jithawwad, u l-anqas jahseb li dak il-kumment, ikun kemm ikun rilevanti, huwa fatt stabbilit. Għaldaqstant, l-ebda stazzjon ma jista' jxandar il-kummenti tiegħu f'bulettini ta' l-ahbarijiet, biex hekk tinżamm u tiġi rrispettata r-reqqa.

3.2 Minkejja dan kollu, stazzjon jista' biss jagħmel il-kummenti tiegħu:

- i) jekk irid jagħti tagħrif konness direttament ma' storja li tkun għadha qed tiżviluppa;

news bulletin is its news value. It is the responsibility of the Head of News or of the person acting in that capacity to decide what constitutes news value. This is done by sifting all the material which may be available through reporters, information agencies or other news sources.

2.2 As the words themselves imply, items of news value must first of all consist of **tidings, new information** or **fresh events** reported and, secondly, they should consist of significant and interesting new information available, at the time of broadcast, which an average person who wishes to be kept informed of what is happening locally or world-wide should be told about.

3 Accuracy

3.1 This is often more than a question of getting the facts right although that is a primary consideration in the assessment of accuracy. It means making sure that all relevant facts have been weighed. Accuracy is also the separation of facts from comments so that the public is not confused or misled into believing that an opinion, however relevant it might be, is an established fact. This applies in particular to station comment which must be avoided if due accuracy is to be preserved and respected in news bulletins.

3.2 This notwithstanding, comments will be considered as admissible as long as:

- i) they are directly connected with the unfolding story;

- ii) basta li jkunu eżatti, fattwali u skond l-etika;
- iii) sakemm ikunu bilanċjati; u
- iv) jekk l-aħbar titlob li jista' jiehu l-opinjoni ta' nies informati tajjeb.

- ii) they are accurate, factual and ethical;
- iii) they are balanced; and
- iv) depending on the nature of the news item, informed opinions are sought.

3.3 Stazzjon jibni r-reputazzjoni tieghu minn kemm jirnexxilu jippreżenta aħbarijiet bir-reqqa; minn hekk li l-pubbliku jagħraf kemm dan l-istazzjon ixandar tabilhaqq il-verita'. Producers li jahdmu fit-Taqsima sensittiva ta' l-Aħbarijiet, iridu jkunu ċerti mill-fonti tagħhom u jieħdu parir, biex b'hekk jassiguraw li r-reputazzjoni għolja ta' l-istazzjon tagħhom ma tisfax imtappna.

3.3 A station's reputation depends on the accuracy of its reporting and on the public's perception of whether its news items seek to reflect the truth. Producers engaged in the sensitive news area must be prepared to check their sources and seek advice to ensure that their station's reputation for accuracy is not prejudiced.

3.4 Meta ġurnalista jkun qed jirraporta xi incident, diżastru jew xi ghemil vjolenti, jeħtieġ jirraporta l-fatti kif tabilhaqq għaw bla ma johloq għali, hasra jew ansjeta' żejda. *Item* ma tridx biss tkun fattwali, imma wkoll sensittiva.

3.4 In covering accidents, disasters or the effects of human violence, journalists need to balance full, accurate reporting against the obligation to avoid unnecessary distress or anxiety. The approach should not only be thorough but also sensitive.

4 Intervisti bit-Telefon

4.1 Meta jintuża t-telefon għal xi kumment minghand persuna, biex wara, dan il-kumment jintuża f'bulettin ta' l-aħbarijiet u din il-konversazzjoni tkun qed tiġi rekordjata bil-hsieb li jinstema' lehen min ikun qed jiġi intervistat, irid jinkiseb il-permess ta' min ikun qed jiġi intervistat. Min jaqbad u jxandar *recording* bħal dan bla permess, ikun qed imur kontra kull etika, jekk mhux aghar minn hekk.

4 Telephone Interviews

4.1 When the telephone is used to obtain comment from a person for inclusion in a news broadcast and the conversation is recorded with the intention of using the actual voice of the person being interviewed, it is necessary to obtain the express permission of the interviewed person. The use of such a recording for broadcast without the required permission is, to say the least, unethical.



4.2 Illum il-ġurnata l-istazzjonijiet jużaw it-telefon biex jiehdu opinjonijiet u kummenti minghand min ikun f'pożizzjoni li jaghtihom. F'dan il-każ, il-ġurnalista jrid ikun fair, integru u bilanċjat biex jaghti ċans lill-partijiet kollha konċernati jesprimu l-fehma tagħhom.

5 Ghejjun ta' l-Aħbarijiet

5.1 Dejjem sewwa li l-ghajn li minnha tkun harget aħbar, tissemma'. B'dan il-mod, l-istazzjon, mhux talli jrabbi kredibilita' ikbar, imma wkoll is-semmiegh ikun f'pożizzjoni li jista' jifforma l-ġudizzju tiegħu fuq dak li jkun sema'. Haġa bħal din hija mehtieġa l-iktar meta tixxandar xi statistika li l-pubbliku jkun bi ħsiebu jgħarbel.

6 Imparzialità

6.1 Wahda mill-kundizzjonijiet fit-Tielet Taqsima tal-Liċenzja għax-Xandir issemmi li l-Awtorita' taċċetta u, fl-istess hin, tgħaddi fuq haddiehor id-dmir tagħha li **tiżgura l-aħbarijiet kollha mxandra fil-programmi** (kienu ta' liema forma kienu) **jiggu ppreżentati b'dik l-imparzialità** li tixirqilhom u li din l-istess imparzialità għandha tibqa' tinżamm f'dawk il-materji ta' kontroversja politika jew industrijali, jew fi kwistjonijiet kurrenti. L-Awtorita' taċċetta wkoll il-'proposta' fil-Liġi tax-Xandir li tista' tqis bħala li jikkostitwixxu imparzialità, il-kontenut tal-programmi kollha, fl-assiem tagħhom, imxandra mill-istazzjonijiet (għajr għall-PBS).

4.2 Open-line telephone procedures have become an accepted way of broadcasting informed comments and expressions of opinion. In such cases, care must be taken by the responsible journalists to maintain the principles of fairness, integrity and balance so that all those concerned in an issue are given the opportunity to voice their opinion.

5 News Sources

5.1 In the presentation of news items it is generally advisable that sources should be indicated. This not only helps to achieve station credibility but also aids the audience in forming its judgement about the status of the report concerned. This is particularly binding in the presentation of statistical evidence which should be able to stand public scrutiny.

6 Impartiality

6.1 In section 3 of broadcasting licences, the Authority accepts and in turn transfers its duty to **ensure that all news given in the programmes (in whatever form) is presented with due impartiality and that due impartiality is preserved in respect of matters of political or industrial controversy or relating to current public policy**, into a licence condition. The Authority also accepts the 'proposal' in the Broadcasting Act that it may consider *impartiality* over the output of all stations (except the Public Broadcasting Services) *together as a whole*.

6.2 Imparzialità ma tfissirx li l-istazzjonijiet tax-xandir iridu josservaw dik il-forma kruda ta' 'bilanċ', fis-sens li jagħtu l-istess hin u l-istess tul fi *scripts* ta' veduti divergenti; imma li bulettini ta' l-aħbarijiet jew programmi ta' l-aħbarijiet ma jkunux ixaqilbu biss u dejjem lejn naħa waħda fuq kwistjoni partikolari.

Għall-Awtorità, l-imparzialità tfisser li bulettini ta' l-aħbarijiet, jew programmi ta' l-aħbarijiet ma jkunux ixaqilbu lejn naħa waħda billi jinħbew bi hsieb l-fatti. Min jirraporta ma jrid ihares la lejn naħa, anqas lejn l-oħra.

6.3 Hafna drabi wiehed ikollu jxandar stqarrijiet maħruġa minn istituzzjonijiet u minn xi naħat involuti f'xi kwistjoni jew materja kontroversjali. F'dan il-każ hemm wisq aktar xi jsir minn hekk. Aħbar ta' din ix-xorta għandha tagħti lis-semmiegħ jew telespettatur informazzjoni intelligenti u kompleta biex ikun jista' jiffirma l-opinjoni tiegħu. Il-pubbliku ma jistennix l-opinjoni personali tar-*reporter* jew tal-preżentatur. Id-dmir ta' ġurnalista serju hu li jgħin lill-pubbliku, hu ta' liema fehma hu, jiffirma l-opinjoni tiegħu fuq materji kontroversjali. Għalkemm wiehed jasal biex jittollera li stazzjonijiet fis-settur privat ikollhom xaqliba, din trid issir fl-ambitu ta' bilanċ u imparzialità fil-programmi l-oħra kollha.

6.4 Ta' min jgħid li l-Liġi tax-Xandir težiġi imparzialità fejn tidhol *policy*

6.2 Impartiality does not mean that broadcasting services are to observe a crude form of 'balance' in the sense of equal time or an equal number of lines in a script being devoted to divergent views, but rather that news bulletins and programmes should avoid giving, biased treatment to any one point of view.

The Authority interprets impartiality in the sense that news bulletins and other programmes should not be slanted by the concealment of relevant facts, or by misleading emphasis. Reporting should be dispassionate.

6.3 It is often necessary to report statements put out by institutions and major participants in a controversial issue or dispute but good reporting should go beyond that. It should offer listeners and viewers an intelligent and informed account which enables them to form a view. The audience should not be able to gauge from a station's news bulletins or programmes the personal views of reporters and presenters. Good journalism should help members of the public of all persuasions better to make up their mind on issues of controversy. Although a slant is tolerated in the output of stations in the private sector, this should be within an overall programme framework of balance and impartiality.

6.4 It should be noted that the impartiality requirement



pubblika kurrenti u fejn jidhlu kwistjonijiet kontroversjali ta' natura politika jew industrijali. L-imparzjalita' hija mehtieġa f'materji ta' policy pubblika, ukoll jekk kwistjoni partikolari ma tkunx, f'dak iż-żmien, daqstant tatraq.

7 Ahbarijiet foloz jew qarrieqa

7.1 Hija offiża, skond il-Liġi ta' l-Istampa, li, bi ħsieb u b'intenzjoni, xi hadd ixandar informazzjoni falza li tikkawża jew tista' tikkawża allarm jew diżordni. Kemm il-Liġi, kif ukoll il-Liċenzja mogħtija, jistipulaw li l-ahbarijiet għandhom ikunu retti. Ta' min isemmi li n-nuqqas ta' intenzjoni kriminali ma teżentax lil dak li jkun mir-responsabbilta' għall-ksur tal-kundizzjonijiet tal-Liċenzja.

8 Żbalji emendati

8.1 Meta jsir xi żball, ikun jaqbel iktar li l-istazzjon jammetti l-iżball tiegħu b'wiċċu minn quddiem, milli jinjorah jew iċekknu. Li wiehed isemmi x'kien l-iżball, huwa l-iktar mod effettiv ta' korrezzjoni.

8.2 Informazzjoni li ma tkunx korretta għal kollox, tista' twassal għal ilmenti quddiem l-Awtorita'. Meta wiehed jammetti l-iżball tiegħu u jagħmel il-korrezzjoni mehtieġa, kapaċi jipperswadi lill-parti inġurjata milli tiehu passi kontrih u, fl-istess hin, jghin lill-Awtorita' tirrikonċilja l-ilment li jkun waslilha.

Diċembru, 1994

in the Broadcasting Act refers to current public policy as well as to matters of political or industrial controversy. Due impartiality is therefore required in dealing with any matter of current public policy even though the matter may not be the subject of active controversy at the time.

7 False and Misleading News

7.1 It is an offence under the Press Act, 1974 to wilfully and knowingly publish false information that causes or is likely to cause alarm or mischief to the public interest. The Broadcasting Act and broadcasting licences also lay down that news must be accurate. It should be noted that criminal intent is not essential to establish a breach of licence conditions.

8 Correcting mistakes

8.1 When mistakes do occur, it is better for a station to admit this clearly and frankly rather than to overlook and minimise it. Stating what was wrong is an important element in making an effective correction.

8.2 Inaccuracy may lead to a complaint to the Authority. Where an error is acknowledged, a timely correction may dissuade action being taken by the aggrieved party or else make it less likely for the Authority to entertain the complaint.

December, 1994

Appendix VII

Statistics

1. *Television Programmes*
2. *News*



Annex I

Television Programme Statistics

Comparative Figures 94/93

Programme Category	Average Weekly Hours 1994	Percentage of Total Broadcasting Time	
		1994	1993
Total	76.80	100	100
News & Current Affairs			
News	6.06	7.89	8.22
Current Affairs	0.60	0.78	0.94
Discussions	2.53	3.30	1.65
Information			
Documentaries	3.08	4.01	7.03
Religious Programmes	2.26	2.94	2.64
Magazine Programmes	3.44	4.47	6.80
Sports	6.93	9.03	10.32
Cultural			
Arts and Literature	1.07	1.39	0.88
Children's Programmes			
Cartoons	6.06	7.89	
Informative and Educational	4.42	5.75	4.03
Others	0.86	1.12	1.62
Media Education Centre	0.00	0.00	5.52
	0.68	0.89	1.50
Entertainment			
Drama	0.28	0.37	1.36
Series	15.46	20.13	13.78
Commedies	1.39	1.80	2.54
Serious Music and Ballet	2.02	2.62	2.15
Pop Music	2.51	3.26	4.26
Folk Music	0.41	0.54	0.35
Variety Shows, Quizzes, Games	1.79	2.32	2.54
Feature Films/TV Movies	7.13	9.28	12.50
Others			
Political Broadcasts	0.17	0.22	0.28
Parliamentary Reports	0.22	0.28	0.61
Parliamentary Debates	0.15	0.19	0.19
Ministerial Talks	0.00	0.00	0.24
Anniversary Messages	0.05	0.07	1.58
Advertising	3.16	4.11	3.69
Miscellaneous	3.69	4.80	2.11
Public Service Campaign	0.43	0.57	0.67

	Average Weekly Hours		Percentage	
	1994	1993	1994	1993
Satellite	30.33	30.31		
Local	32.60	30.54	42.58%	41.15%
Foreign	42.20	41.74	57.42%	58.85%

Annex II

The Political Content of the News on the Public Broadcasting Services

General Picture - 1994

Table 1

Month	Government Activities	Party Political			Unions			TOTAL	% of All Local Items
		NP	MLP	AD	CMTU	GWU	GRTU		
January	75	14	26	6	5	12	4	142	37.7
February	91	14	25	6	4	9	2	151	38.6
March	113	24	42	10	7	23	2	221	49.3
April	111	15	34	7	9	13	2	191	43.0
May	103	15	39	10	7	5	2	181	42.3
June	107	4	20	0	7	10	2	150	37.4
July	117	2	25	3	8	16	5	176	41.4
August	88	2	14	2	10	16	1	133	33.5
September	122	17	27	7	9	17	5	204	50.6
October	135	10	38	7	15	18	6	229	45.3
November	115	11	36	4	13	15	8	202	41.0
December	100	9	36	4	4	9	6	168	38.9
	1277	137	362	66	98	163	45	2148	41.7

Data compiled from information gathered from 7.45 p.m. and late news bulletins on TVM.

Ministerial Activities - 1994

Table 2

Month	Number of Local Items	Reports of Ministerial Activities	%
January	377	75	19.9
February	391	91	23.3
March	448	113	25.2
April	444	111	25.0
May	428	103	24.1
June	401	107	26.7
July	425	117	27.5
August	397	88	22.2
September	403	122	30.3
October	506	135	26.7
November	493	115	23.3
December	432	100	23.1
	5145	1277	24.8



Party Political Activities - 1994

Tabel 3

Month	Number of Local News Items	Party Political NP MLP AD			TOTAL	%
January	377	14	26	6	46	12.2
February	391	14	25	6	45	11.5
March	448	24	42	10	76	17.0
April	444	15	34	7	56	12.6
May	428	15	39	10	64	15.0
June	401	4	20	-	24	6.0
July	425	4	25	3	30	7.1
August	397	2	14	2	18	4.5
September	403	17	27	7	51	12.7
October	506	10	38	7	55	10.9
November	493	11	36	4	51	10.3
December	432	9	36	4	49	11.3
	5145	137	362	66	565	11.0

Trade Union Activities - 1994

Table 4

Month	Number of Local News Items	Unions CMTU GWU GRTU			TOTAL	%
January	377	5	12	4	21	5.6
February	391	4	9	2	15	3.8
March	448	7	23	2	32	7.1
April	444	9	13	2	24	5.4
May	428	7	5	2	14	3.3
June	401	7	10	2	19	4.7
July	425	8	16	5	29	6.8
August	397	10	16	1	27	6.8
September	403	9	17	5	61	15.1
October	506	15	18	6	39	7.7
November	493	13	15	8	36	7.3
December	432	4	9	6	19	4.4
	5145	98	163	45	336	6.5

Report and Financial Statements



Appendix VIII

Revenue and Expenditure Estimates For the year ending 31 December 1995 In terms of Section 27 of the Broadcasting Act, 1991 and Report and Financial Statements For the year ended 31 December 1993

Contents	Page
Revenue and expenditure estimates	139
Projected funds flow statement	140
Schedules of estimates	141-143
Notes to the estimates	143-144
Capital expenditure budget	145
Auditors' report	146-147
Income and expenditure account	148
Balance sheet	149
Cash flow statement	150
Notes to the cash flow statement	150
Notes to the financial statements	151-157

Revenue and Expenditure Estimates

for the year ending 31 December 1995

In terms of Section 27 of the Broadcasting Act 1991

		Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
INCOME	Page 141	317,300	387,960	400,160
EXPENSES	141	199,324	232,927	328,372
DEPRECIATION		13,080	22,287	39,845
		212,404	255,214	368,217
SURPLUS FOR THE YEAR		Lm104,896	Lm132,746	Lm31,943



Projected Funds Flow Statement

for the year ending 31 December 1995

	Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
SOURCE OF FUNDS			
Net Surplus for year	104,896	132,746	31,943
Add back:			
Items not involving the movement of funds:			
Depreciation of tangible fixed assets	13,080	22,287	39,845
Profit on disposal of tangible fixed assets	(148)		
FUNDS GENERATED FROM OPERATIONS	117,828	155,033	71,788
APPLICATION OF FUNDS			
Capital expenditure	52,016	331,654	345,330
NET SOURCE/(APPLICATION) OF FUNDS	Lm65,812	Lm(176,621)	Lm(273,542)

Schedules of Estimates

for the year ending 31 December 1995

1 INCOME

	Notes	Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
Government contribution	1(a)	250,000	300,000	300,000
Radio Licence fees*	1(b)	30,278	36,160	36,160
T.V. licence fees	1(c)	-	4,500	24,000
Radio application fees*		100	-	-
Cable T.V. operator	1(d)	30,000	30,000	30,000
Ground rents	1(e)	-	9,000	9,000
Bank interest	1(f)	6,549	8,300	1,000
T.V. application fees		225	-	-
Sundry income		148	-	-
- to page 139		<u>Lm317,300</u>	<u>Lm387,960</u>	<u>Lm400,160</u>

*Radio licence and application fees are shown net of technical assistance charge of 20% of gross fees received. Technical assistance is payable to the Ministry responsible for wireless and telegraphy in terms of Section 18(5) of the Broadcasting Act 1991.

2 EXPENDITURE

	Page	Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
Operating Expenses:				
Administration department	142	130,117	133,249	165,059
Production department	142	31,539	53,679	92,908
Monitoring department	143	37,668	42,235	47,346
Technical department	143	-	3,764	23,059
- to page 139		<u>Lm199,324</u>	<u>Lm232,927</u>	<u>Lm328,372</u>



3 ADMINISTRATIVE DEPARTMENT EXPENSES

	Notes	Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
Duty visits abroad	2(a)	3,172	5,200	3,000
Rent	2(b)	3,500	3,833	5,500
Wages and salaries	2(c)	68,592	56,992	64,155
Member's honoraria	2(d)	20,054	20,054	20,054
Audience research study	2(e)	2,330	5,200	5,200
Staff recruitment and training	2(i)	-	2,700	1,000
Visiting lecturers	2(i)	1,614	3,000	1,800
Legal and professional fees	2(i)	5,525	3,800	3,500
Audit fees	2(i)	450	450	450
Public relations	2(i)	2,487	2,000	2,500
Maintenance, refurbishment and repairs	2(i)	2,220	3,000	2,200
International organisations membership fees	2(i)	3,630	4,100	4,600
Subscriptions and publications	2(i)	1,316	1,000	1,600
Telecommunications	2(i)	2,658	3,000	3,200
Stationery	2(i)	3,052	2,000	3,500
Sundry expenses	2(i)	2,066	1,700	1,800
Insurances	2(f)	649	750	4,000
Transport	2(i)	1,087	1,200	2,200
Water and electricity	2(i)	1,261	2,000	2,800
M.B.A. reports and publications	2(i)	2,748	6,800	4,500
Advertising	2(i)	790	4,400	1,500
Adaptation of office	2(i)	916	-	-
Programme for the year award	2(g)	-	-	6,000
Academy for broadcasters	2(h)	-	-	20,000
Bank charges	2(i)	-	70	-
- to page 141		Lm130,117	Lm133,249	Lm165,059

4 PRODUCTION DEPARTMENT EXPENSES

	Notes	Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
Wages and salaries	3(a)	8,816	16,029	32,908
Staff training	3(b)	-	500	5,000
Programme production expenses	3(c)	19,613	32,000	50,000
Political broadcasts		1,200	2,400	-
Contributors' fees		834	1,250	2,000
Radio and T.V. tapes		1,040	1,500	3,000
Sundry		36	-	-
- to page 141		Lm 31,539	Lm 53, 679	Lm 92, 908

5 MONITORING DEPARTMENT EXPENSES

	Notes	Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
Wages and salaries	4(a)	35,811	34,435	40,006
Staff training		-	1,500	-
Monitoring allowances	4(b)	1,460	4,700	5,840
Monitoring expenses (licences of sets, etc.)		397	1,600	1,500
- to page 141		Lm 37,668	Lm 42,235	Lm 47,346

6 TECHNICAL DEPARTMENT EXPENSES

	Notes	Actual 1993 Lm	Estimates 1994 Lm	Estimates 1995 Lm
Wages and salaries - to page	141	Lm -	Lm 3,764	Lm23,059

Notes to the estimates

For the year ending 31 December 1995

1 INCOME

- In term of Section 24 of the Broadcasting Act 1991, the Authority's revenue from Government sources, shall consist of 30% or a percentage not being less than 15% and not more than 50% of the revenue accruing to the government from wireless and television licence fees. However, this figure together with reasonable deductions for licence collection expenses may not in terms of the same section be less than Lm250,000.
- Nine enterprises have been granted a licence to operate nation-wide radio services. No further licences will be issued. The annual licence fee is Lm5,000. In terms of Section 18(5) of the Broadcasting Act 1991 the Authority is obliged to pay 20% of the fees received to the Ministry responsible for Wireless Telegraphy in connection with the technical servicing of the licences. In addition there are two licences for community radio services.
- Following the call for applications for licences to operate Television services in the UHF band, it is anticipated that two licences will be issued in 1994 and two additional licence fees will be issued in 1995 at an annual fee of Lm6,000 per licence.
- Melita Cable Television Ltd. will pay Lm30,000 to the Authority in respect of its obligations to provide the Authority with funds to operate a community channel.
- The Authority will charge Master Antenna Ltd, Public Broadcasting Services Ltd, Central Bank of Malta, Telemalta Corporation, Telecell Ltd and Melita Cable Television Ltd, a total of Lm9,000 per annum for ground rent and facilities in respect of the Gharghur transmitting site.
- Any temporary surplus funds are deposited in savings/fixed bank accounts.



2 ADMINISTRATIVE EXPENSES

- (a) During 1995 the Broadcasting Authority will be represented at international conferences of the European Broadcasting Union, and the European Institute for the Media as well as other international broadcasting conferences.
- (b) Rent for the office is Lm3,500 and the garage for the O.B. unit is Lm2,000. It is expected that the Authority will vacate its present offices for the new premises by the end of 1995.
- (c) Salaries are shown with the implementation of an increase in staff complement.
- (d) The Board is composed of a chairman and four members. During 1995 it is expected that the chairman's remuneration will be Lm5,430 and that of the members Lm3,660 each.
- (e) The Authority carries out one major study annually to assess and monitor the local audience's preferences for television and radio programmes.
- (f) This figure includes provision for increased insurance cover charge on the new office building which are expected to be complete by the end of 1995 and other equipment estimated to be purchased during that year.
- (g) The Authority is organising for the first time a "Programme of the Year Award" activity to be held in June 1995. The costs in connection with this activity are expected to reach Lm6,000.
- (h) In its efforts to raise programme standards, the Authority intends to set up a training school which would be known as the Academy for Broadcasters. It is envisaged that local and foreign lecturers will be recruited. The Academy should provide a solid basis for existing and future broadcasters to qualify in their profession.
- (i) Other administrative expenses are estimated after taking into consideration past year's performance and the planned level of activity of the Broadcasting Authority in 1995.

3 PRODUCTION DEPARTMENT EXPENSES

- (a) The figure provides for a Director of Programmes and six producers. This staff complement is required to cater for the Authority's programming commitments on cable television.
- (b) Until the necessary local in-house training is available, the Authority will train some of its production personnel abroad.
- (c) Production expenses are to be incurred in connection with the Community Channel on T.V. It is envisaged that the Authority will purchase foreign film material of an educational and informative interest as well as commission locally produced programmes, the total cost of which is estimated to be Lm50,000 in 1995.

4 MONITORING DEPARTMENT EXPENSES

- (a) The figure includes an amount for the employment of a clerk together with contractual increments.
- (b) Monitoring allowances comprise a fee of Lm8 /day/TV station.

5 TECHNICAL DEPARTMENT EXPENSES

The Authority is to acquire an Outside Broadcasting vehicle from Melita Cable TV Ltd. in connection with the operation of the Community Channel. The estimate provides for a staff complement of a Technical Manager and 5 Technical personnel who would be responsible for running the O.B. unit.

Proposed Capital Expenditure
for the year ending 31 December 1995

BUILDING PROJECT

It is planned that the new office premises will be complete by the end of 1995. Estimated costs in 1995 with respect to completion and furnishing of the premises are the following:

	Lm
Electrical and Mechanical Works	84,630
Furniture and Fittings	30,000
	Lm 114,630

OTHER

In addition, the Authority is expected to incur the following capital expenditure.

Technical Equipment in connection with the set-up of a community channel:

	Lm
3 studio cameras	180,000
Studio Lighting System	30,000
Microwave link	11,200
Support Vehicle for the outside broadcasting van	9,500
	Lm 230,700



Auditors Report to the Members

We have audited the financial statements on pages 139 to 150 which have been prepared under the accounting policies set out in page 151.

RESPECTIVE RESPONSIBILITIES OF THE AUTHORITY AND AUDITORS

The Broadcasting Act 1991 requires the Authority to prepare financial statements for each financial year which give a true and fair view of its state of affairs as at the end of the financial year and of its surplus or of its deficit for that year. In preparing those financial statements, the Authority is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether International Accounting Standards have been followed;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that it will continue in business.

The Authority is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time its financial position and to enable it to ensure that the financial statements comply with the relevant legislation. The Authority is also responsible for safeguarding its assets and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

It is our responsibility to form an independent opinion based on our audit, of those statements and to report our opinion to you. We are also required to report:

- whether we have obtained all the information and explanations which to the best of our knowledge and belief, were necessary for the purpose of our audit;
- whether, in our opinion, proper books of account have been kept, and
- whether the financial statements are in agreement with the books of account.

BASIS OF OPINION

We conducted our audit in accordance with International Standards on Auditing. Our audit includes examination, on a test basis, of evidence relevant to the amounts and disclosure in the financial statements. It also includes an assessment of the significant estimates and judgements made by the board in the preparation of the financial statements, and of whether the accounting policies are appropriate to the Authority's circumstances, consistently applied and adequately disclosed.

We planned and performed our audits so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

OPINION

We obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit. In our opinion proper books of account have been kept and the financial statements are in agreement therewith.

In our opinion the financial statements give a true and fair view of the state of the Authority's affairs at 31 December and of its surplus and cash flows for the year then ended and have been properly prepared in accordance with the Broadcasting Act 1991.

Grant Thornton Malta

Certified Public Accountants and Auditors

Grant Thornton Malta 

Ta' Xbiex
Malta

30 March 1994



Income and Expenditure Account

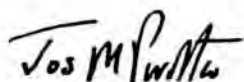
For the year ended 31 December 1993

	Notes	1993 Lm	1992 Lm
INCOME	2	324,895	319,001
EXPENDITURE		(219,999)	(145,991)
SURPLUS OF INCOME OVER EXPENDITURE		104,896	173,010
TRANSFER OF CAPITAL RESERVE	8	(50,253)	(19,414)
TRANSFER TO CAPITAL FUND		-	(10,000)
SURPLUS FOR THE YEAR		54,643	143,596
ACCUMULATED DEFICIT BROUGHT FORWARD		(214,001)	(357,597)
ACCUMULATED DEFICIT CARRIED FORWARD		Lm(159,358)	Lm(214,001)

Balance Sheet

at 31 December 1993

	Notes	1993 Lm	1992 Lm
FIXED ASSETS			
Tangible	3	188,769	150,215
Investment	4	1	1
		188,770	150,216
CURRENT ASSETS			
Debtors	5	8,354	12,295
Cash at bank and in hand		279,313	196,220
		287,667	208,515
CURRENT LIABILITIES			
Creditors falling due within one year	6	(44,891)	(32,081)
NET CURRENT ASSETS		242,776	176,434
TOTAL ASSETS LESS CURRENT LIABILITIES		431,546	326,650
PROVISION FOR LIABILITIES AND CHARGES	7	(339,723)	(339,723)
NET ASSETS/(LIABILITIES)		Lm91,823	Lm(13,073)
CAPITAL AND RESERVES			
Capital fund	8	109,096	58,843
Reserves	9	142,085	142,085
Accumulated deficit		(159,358)	(214,001)
		Lm91,823	Lm(13,073)



Dr J Pirotta
Chairman



A J Ellul
Chief Executive



Cash Flow Statement

for the year ended 31 December 1993

	Notes	1993 Lm	1992 Lm
NET CASH INFLOW FROM OPERATIONS	A	109,477	183,883
RETURN ON INVESTMENTS			
Interest received		7,825	6,387
		117,302	190,270
INVESTING ACTIVITIES			
Payments to acquire tangible fixed assets		(52,016)	(18,887)
Proceeds from disposals of tangible fixed assets		530	-
NET CASH OUTFLOW FROM INVESTING ACTIVITIES		(51,486)	(18,887)
INCREASE IN CASH AND CASH EQUIVALENTS	C	Lm65,816	Lm171,383

Notes to the Cash Flow Statement

for the year ended 31 December 1993

A RECONCILIATION OF OPERATING SURPLUS TO NET CASH INFLOW FROM OPERATIONS

	1993 Lm	1992 Lm
Surplus of income over expenditure*	98,347	164,748
Depreciation charge	13,080	10,631
Profit on disposal of tangible fixed assets	(148)	-
Decrease/(increase) in debtors	2,665	(6,921)
(Decrease)/increase in creditors	(4,467)	15,425
NET CASH INFLOW FROM OPERATIONS	Lm109,477	Lm183,883
*Analysis of surplus of income over expenditure:		
Surplus for the year	104,896	173,010
Interest receivable	(6,549)	(8,262)
Operating surplus	Lm 98,347	Lm164,748

B ANALYSIS OF CHANGES IN CASH AND CASH EQUIVALENT DURING THE YEAR

	1993 Lm	1992 Lm
Balance at 1 January	196,220	24,837
Net cash inflow	65,816	171,383
Balance at 31 December	Lm262,036	Lm196,220

C ANALYSIS OF THE BALANCES OF CASH AND CASH EQUIVALENTS AS SHOWN IN THE BALANCE SHEET

	31.12.93 Lm	31.12.92 Lm	Change in year Lm
Bank balance overdrawn	(17,277)	-	(17,277)
Cash at bank and in hand	279,313	196,220	83,093
	Lm262,036	Lm196,220	Lm65,816

Notes to the financial statements

for the year ended 31 December 1993

1 ACCOUNTING POLICIES**BASIS OF ACCOUNTING**

The financial statements are prepared on the historical cost basis of accounting except as adjusted for the revaluation of land, buildings and antenna equipment.

TANGIBLE FIXED ASSETS

Tangible fixed assets are stated at cost/valuation less accumulated depreciation. Depreciation is provided for on the straight line method at rates intended to write off the cost of fixed assets over their expected useful lives. The annual rates used, which are consistent with those applied in the previous year, are:

	%
Buildings	1
Studio equipment	20
Technical equipment	25
Motor vehicle	20
Furniture, fittings and office equipment	10 - 20
Transmitting antenna	4



2 INCOME

Income is made up as follows:

	1993 Lm	1992 Lm
Government contributions	250,000	250,000
Bank interest	6,549	8,262
Application fees for sound broadcasting licence	100	10,150
Licence fees for nationwide sound broadcasting services	37,873	20,589
Franchise fees	30,000	30,000
Other income	373	-
	Lm324,895	Lm319,001

TECHNICAL ASSISTANCE

Twenty per cent of application fees and licence fees for broadcasting received by the Authority are automatically paid to the Minister responsible for Wireless and Telegraphy in terms of section 18(5) of the Broadcasting Act 1991.

3 TANGIBLE FIXED ASSETS

	Freehold Land	Buildings	Fixtures, Fittings and Office Equipment	Technical Equipment	Studio Equipment	Motor Vehicle	Transmitting Antenna	Total
	Lm	Lm	Lm	Lm	Lm	Lm	Lm	Lm
Cost/Valuation								
At 1 Jan 1993	34,037	42,363	34,895	18,463	883	3,947	50,340	184,928
Additions	34,767	4,392	6,258	5,999	600	-	-	52,016
Disposals	-	-	(845)	(200)	(718)	-	-	(1763)
At 31 Dec 1993	68,804	46,755	40,308	24,262	765	3,947	50,340	235,181
Depreciation								
At 1 Jan 1993	-	848	18,513	6,626	751	3,947	4,028	34,713
Charge for year	-	424	5,020	5,469	153	-	2,014	13,080
Eliminated in respect of disposals	-	-	(613)	(50)	(718)	-	-	(1,381)
At 31 Dec 1993	-	1,272	22,920	12,045	186	3,947	6,042	46,412
Net Book Value								
At 31 Dec 1993	Lm68,804	Lm45,483	Lm17,388	Lm12,217	Lm579	Lm-	Lm44,298	Lm188,769
At 31 Dec 1992	Lm34,037	Lm41,515	Lm16,382	Lm11,837	Lm132	Lm-	Lm46,312	Lm150,215

3 TANGIBLE FIXED ASSETS (CONTINUED)

Land and buildings were revalued on the basis of an open market valuation for existing use on 25 March 1991 by Mangion & Mangion Partners, Architects Civil Engineers & Consultants.

The transmitting antenna was revalued on the basis of an open market valuation for existing use on 28 August 1991 by C. Busuttil, Architect and Civil Engineer.

If the above assets had not been revalued they would have been included at the following amounts:

	1993 Lm 655	1992 Lm 655
Cost		
Aggregate depreciation on cost	Lm-	Lm -

The cost of fully depreciated assets still in use at the year end amounted to Lm16,468 on which depreciation otherwise chargeable would have amounted to Lm2,999.

4 INVESTMENT

	1993 Lm 1	1992 Lm1
1 ordinary share of Lm1 in Master Antenna Limited		



5 DEBTORS

	1993	1992
Amounts falling due within one year:		
Prepayments and accrued income	Lm8,354	Lm12,295

6 CREDITORS FALLING DUE WITHIN ONE YEAR

	1993 Lm	1992 Lm
Bank balance overdrawn	17,277	-
Accruals and deferred income	27,614	32,081
	<u>Lm44,891</u>	<u>Lm32,081</u>

7 PROVISION FOR LIABILITIES AND CHARGES

The Authority was contractually obliged to spend Lm35,000 annually for the prescription and improvement of programmes on radio and television. The income of the Authority was not always sufficient to enable it to meet this commitment. Consequently, the Authority has accumulated the following shortfall:

	1993	1992
Balance at 1 January/31 December	<u>Lm339,723</u>	<u>Lm339,723</u>

The agreement expired on 28 September 1991.

8 CAPITAL FUND

	1993 Lm	1992 Lm
Balance at 1 January	58,843	39,429
Net additions to fixed assets	50,253	19,414
	<u>Lm109,096</u>	<u>Lm58,843</u>

9 RESERVES

	Revaluation Reserve	Reserve fund	Total
At 1 January and 31 December 1993	<u>Lm126,085</u>	<u>Lm16,000</u>	<u>Lm142,085</u>

The revaluation reserve has arisen out of a valuation carried out on fixed assets in 1991.

The reserve fund has been set up in accordance with Section 26 of the Broadcasting Act 1991.

10 CAPITAL COMMITMENTS

	1993	1992
Capital expenditure that has been authorised by the members but has not yet been contracted for	<u>Lm315,500</u>	<u>Lm -</u>

During 1994, the Authority is planning to undertake major capital expenditure projects namely the building of new offices and a studio and the setting up of a community channel.

11 COMPARATIVE RESULTS

Certain comparative figures have been reclassified to conform with current year's presentation.

Income and Expenditure Account

for the year ended 31 December 1993

	Page	1993 Lm	1992 Lm
INCOME			
Government contributions		250,000	250,000
Bank interest		6,549	8,262
Application fees		100	10,150
Licences		37,873	20,589
Franchise fees		30,000	30,000
Other income		373	-
		324,895	319,001
EXPENDITURE			
Technical assistance		7,595	6,138
Administrative	194	137,575	114,740
Production	195	32,078	9,826
Monitoring	195	42,365	15,287
Technical	195	386	-
		219,999	145,991
SURPLUS OF INCOME OVER EXPENDITURE		104,896	173,010
TRANSFER TO CAPITAL RESERVE		(50,253)	(19,414)
TRANSFER TO RESERVE FUND			(10,000)
SURPLUS FOR THE YEAR		Lm 54,643	Lm143,596



ADMINISTRATIVE EXPENSES

	1993 Lm	1992 Lm
Members honoraria	20,054	17,222
Salaries	68,592	45,085
Telecommunications	2,658	2,147
Water and electricity	1,261	857
Insurance	649	449
Rent	3,500	3,500
Stationery	3,052	2,195
Subscriptions and publications	1,316	1,449
International organisations membership fees	3,630	3,311
Repairs and maintenance	2,220	1,733
Public relations	2,487	2,089
Duty visits abroad	3,172	8,109
Anniversary celebrations	-	41
International programme competitions	38	-
Transport	1,087	918
MBA annual reports	2,748	1,261
Staff recruitment and training	-	5,456
Adaptation of office	916	273
Audience research study	2,330	1,398
Advertising	790	2,247
Rentals of radio and T.V. sets	739	210
Sundry expenses	1,289	936
Auditor's remuneration	450	400
Legal and professional fees	5,525	6,966
Depreciation	7,458	6,488
Seminars and visiting of lecturers	1,614	-

to page 155

Lm137, 575

Lm114,740

EXPENDITURE SCHEDULES

For the year ended 31 December 1993

	1993 Lm	1992 Lm
PRODUCTION DEPARTMENTS		
Wages and salaries	8,816	3,904
Production of documentaries	20,998	2,059
TV broadcasting	144	160
TV political broadcasts	1,545	3,197
Sundry	36	284
Depreciation	539	222
to page 155	<u>Lm32,078</u>	<u>Lm 9,826</u>
MONITORING DEPARTMENT		
Wages and salaries	37,271	11,366
Monitoring and supervision of programmes	397	-
Depreciation	4,697	3,921
to page 155	<u>Lm42,365</u>	<u>Lm15,287</u>
TECHNICAL DEPARTMENT		
Depreciation - to page 155	<u>Lm 386</u>	<u>Lm -</u>





Broadcasting Authority
National Road
Blata l-Bajda - Malta