



Broadcasting Authority Malta

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**Annual Report
2000**

**Broadcasting Authority
Malta**



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BROADCASTING AUTHORITY



L-AWTORITÀ TAX-XANDIR

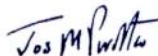
The Hon Dr Eddie Fenech Adami, BA, LL.D., M.P.,
Prime Minister,
Auberge de Castille,
Valletta

30th March 2001
Ref. 67/62/4

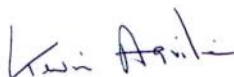
Prime Minister,

In accordance with sub-article (1) of article 30 of the Broadcasting Act, Chapter 350 of the Laws of Malta, we have pleasure in forwarding the Broadcasting Authority's Annual Report for 2000.

Yours sincerely,



Profs Joseph M Pirotta
Chairman



Dr Kevin Aquilina
Chief Executive

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Broadcasting Chronology

2000^{201*}

- January** Bill entitled "An Act to amend the Broadcasting Act, 1991" published in the Government Gazette.
- Training of Staff at MISCO.
- Marin Hili wins libel case against the Malta Labour Party and the Broadcasting Authority.
- Ghaqda tas-Sammaritani* court case declared abandoned.
- Authority approves Guidelines on Advertising and Children intended to serve as a basis for the Code for the Protection of Minors subsequently published as Legal Notice 160 of 2000.
- Authority establishes a Department of Communication and Research and adopts a Communications and Research Strategic Plan.
- Authority appoints a First Aider to give effect to the provisions of the Work Place (First Aid) Regulations, 1995.
- Authority approves changes to its standing orders.
- Marika Fsadni & Associates awarded a research grant to carry out qualitative research on the development and effects of pluralism in television and radio broadcasting.
- February** Authority approves sound community broadcasting licence to Olde City Radio.
- March** Authority approves sound community broadcasting licence to St. Vincent de Paul Residence.
- April** Policy decision by Authority to renew sound community radio licences every two years.
- Broadcasting Authority launches its Party Political Broadcasts from 1st April till 31st December 2000.
- May** *Pjazza 3* programme of 21st March 2000 found to be in breach of the provision on good taste and decency. PBS Ltd fined Lm600.
- Authority approves reorganisation of the Administration Department.
- Authority releases Dr Joe Grixti's qualitative research on "Young People



and the Broadcasting Media - The Malta Experience".

June

Act No XV of 2000 came into force on 11th July 2000.

Authority renews Smash Radio's sound community radio licence.

Authority renews the national sound broadcasting licence for Radio 101.

Authority renews community sound broadcasting licence of *Radju Kottoner*.

July

The Broadcasting (Amendment) Act, 2000 came into force in terms of L.N. 123 of 2000.

Authority approves the installation of security lighting at the Gharghur Transmission Tower.

August

PBS Ltd seek judicial review of the Authority's decision concerning the programme *Piazza 3*.

Broadcasting (Jurisdiction and European Co-Operation) Regulations, 2000 made by the Prime Minister but not brought into force.

New Code for Advertisements and Sponsorship made by the Authority in conjunction with the Minister of Education and brought into force on 1st September 2000.

Broadcasting Code for the Protection of Minors made by the Authority in conjunction with the Minister of Education and brought into force on 1st September 2000.

Code for the Investigation and Determination of Complaints approved by the Authority and came into force on 1st September 2000.

Special Administrative Procedure Regulations, 2000 made by the Authority in conjunction with the Prime Minister and brought into force on 1st September 2000.

Dubbing of Tapes Regulations, 2000 made by the Authority and brought into force on 1st September 2000. These regulations were also replaced in December.

Amendments to the Fifth Schedule to the Broadcasting Act made by the Authority in conjunction with the Prime Minister and brought into force on 1st September 2000.

Political advert by GWU prohibited from being broadcast.



Authority approves Max Media Entertainment Limited's request to extend its daily programme schedule.

September Authority approves a Training Plan for the period 2000-2004.

Authority approves grant of community sound broadcasting licence to *Radju Sacro Cuor*.

GWU sues Broadcasting Authority in connection with the Authority's prohibition to broadcast a political advert.

October Malta appointed President of the Mediterranean Network of Regulatory Authorities.

Authority renews community sound broadcasting licence of Deejays Radio

Authority approves call for expression of interest for teleshopping channels to broadcast on Cable.

Authority renews sound community radio licence of Eden Radio.

November Authority grants a sound community radio licence to *Radju Tlett Ibliet*.

Authority renews national sound broadcasting licence of RTK.

Authority approves two year community sound broadcasting licence to Vilhena Band Club, to *Radju Bambina* and *Radju Luminarja*.

December Authority and UHM sign a collective agreement covering the years 2000 to 2002.

New Dubbing of Tapes Regulations made by the Authority and brought into force on 1st January 2001.

Broadcasting (Jurisdiction and European Co-Operation) Regulations 2000 were amended and brought into force.

The Code for the Investigation and Determination of Complaints was amended and the relative amendment was brought into force in January 2001.





1. Message from the Chairman



*Professor Joseph M. Pirotta
Chairman*

The first year of the millenium proved to be as full and challenging for the Broadcasting Authority as most of its predecessors. Amendments to the Broadcasting Act of 1992 came into force in July which made Malta fully compliant with the Council of Europe's Cross-Frontier Television Convention.

A number of these amendments were of particular and immediate importance to the local broadcasting industry and its regulation. The Authority had previously introduced a system under which stations facing a complaint were summoned to a hearing at which the parties involved put their side of the case to the Authority before the latter decided the outcome. By amending the Broadcasting Law the legislator built on this practice and the Authority was to publish regulations under which public hearings were to be held. These have in fact been published. A further amendment provided a schedule of possible transgressions by licensed stations and the corresponding fines that the Authority was to impose in each case if in the Authority's opinion a fine was called for. While every decision reached by the Authority remains subject to judicial review, the Broadcasting Act was also amended to ensure that any fine imposed has first to be paid before a judicial review of the Authority's decision can be sought.

Two other important amendments concerned teleshopping. The change in the law meant that stations could devote a total of three hours daily to teleshopping. Furthermore the licensing of television stations devoted solely to teleshopping became possible. In this regard the Authority had to examine two related aspects. The first involved the availability of terrestrial frequencies. The Authority discussed whether it was in the public interest that available terrestrial frequencies which are definitely a scare commodity should be given over to such services. It was also clear that local broadcasters were unsure as to what constituted or did not constitute teleshopping. The Authority therefore decided to draw up clear guidelines. At the time of writing this dual process were underway.

Contrary to what has often been stated, there was no change regarding the twelve minute per clock hour allocation for advertising content. From August onwards the Authority organized a series of meetings with station representatives in order to explain the amendments to the Broadcasting Act as well as the way it would continue to regulate, in the public interest, the stations' adherence to the the rules governing advertising.

In spite of the Authority's efforts violations of the law governing advertising, in particular the exceeding of the limits imposed by the law, as well as the inclusion of pseudo-news items which only served to promote particular products or services, continued. The Authority underlined its intention to ensure a fair and level playing field with regard to

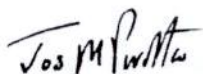


advertising revenue and was finally induced towards the end of the year to issue a number of suspended fines. These were accompanied by clear warnings that come the new year proper compliance with the law was expected also in regard to advertising. All this took place against a background of public claims by stations that they had been heavily fined in spite of the fact that in the overwhelming majority of cases the stations' claims were spurious.

An important development during the year was the settling of the ownership question of the broadcasting tower at Gharghur. Negotiations held in a cordial atmosphere between the Broadcasting Authority and Maltacom ended with the latter renouncing all claims to the tower. This has enabled the Authority to continue with its planned programme of strengthening security at the site, of embellishing the site and its environs and of conducting maintenance works.

Another important and interesting feature of the outgoing year has been the increasingly relevant input by the Authority's various sub-Committees whose regular meetings and submissions have proved extremely helpful. It is evident from their planned programme of activities that their contribution to broadcasting in Malta will be enhanced during the coming year.

The year 2001 is of special significance for the Broadcasting Authority since this will be the fortieth year of its existence. The Authority will be hosting two important international conferences. In May the Mediterranean Network of Mediterranean Regulatory Authorities, the current Presidency of which is held by the Authority, will meet in Malta. In September the conference of the European Platform of Regulatory Authorities, of which Malta was a founder member in 1995, will also take place here. The Broadcasting Authority strongly believes in the value and advantages of such international co-operation and intends to continue to play an active and constructive part in both international bodies.



Professor Joseph M. Pirotta

2. Review of the Year

by the Chief Executive

2.1 The Broadcasting Authority

Radio and television broadcasting services in Malta are under the supervision and control of the Broadcasting Authority. Established in September 1961, the Broadcasting Authority is a constitutional body currently composed of a Chairman and four Members, all appointed by the President of Malta on the advice of the Prime Minister after the latter would have consulted the Leader of Opposition.

During the year 2000, the Authority was composed as follows:



*Chairman
Professor Joseph M. Pirota
B.A., Ph.D. (Reading)*



*Member
Mr Lino Mintoff B.A. (Gen)
B.A. (Hons), Soc.*



*Member
Mr Alfred Mallia Milanese*





Member
Dr Reno Borg B.A. (Hons.),
M.A., LL.D.



Member
Mrs Rose Sciberras B.A., L.P.



Chief Executive
Dr. Kevin Aquilina



Secretary
Mr Edgar P Cassar

The Broadcasting Authority, during 2000, met on 32 separate sessions. Business conducted during these meetings included station licensing, approval of policy documents and guidelines, determination of complaints, approval of regulations and codes in terms of the Broadcasting Act and other matters. Further details about such matters are provided in subsequent sections of this report.

The Broadcasting Authority is a regulatory body whose functions are set out in the Constitution of Malta and in the Broadcasting Act. In terms of the former, the Authority is responsible to ensure that, so far as possible, in such sound and television broadcasting services as may be provided in Malta, due impartiality is preserved in respect of matters of political or industrial controversy or relating to current public policy and that broadcasting facilities and time are fairly apportioned between persons belonging to different political parties. Apart from its regulatory duties under the Constitution, the Authority is also responsible *inter alia* in terms of the Broadcasting Act:-

- (a) to issue terrestrial broadcasting licences for radio and television services throughout the Maltese Islands; and
- (b) to monitor the performance of the stations in terms of Constitutional requirements, the provisions of the law and of the relevant broadcasting licences.

2.2 Broadcasting Advisory Committees

Section 33 of the Broadcasting Act lays down that:

"The Authority may appoint, or designate any organ, as advisory committees to give advice to the Authority and to any person providing broadcasting services in Malta, on educational and religious matters, on standards of conduct in the advertising of goods or services, and on such other matters as the Authority may determine".

In the light of the above provision of law, the Authority had appointed in 1999 five advisory committees in order to advise it with regard to various broadcasting matters. These committees are in a better position to consult with the grass roots and the persons directly involved in the sector concerned. The five consultative committees deal with (1) Broadcasting Technology; (2) Quality and Ethics in Broadcasting; (3) Advertising and other Economic Factors (4) News and Current Affairs; and (5) Gender Issues. During 2000 the Advisory Committee on Technology in Broadcasting finalised its report and concluded its task. As to the other Advisory Committees the Authority renewed their appointment for a further year. Their terms of reference and composition are as follows:

2.2.1 Advisory Committee on Technology in Broadcasting

2.2.1.1 Terms of Reference

- (i) To advise the Authority on any measures which need to be taken to take advance notice of, and to keep pace with, developments in broadcasting technology which will give listeners and viewers the potential for a variety of choice and increased control over their listening and viewing;
- (ii) to recommend to the Authority the phases and time table which may be necessary in the implementation of any changes such as the introduction of the digital process in broadcasting; and
- (iii) to advise the Authority on the regulatory aspects of these developments.

2.2.1.2 Composition

Chairperson: Mr Joe Bartolo

Members: Mr Andrew Psaila and Mr Joe Spiteri.

2.2.2 Advisory Committee on Quality and Ethics in Broadcasting

2.2.2.1 Terms of Reference

- (i) to advise the Authority on programme standards on radio and television and, in particular, on measures which need to be taken to raise the level of programming on public service and on commercial broadcasting media;
- (ii) to consider and report to the Authority on the need for programme guidelines to ensure good taste in locally transmitted programming; and
- (ii) to advise the Authority with regard to the appearance of particular trends that go against good taste and decency.



2.2.2.2 Composition

Chairperson: Dr Dominic Fenech (Hons), D.Phil. (Oxon)

Members: Ms Mary Anne Lauri, Mr Noel Agius and Mr David Pace, Mr Tarcisio Zarb and Mr Joe Psaila.

2.2.3 Advisory Committee on Advertising and other Economic Issues in the Broadcasting Media

2.2.3.1 Terms of Reference

- (i) to advise the Authority on any revision of the Code of Advertising Standards and Practice which may be necessary both in view of Malta's entry bid to the European Union and, also, in the light of implications arising from an expansion of the broadcasting services;
- (ii) to advise the Authority on the measures it should take, within the legislative framework, to ensure adequate consumer protection; and
- (iii) to draw up a code of advertising ethics for the broadcasting media which would take into account fair trading aspects.

2.2.3.2 Composition

Chairperson: Dr Paul Micallef LL.D., LL.M. (Birm.)

Members: Mr Joseph Brockdorf and Mr Marcel Pizzuto.

2.2.4 Advisory Committee on News and Current Affairs

2.2.4.1 Terms of Reference

- (i) To draw up and submit for the Authority's consideration an overall plan designed to bring about an improvement in the present output of news and current affairs programming on public service and commercial radio and television stations;
- (ii) to revise and up date the present codes of standards and practice in this specialised area of broadcasting; and
- (iii) to advise the Authority with regard to the appearance of particular trends that go against good journalistic practice and standards in news and current affairs programming.

2.2.4.2 Composition

Chairperson: Mr Charles Mizzi

Members: Mr Joe Vella, Mr Ray Bugeja, Ms Ariadne Massa and Mr Tonio Farrugia.

2.2.5 Advisory Committee on Gender Issues in the Broadcasting Media

2.2.5.1 Terms of Reference

- (i) To advise the Authority on the adaptation of guidelines concerning gender images in programme content;
- (ii) The possible preparation of contact lists of women experts for use by producers in the area of news and factual programming;
- (iii) the preparation of guidelines on the use of generic terms which include both sexes; and

- (iv) The introduction of equality of opportunity as a requirement in the granting or renewing of broadcasting licences.

2.2.5.2 Composition

Chairperson: Ms Brenda Murphy

Members: Dr Mario Felice, Ms Lorraine Mercieca, Ms Angela Callus and Fr Rene' Camilleri.

2.2.6 During the year 2000, the Advisory Committees of the Authority have been very active as can be seen hereunder. The Authority has received various reports from its Advisory Committees which have been acted upon.

2.2.6.1 Advisory Committee on Advertising and Other Economic Issues in the Broadcasting Media

The above Advisory Committee has drawn up the following guidelines:

1. on children and advertising;
2. on the conduct of competitions and the award of prizes;
3. on advertising concerning medicines; and
4. on alcoholic drink advertising.

All have been adopted by the Authority and circulated to broadcasting stations.

2.2.6.2 Advisory Committee on Technology in Broadcasting

The Authority's Advisory Committee on Technology in Broadcasting concluded its preliminary report on digital terrestrial television in November 1999. The Authority approved the said report in January 2000. The report is divided into two parts: Part 1 deals with various aspect of digital terrestrial television while Part 2 deals with technical matters on the subject.

The Advisory Committee on Technology in Broadcasting's final report was forwarded to the Authority on 25th July 2000. The said report was also approved by the Authority.

2.2.6.3 Advisory Committee on Gender Issues in the Broadcasting Media

Women's participation in the media, and especially in television, has been the subject of debate throughout most of Europe for at least the last 25 years. The early focus, in the sixties and seventies, was on equal opportunities. But more recently the discussion has moved on to consider stereotypes and how to avoid them, how to show diversity and - in the end - how to create better television programmes.

In Malta, 'gender issues in the media' has recently been placed on the local broadcasting agenda. Consequently a game of 'catch up' with the rest of Europe is being played. While in Europe there has been a 25-year period of awareness raising, Malta is at the beginning of the process. Here in Malta we are dealing with both Equal Opportunities within the



Media Industry and issues surrounding stereotyping and portrayal of media content.

It is an indisputable fact that the media should reflect society. At present this is not the case. Within the industry itself there is a large differentiation in the spread of men and women across job titles, with the majority of women holding positions in clerical, and administrative roles while the majority of men are holding the positions in production and management. This scenario is not dissimilar to other European countries.

Within programme content there is also a discriminating scenario. Stereotypical images and unrealistic gender portrayal is prevalent. However, the situation in Malta is not unlike the situation in other European countries.

The Broadcasting Authority took steps to redress the absence of 'Gender' on the agenda for Malta's Media Industry, and in October 1999 it appointed the Advisory Committee on Gender Issues.

The members have worked to generate a clear picture of the media industry in Malta and to understand issues relating to gender. In order to identify pertinent issues, and to develop strategies to address them the Group has utilised several approaches namely Research, Networking, Training and Creative Strategies.

2.2.6.4 Advisory Committee on Quality and Ethics in Broadcasting

In August 2000, the Advisory Committee on Quality and Ethics in Broadcasting concluded a qualitative research study intended to find out what people understand by good quality television programming.

Furthermore, the Advisory Committee on Quality and Ethics in Broadcasting has also drawn up a draft code of ethics on coverage of tragedies by the broadcasting media. The said report is still being discussed by the Authority.

2.2.6.5 Advisory Committee on News & Current Affairs

The Advisory Committee on News and Current Affairs has presented its first report to the Authority in March 2000. The Authority has approved the said report and has requested the said Advisory Committee to draw up a Code on News and Current Affairs for the broadcasting media.

3. Broadcasting Regulation

3.1 Teleshopping Channels

In terms of the year 2000 amendments to the Broadcasting Act, it is now possible to obtain a broadcasting licence from the Authority for a teleshopping channel. During the latter half of the year, the Authority discussed a Memorandum on the subject prepared by the Chief Executive and agreed to call for expressions of interest by broadcasters who were interested to set up such channels. At the moment of writing no licence has yet been issued as the matter is still being considered by the Authority.

3.2 National Sound Broadcasting Regulation

During the year under review, the Authority also approved the renewal of three sound broadcasting licences, namely those of RTK, Radio 101 and Smash Radio. These stations were previously licensed by the Authority for a period of eight years. On the other hand, Life FM's sound broadcasting licence which was refused in 1999, still forms part of the merits of an appeal lodged by Grima Communications Limited to the Court of Appeal which, at the moment of writing, has been put off for judgement.

3.3 Community Radio Services

Currently, the Authority has licensed the following community sound radio services:

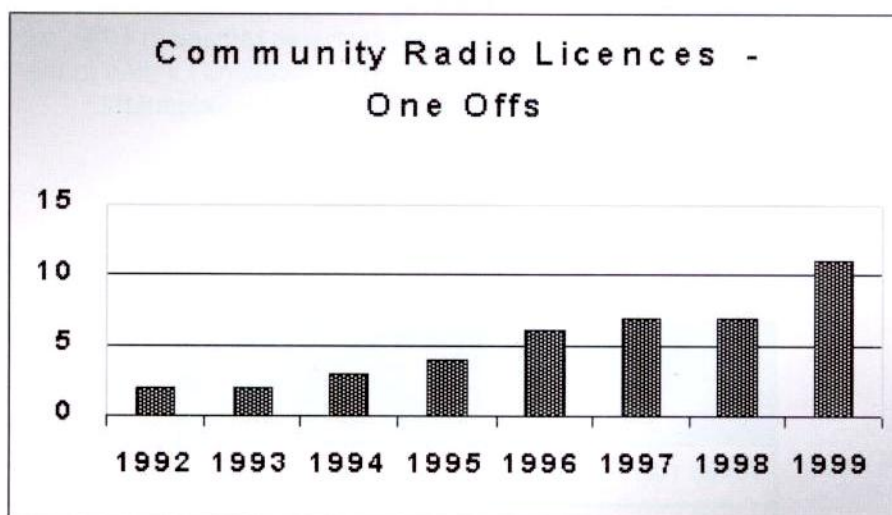
Name of Station	Frequency (MHz)
Radio 106	106
Deejays Radio	95.6
Radju Kottoner	98
Lehen il-Qala	106.5
Radju XEB-ER-RAS	90.8
Eden Radio	107.6
Christian Light Radio	105.4
Radju Katidral	90.9
Lehen il-Belt Victoria	104



The Radios listed in the Table above are sound community radio stations licensed by the Authority for a period of two years. On the other hand there are currently other community radio stations whose licence has been approved and who will soon be on air, namely:-

- Olde City Radio
- St. Vincent de Paule Community Radio
- Radju Vilhena
- Radju Bambina
- Radju Luminarja
- Radju Tlett Ibliet
- Radju Sacro Cuor

During 2000, the Authority renewed the sound community broadcasting licence of Radju Kottoner, Eden Radio and Deeja's Radio.



3.4 Political Advertising

An advertisement retained to be of a political nature was stopped from being aired on television. The political advert, produced for the General Workers Union, is currently the subject of a constitutional case which is pending before the Civil Court, First Hall.

3.5 Gharghur Transmitting Tower

During 2000, the Authority concluded an important agreement with Maltacom in terms of which the latter agreed to donate a sum of money to the Authority in order to carry out the relative maintenance to the Gharghur Transmitting Tower. Indeed, it is envisaged that in the early part of 2001 the relative tender will be issued for the aforesaid maintenance works to be carried out.

In the year under review, the erection of the boundary wall at the Gharghur Transmitting Tower was completed. A new perimeter lighting was installed and all common areas are now provided with the services of a stand by generator. A private company also provides the services of a generator to those broadcasting stations which require such service. The vast majority of stations have entered into an agreement with the said contractor who also provides such services free of charge to the Authority at the Gharghur Transmitting Tower.

4. Programme Complaints

During the year under review a total of 30 complaints were investigated by the Authority, 21 of which were mainly concerned with unfair treatment in news broadcasts. These are analysed by source as indicated in Table 1.

Other programme complaints analysed by source are indicated in Table 2. These featured diverse complaints ranging from advertising for alcoholic drinks and incorrect and defamatory statements to a life threatening phone-in and visual material which intruded on the privacy of the individual.

Table 3 features complaints analysed by station.

The following three tables illustrate the sources of complaints and the stations involved:

Table 1 - Complaints analysed by Source

Source	Number	Adjudication Results		
		Upheld	Partly Upheld	Rejected
Malta Labour Party	2	1		1
Nationalist Party	1			1
NET TV	1		1	
General Workers' Union	6 ¹	2		2
Union Haddiema Maghqudin	1			1
Ministry of Health	1			1
Department of Information	1			1
Consumer's Union	2	2		
Hamilton Travel Co. Ltd.	1 ²	1		
Brittania Services Ltd.	1 ²	1		
Private Schools Association	1	1		
Dr Michael Falzon LL.D., A.C.I.B.	1			1
Mr Joe Felice Pace	1 ³			1
Mr Lawrence Azzopardi	1			1

1. One complaint involving NET TV was withdrawn and another involving both NET TV and Radio 101 was resolved between the parties concerned.
2. Two separate complaints regarding the same news item.
3. The hearing was discontinued after TVM broadcast a statement drawn up by complainant.



Table 2 - Complaints analysed by Source

Source	Number	Adjudication Results		
		Upheld	Partly Upheld	Rejected
Department of Health Promotion	1 ⁴	1		
Ass. Genituri Nharsu lill-Ulledna	1 ⁴	1		
PBS Ltd.	1 ⁵			
Ms Annalise Vassallo	1	1		
Dr Simon Busuttil LL.D. A.C.I.B.	1	1		
Mr Saviour Balzan	1 ⁶	1		
Mr Oreste Calafato	1	1		
Mr Lawrence Attard Bezzina	1 ⁷		1	
Mr M J Overend	1 ⁸	1		

4. Two separate complaints which referred to the same advert.
5. Broadcasting Authority declared it could not take cognisance of complaint as it had no locus standi in matters of copyright.
6. Complaints concerned Party Political Broadcasts organised by the Broadcasting Authority.
7. Broadcasting Authority abstained from hearing complaint regarding libellous statements made by presenter.

Table 3 - Complaints analysed by Station

Station Involved	Number	Adjudication Results		
		Upheld	Partly Upheld	Rejected
TVM	15 ¹	8 ³		6
NET TV and Radio 101	2 ²	1		
NET TV	3 ³		1	1
Radio 101	1	1		
Super 1 TV and Super 1 Radio	1			1
Super 1 TV	3 ²	1		1
Super 1 Radio	2	1	1	
Various Radio Stations				

1. Hearing of One News complaint was discontinued after TVM broadcast.
2. Statement drawn up by complainant.
3. One complaint resolved between parties.
4. One complaint withdrawn after station broadcast details relating to complaint.
5. One case concerning copyright was not taken cognisance of.
6. Includes 2 complaints pertaining to Party Political Broadcasts organised by the Authority.



5. Relations with broadcasting stations.

5.1 Circulars to Stations

During 2000, various circulars were issued to broadcasting stations in order to draw their attention to particular matters of interest. Apart from circulars concerning broadcasting legislation published during the year under review, the following matters were addressed in such circulars:-

- Medicinal advertisements which required a Department of Public Health permit number. Such was the case with regard to the following medicinals: Night Nurse, Panadol, Solpadeine
- All broadcasting stations were directed not to transmit an alcoholic advertisement concerning White Label Whisky in so far as this advert emphasised high alcohol content as a positive quality of the beverage
- An advert broadcast on radio stations by the One Lira Shops which contravened the Code for the Protection of Minors was stopped from being aired in so far as it breached three provisions of that Code
- An advert in which a pharmacist appeared on screen was prohibited by the Authority after consultation with the Pharmacy Board as it was in breach of the Code of Ethics of the Pharmacists' Profession

5.2 Lotteries in connection with Phone-In Programmes

According to Section (11)(1)(a) of the Public Lotto Ordinance (Chapter 70 of the Laws of Malta), every kind of public lottery or tombola is prohibited unless permission has been granted previously by the Director of Public Lotto. In granting such permission the Director of Public Lotto may impose such conditions as he may deem expedient.

For the purposes of this Ordinance the expression 'lottery' includes any scheme for distributing prizes under which the recipients or the number or the amounts of the prizes depend upon the outcome of a future uncertain event or of a combination of future uncertain events, and which is not permitted under any specific provision of law.

To this effect the Department of Public Lotto requested the Authority to issue a circular to all TV & Radio stations explaining to them that 'phone-in' programmes would henceforth be monitored. Criminal action would then be instituted by the Executive Police against defaulters in terms of the Public Lotto Ordinance.

In order to find an amicable solution to this flagrant violation of the law without having the need to resort to criminal proceedings or any other action, it was agreed with the Department of Public Lotto that a meeting would be convened by the Authority for all TV & Radio station broadcasters. This meeting was held on Monday 11th September at the Authority's premises during which meeting representatives of the Public Lotto Department explained the pertinent provisions of the Public Lotto Ordinance to those in attendance. A number of stations attended such meeting during which any queries which they had on the above subject were discussed and clarified. The Public Lotto



Ordinance, Chapter 70 of the Laws of Malta, is available and can be downloaded from the Authority's webpage www.ba-malta.org

6. Broadcasting Legislation

The year two thousand was very productive in so far as broadcasting legislation is concerned. Not only was the Broadcasting Act amended during this year but 11 legal notices were also published. Indeed the Broadcasting (Amendment) Act, 2000 came into force on 11th July 2000 in terms of Legal Notice 123 of 2000.

A consolidated version of the Broadcasting Act 1991 as amended in 1993, 1997 and 2000 is available in the English version on the Authority's webpage (www.ba-malta.org).

In terms of the 2000 amendments, seven Legal Notices have been published in the Government Gazette of Tuesday, 29th August, 2000, namely:

- (a) Legal Notice 158 of 2000 - Broadcasting (Jurisdiction and European Co-Operation) Regulations, 2000;
- (b) Legal Notice 159 of 2000 Broadcasting Act (Substitution of Third Schedule) (Code for Advertisements and Sponsorships) Regulations, 2000;
- (c) Legal Notice 160 of 2000 - Broadcasting Code for the Protection of Minors, 2000;
- (d) Legal Notice 161 of 2000 - Code for the Investigation and Determination of Complaints;
- (e) Legal Notice 162 of 2000 Special Administrative Procedure Regulations, 2000;
- (f) Legal Notice 163 of 2000 - Dubbing of Tapes Regulations 2000;
- (g) Legal Notice 164 of 2000 - Broadcasting Act (Amendment of Fifth Schedule) Regulations, 2000.

Moreover, Legal Notice 245 of 2000 has repealed Legal Notice 164 of 2000 and prescribes fees for dubbing of tapes. It entered into force on 1st January 2001. This Legal Notice establishes the fees to be charged by broadcasting stations for dubbing of tapes.

The Authority's Code for the Investigation and Determination of Complaints was also amended in the year 2000 and published as Legal Notice 3 of 2001.

7. International Relations

The Authority is a member of:

- (a) the European Platform of Regulatory Authorities.
- (b) the Mediterranean Network of Media Regulatory Authorities.
- (c) the European Broadcasting Union.
- (d) the Commonwealth Broadcasting Association.
- (e) the European Institute for the Media.



7.1 European Platform of Regulatory Authorities

The European Platform of Regulatory Authorities (EPRA) was set up in 1995 during a meeting held in Malta and has the following primary functions:



- It provides a forum for informal discussion and exchange of views between regulatory authorities in the broadcasting media.
- It constitutes a forum for exchange of information about common issues of national and European media regulation.
- It also encourages discussions and seeks to find practical solutions to legal problems regarding the interpretation and application of media regulation.

During the year 2000 the Broadcasting Authority participated in two EPRA meetings.

Between 25th and 27th May 2000 Professor Joseph M. Pirotta and Dr Kevin Aquilina, Chairman and Chief Executive respectively of the Broadcasting Authority, attended the *11th Meeting of the European Platform of Regulatory Authorities* held in Paris. The meeting approved the setting up of an EPRA website and discussed three main topics:

- a) political communication on television
- b) ownership of the broadcasting media
- c) technical aspects of monitoring

EPRA members were also updated on:

- a) recent developments regarding the list of major (sports) events
- b) virtual advertising
- c) the Council of Europe's draft recommendation of the Committee of Ministers on the Independence and Functions of Regulatory Authorities for the broadcasting sector and other draft Council of Europe documents.

Professor Joseph M. Pirotta chaired the session concerning the technical aspects of monitoring. He also acted as rapporteur to the plenary session on the monitoring session.

The Maltese delegation had informal discussions with the EPRA Chairman on the functioning of EPRA and confirmed its invitation to host the September 2001 EPRA meeting in Malta. This offer was well received by EPRA participants.

The *12th Meeting of the European Platform of Regulatory Authorities* was held in Bratislava between 26th and 27th October 2000. The meeting approved the setting up of an EPRA website and discussed three main topics:

- a) the issue of human dignity in the context of new programme formats



- b) jurisdiction and circumvention
- c) current trends in advertising

EPRA members were also updated on:

- a) recent developments regarding the EU Directive on Television Without Frontiers
- b) the latest developments on the Council of Europe's draft recommendation of the Committee of Ministers on the Independence and Functions of Regulatory Authorities for the broadcasting sector and other draft Council of Europe documents.

On 26th October 2000 the Chairman of the Authority attended the EPRA Advisory Committee in order to discuss with the EPRA Committee various pending matters of an administrative nature.

7.2 Mediterranean Network of Media Regulatory Authorities

The Mediterranean Network of Media Regulatory Authorities was established on the 29th November, 1997 in Barcelona at the initiative of the French regulatory authority (the *Conseil Supérieur de l'Audiovisuel*) and the Catalan regulatory authority (the *Conseil de l'Audiovisual de Catalunya*). Apart from these two regulatory authorities, the Mediterranean Network comprises the Greek, Italian and Portuguese regulatory authorities.

Malta had been invited by these five regulatory authorities to participate during the Lisbon meeting with a view to joining the Network. The Maltese delegation presented a paper during the said meeting which detailed the Authority's regulatory functions.

The 4th meeting of the *Mediterranean Network of Regulatory Authorities* was held in Naples on 20th and 21st July, 2000. The Authority participated actively in the proceedings and had to answer various questions, put by the five Network members on its functions. At the end of the meeting Malta, together with Turkey and Cyprus, joined as full members of the Network.

Prof. Pirotta was elected Chairman of the Network for a one year period whilst Malta agreed, in terms of the statute, to host next year's meeting in the first week of May 2001.

The Network discussed two important issues: digital broadcasting and sanctions imposed by regulators.

Malta will also be proposing a web page for the Mediterranean Network.



7.3 European Broadcasting Union's 51st Ordinary Session

The Authority is also a member of the European Broadcasting Union (EBU). The EBU is the largest professional association of national broadcasters in the World with its headquarters in Geneva, and working on behalf of its members in the European area, the EBU negotiates broadcasting rights for major sports events, operates the Eurovision and Euroradio networks, organises programme exchanges, stimulates and coordinates co-productions and provide a full range of other operational, commercial, technical, legal and strategic services. At its office in Brussels, the EBU represents the interests of public service broadcasters before the European institutions.



The EBU was founded in February 1950 by the pioneers of radio and television in western Europe. It merged with the OIRT - the former union of eastern European broadcasters in 1993. Apart from 69 active members in Europe, North Africa and the Middle East, the Union has 47 associate members in 29 countries further a field. At a global level, it works in close collaboration with sister unions on other continents. These include the Asia Pacific Broadcasting Union (ABU), the North American Broadcasters' Association (NABA), the Union of National Radio & Television Organisations of Africa (URTNA), the Arab States Broadcasting Union (ASBU), and the Organisation de la Television Iberoamericana (OTI).

The European Broadcasting Union's 19th Extraordinary Session of the General Assembly was held on 30th June 2000 at Lucerne and its 51st Ordinary Session of the General Assembly was held on 30th June and 1st July at Lucerne.

During the 19th Extraordinary Session of the EBU General Assembly amendments to the EBU's statute were approved.

Apart from the reports from all the Department of the EBU, the 51st Ordinary Session of the General Assembly elected all the EBU's Administrative Council officers and members.

Finally, a declaration by EBU members on their commitment to on-line services was approved during the General Assembly.

7.4 The Commonwealth Broadcasting Association

The Commonwealth Broadcasting Association (CBA) is funded by subscription from members of the major public service broadcasters of the Commonwealth. The main objectives of the CBA are as follows:

- Secure funds for training in developing Commonwealth countries for management and broadcasting skills.
- Foster freedom of expression and the right to communicate.



- Extend the Association's database about members.
- Further the concept of public service broadcasting.
- Provide a point of contact and a forum for discussion.

Full membership is open to radio and television stations both public and private within the Commonwealth. Also, affiliate membership is open to radio and television stations, and any broadcast related organisation in any country. Existing members include: most major public radio and television stations (some private). Membership is not open to individuals. The CBA has about 100 members in over 50 countries.

On 24th January 2000, the Broadcasting Authority, as member of the Commonwealth Broadcasting Association, announced the Commonwealth Short Story Competition for 2000. The competition is funded by the Commonwealth Foundation and was open to all Commonwealth citizens. The aim is to promote the Commonwealth through broadcasting high quality short stories submitted by amateurs or professionals of all ages.

The Director of the Commonwealth Foundation, Cohn Ball, explains: "The purpose of the Commonwealth Foundation is to strengthen the People's Commonwealth because people to people links constitute a unique characteristic of our association." The competition is run by the Commonwealth Broadcasting Association whose Secretary-General Elizabeth Smith added: "I was delighted that we received some 3,500 entries, nearly all of high quality. The top 26 now go onto CD, for broadcast by radio stations around the Commonwealth."

Dennis Nichols from Guyana, South America, is the winner of the first prize in the 2000 Commonwealth Short Story Competition. He received £2,000 at a press conference and ceremony on 10 October at 10 am at the Mount Nelson Hotel, in Cape Town, South Africa during the CBA XXIII General Conference.

While the Regional Winner for Europe and Canada was "The Inheritance" written by Sue Patterson from Cavan, Ireland, amongst those "Highly Recommended" entries for the same region was that presented by **Mr Leslie Vassallo, Malta**, for "Indicator Joe".

Mr. Leslie Vassallo was born in Siggiewi, Malta on 17th October 1955. He studied at the village school, Hamrun Lyceum, Junior College in Valletta and is a BA graduate in English Literature from the University of Malta, Msida. He has been teaching at Primary and Junior Lyceum levels since 1978. He has also written short stories and plays and translated international literature into Maltese. Some of his work has been published or broadcast in local media and international magazines, especially Haiku quarterlies. Mr. Vassallo has also participated in several anthologies in Malta. He hopes to revise, edit and publish his poetry in the near future.



Presentation 17/10/2000
Mr Leslie Vassallo (left) and
Prof. Joseph M. Pirota (right)
Broadcasting Authority

7.5 The European Institute for the Media

The European Institute for the Media (EIM) gives expression to the growing interdependence of European countries in the field of communications.

The EIM's main areas of research are the impact of convergence on the media, cross-border developments in the media and their role in the process of European integration; the public interest aspects of (new) media developments and the growth of the Information Society.

The EIM is a non-profit research organisation which acts independently and in the public interest. We make an important contribution to the development of appropriate media policies, on the basis of objective research and open discussion.

The EIM's Media and Democracy Programme is a media-oriented response to the political changes taking place in central and eastern Europe. The aim of the programme is to assist in establishing and supporting media of high professional standards which are independent of government and vested interests. The main activity of the programme is monitoring the media coverage of elections on behalf of the EU Commission or the OSCE.

The European Television and Film Forum, organised by the EIM, has positioned itself as one of the leading meeting points for the entire European media industry, policy makers and researchers. Information and opinions on media-related issues have been exchanged at the forum by high ranking officials and important industry players since 1989.

8. Information Systems Strategic Plan

The Broadcasting Authority's Systems Strategic Plan covers four stages: Phase I identified the Authority's needs; Phase II dealt with the various business processes particular to the Authority that may be supported by information-technology; Phase III of the exercise dealt with the drawing up of an Information Systems Strategic Plan. The IT Plan identified how technology could support current and future operations to permit more efficient and effective business results; finally, Phase IV dealt with Systems Implementation, that is, it identified the stages involved and made suggestions for successful implementation of the plan.

After the Information Systems Strategic Plan was approved by the Authority, a call for tenders was issued to implement Phase I of the Strategic Plan. Indeed, the said plan provided for three distinct parts dealing with (a) infrastructure (b) software and (c) internet, e-mail and fax gateways. The relative tender was awarded in the year 2000 and the task completed in the year under review. Moreover, a call for tenders to implement Part II of the Information Systems Strategic Plan was issued in late 2000 and it is expected that during the early part of the year 2001 the relative tender would be granted. Part II of the Information System Strategic Plan deals with the computerisation of the Authority's Monitoring Department.



9. The Authority's Web Page

In May 1999, the Broadcasting Authority launched its web page on the internet which is now accessible from the entire world wide web. It is now possible to learn more about the Authority's functions and activities through its web page. In order to reach the site, one would simply have to type in:

www.ba-malta.org

As to the contents of the Authority's web page, the following information about the Authority is easily accessible to the browser:

- the Authority's mission statement
- the Authority - its composition and functions under the Constitution and the Broadcasting Act
- the Authority's latest Annual Report and earlier reports
- Programme Complaints - The Authority's Procedure for dealing with Programme Complaints and the Complaints Bulletin
- Press Releases - a selection of the most important press releases for 1997, 1998 and 1999 and all the press releases for 2000.
- Programme Awards Rules
- Broadcasting in Malta - a history of the evolution of broadcasting from a monopolistic to a pluralistic system
- Broadcasting Guidelines
- Broadcasting Legislation including extracts from the Constitution of Malta, the Broadcasting Act, Subsidiary and Ancillary legislation
- Broadcasting Case Law for 1999 and 2000

The Authority's webpage may also be accessed through the European Platform of Regulatory Authorities' web page (www.epra.org).

10. The Authority's Staff

The Authority has a staff of 27 persons consisting of managerial, administrative and financial, programme monitoring, secretarial and supporting grades.



The Authority is divided into five divisions:-

- (a) the Office of the Chief Executive
- (b) the Administration Department
- (c) the Finance Department
- (d) the Programme Monitoring Department
- (e) the Technical Department.

10.1 Staff Relations

The UHM submitted to the Authority its proposals for a new collective agreement covering the period 2000-2002. During the year under review the Authority appointed a sub-committee chaired by Mr Alfred Mallia Milanes in order to negotiate the collective agreement with the UJM. The collective agreement was signed on 22nd November 2000 and is currently awaiting Government approval. In terms of the new collective agreement the Authority's salary scales will be aligned to those of the Government. A reorganisation of Senior Management posts by the Authority followed the signing of the collective agreement.

10.2 First Aider

The Work Place (First Aid) Regulations, 1995 (Legal Notice 198 of 1995) inter alia oblige employers to provide rapid access to first aid whenever needed (regulation 4(1)), that first aiders should be present at all times of the day at the work place (regulation 5) and first aid boxes should be provided at the work place (regulation 12).

In order to give effect to this legal obligation, the Authority appointed a first aider. In terms of regulation 5 (1) of the Work Place (First Aid) Regulations, 1995,

"An employer shall ensure the presence at all times of such a number of first aiders as is adequate and appropriate in the circumstances for rendering first aid to his employees if they are injured or become ill at work".

10.3 Staff Training Plan

In any team, members are not similar. It is the diversity among team-members and their acceptance of each other's differences, that will make the team more efficient and workable. It is important for each team member to feel that his/her contribution, no matter how small, is of the utmost importance. On the other hand, it is important for team-members to realize that no member is indispensable. It is important for both extremes to realize that they should make an effective contribution to the team. With this in mind, a MISCO training course for all members of staff was held in February 2000 on Team Building.

Members of staff also participate in both training courses organised by the Staff Development Organisation of the Office of the Prime Minister and MISCO courses.



One member of staff is currently reading for a full-time Bachelor of Arts degree in Legal and Humanistic Studies whilst another employee is reading for a Master of Arts degree in Communication Studies.

10.4 Reorganisation

During the year 2000, the Authority carried out an operations review and a subsequent reorganisation of the Administrative Department. The registry was computerised in order to make it easier to retrieve files. A policy on weeding of files no longer in use was approved and space provided for their relocation. A policy concerning access to the Authority's file was also established. Databases containing various operational information was implemented. New updated job descriptions to the employers in the Administrative Department were also formulate.

10.5 The Authority's Communications and Research Strategic Plan

During the year under review, the Authority approved a Communications and Research Strategic Plan. The Authority's key communications objectives are:

- to increase general awareness of the Broadcasting Authority
- to explain clearly what is the role which the Broadcasting Authority has to play and why this is ultimately of benefit to all Maltese citizens
- to demonstrate that the Broadcasting Authority is active in pursuing its aims, and to communicate what is in store
- to position the Broadcasting Authority as a forward-looking, responsible and effective Authority, one which means business.

The Authority's Communications and Research Department currently consists of two members of staff, the Head of Communications and Research and one Clerk. This Department is responsible for:

- enhancing the Authority's webpage
- co-ordinating qualitative and quantitative research
- organising the Programme Awards Night and the Gender Issues Awards Night
- drawing up media releases and preparing media handouts
- scanning newspaper articles relevant to broadcasting and evaluating the broadcasting content of all newspapers
- co-ordinating training for members of staff
- organising the Authority's library
- carrying out public relations duties.

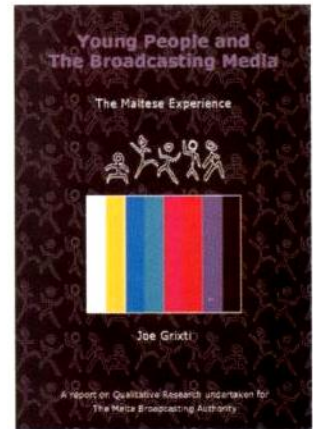
11. Qualitative and Quantitative Research

The Authority, conscious of the fact that no qualitative survey had been carried out on a national basis in order to assess the effects of Broadcasting on various sectors of Maltese society, had decided to initiate a 3-year plan which would involve the annual commissioning of a qualitative survey about the effect that a particular aspect or aspects of broadcasting might have on a specific sector of society.

11.1 Young People and the Broadcasting Media

The first survey carried out in 1999 examined and evaluated the effects that violence, sex, advertising and product placement as well as programming strategies had on the attitudes or behaviour of young people under 14 years of age.

The first qualitative report was drawn up by Dr Joseph Gixti M.A (Oxon), Ph.D (Bristol) on the effects of radio and television programmes on the behaviour and attitudes of young people aged 14 years and under. Dr Joe Gixti is a graduate of the Universities of Oxford and Bristol, and he had held lecturing appointments in education, media, cultural and literary studies at universities in Malta, Britain and Australia. He currently lectures in the School of English and Media Studies at the Auckland campus of Massey University in New Zealand. His previous publications include "Terrors of Uncertainty: The Cultural Contexts of Horror Fiction" (Routledge).



Dr Gixti presented his findings during a press conference and a public seminar was also held on Friday 12th May 2000. Rev. Joe Borg, Ms Carmen Sammut and Dr Paul Bartolo addressed the audience present on Dr Gixti's conclusions. The main findings of the said report are summarised hereunder.

11.1.1 Findings

The report's findings can be classified under 6 broad headings:

TV Watching

- Patterns and times of viewing vary considerably between ages as well as between schooldays and holidays
- Children and adolescents generally watch television for amusement or just to pass the time
- Patterns of TV likes and dislikes vary according to gender, age group, home and socio-economic background
- Television is an integral and ubiquitous part of young people's home lives and interests



- The emergence of a "culture of the bedroom" and a preponderant dependence on in-home entertainment are not as widespread in Malta as in other countries

Radio

- Most young people are only interested in radio for music
- Interest in listening to music on radio or other media increases with age
- Younger children are more likely to listen to different types of radio programmes with parents, but their first preference is usually pop music

Advertising and Product Placement

- Though young people often complain about advertisements, they also enjoy them
- Scepticism about advertisements and a belief that they are often dishonest and deceptive are very widespread
- Though children and teenagers understand the intent behind advertising, they are still frequently persuaded by its images and language
- Product placement techniques are poorly understood by younger children
- Advertising plays a crucial role in the socialisation of children as consumers

Programming and Guidelines

- Both younger and older children are aware of and understand classification guidelines, and they recognise their importance and usefulness
- Children also understand that late night TV programmes are usually aimed at an adult audience
- Watching adult-rated programmes and films is often perceived as a measure and test of "maturity"
- Though younger children are more likely to follow classification and guidelines, they too will often find reasons for ignoring them
- Parental guidance is inconsistent, contradictory and confusing
- It is generally assumed that what determines classification ratings are isolated scenes or words
- There is need for a re-evaluation of the ways in which classification and advisory guidelines are determined, presented and applied



Violence

- Fictional violent entertainments are generally perceived as normal, enjoyable and inevitable facts of life
- Especially in their games, boys are more likely to imitate rough behaviour seen on the screen than girls
- Girls are more likely to be upset by scenes of graphic violence
- Most believe that others can be negatively influenced by screen violence, but that they themselves and their peers are immune
- Though they regularly insist that they are not themselves influenced by screen violence, older children and teenagers often also claim that watching screen violence is a way of preparing themselves for the challenges of real life
- Young people's abilities to distinguish facts from fiction are not as accurate or sophisticated as they believe
- The value system underlying popular violent entertainments are rarely consciously identified or questioned

Sexual Content

(i) Children Aged Six to Ten

- Young children's talk about sexual content tends to be generalised, but they usually perceive verbally or visually explicit material as "bad" or "rude" (pastazati)
- Adult-oriented material which is less visually explicit is usually found more acceptable
- Children often assume that television gives them a truer picture of what adults get up to than adults themselves
- Young children's way of interpreting, discussing and dealing with sexual content are significantly and qualitatively different from those of adults
- Sexual content is often seen as being more problematic than violence

(ii) Adolescents Aged 11 to 14

- The watching of adult-oriented films and programmes is often perceived as a rite of passage into adulthood
- Young people also approach the watching of adult-rated material as a way of learning about the adult world
- Visually explicit sexual content is usually approached and reacted to very differently from the "adult-world" narratives of soap operas and adult dramas
- Though young people often dismiss adults' objections to visually explicit material as out-dated, scenes involving nudity and love making are likely to cause embarrassment when viewed in the presence of adults
- Complaints about explicit sexual content usually take the form of claims that others could be negatively affected



- Boys tend to view portrayals of sexual behaviour and nudity, even when this involves sexual violation, almost exclusively from a male-centred perspective
- Girls often worry that boys watching scenes showing rape and sexual abuse might be tempted to imitate what they see
- Tighter controls of what is screened and watched are not seen by young people themselves as the solution
- Further research will be required to assess the impact of new internet technology and the easy accessibility of sexually explicit material through this fast growing medium.

11.2 The Effects of Pluralism on Television and Radio Broadcasting

The Authority has in the meantime engaged the services of Ms Marika Fsadni of Messrs. M. Fsadni & Associates, Marketing and HR Development Consultants, to conduct research and subsequently produce material for publication, about the development and effects of pluralism on television and radio broadcasting. The said research will focus on:

- how has pluralism affected the broadcasting scenario with regard to diversity of programme content, broadcasting standards and immediacy of news coverage and reporting.
- how it has affected the monopoly previously enjoyed by the public broadcasting services and what impacts has pluralism had on the public broadcasting sector.
- how has broadcasting revenue been divided amongst the various stations and whether cutthroat competition in this sector has resulted in better programming standards or in a lowering of standards.
- an assessment of the impact of cable television vis-a-vis terrestrial television.
- an assessment of the level of training of broadcasters.

11.3 Children's Programmes

Mr Stephen Zerafa, a student reading for a Bachelor of Arts degree in Communications studies, presented the Authority with a report on "Children's Programmes on Maltese Television: A Case Study". In his report Mr Zerafa noted that in so far as programme content is concerned, nearly every programme assessed contained messages promoting positive behaviour or attitudes towards the environment, education and proper civic or social behaviour. Many programmes combine out-of-studio features with cartoon and competitions. However, imagination and variety are sorely lacking and quite often these are simply used as "fillers".

11.3.1 Presenters' delivery

A common characteristic of local children's programmes is very lengthy monologues

and dialogues. Children's attention is notoriously difficult to keep yet presenters sometimes talk amongst themselves for minutes on end completely ignoring their audiences. Such programmes end up becoming "talking heads" only.

Television has a heavy responsibility in the areas of public information and education, perhaps more so with children since these are still in their formative years. Programme producers and presenters are very often talented and enthusiastic but unfortunately, however, their pronunciation of English and other foreign words is almost invariably poor.

Presenters are also responsible for the language they use in front of children. One presenter constantly uses "il-l-Allul", term many adult would consider highly inappropriate. Another presenter displays bad manners by repeatedly uttering "eh?" Instead of "skuži?" during phone-ins.

Patronisation too is widespread in local programmes. Presenters should remember that children are often "little adults" and that talking down to them will force them to quickly lose interest. Children know that adults do not talk amongst themselves in a patronising manner, so they reject the message.

11.3.2 Audience participation

This varies greatly between programmes. The few good examples involve and encourage the audience to talk and participate. The vast majority often just use children as a backdrop. One can notice sidelined children quickly losing interest.

11.3.3 Shots and camera movement

Television is a fast-moving medium. In order that programmes remain interesting and lively, shots should last no more than a few seconds. Yet shot duration in local children's programmes is often 10-15 seconds, sometimes even 30 seconds and at times shots can last for a couple of minutes.

Local productions make use of one, or sometimes two cameras and the usual movements are panning and zooming. Foreign productions on the other hand utilise cranes, tracks and overhead shots to much better effect.

11.3.4 In Brief

Comparisons with children's programmes from abroad highlight some startling differences and may be summarised as follows:

- Studio sets are three-dimensional resemble theatre stages whereas local sets are almost invariably flat two-dimensional backdrops.
- When talking soft toys or puppets are used in foreign programmes like "Playdays" on CBBC (ch. 09, 16.00hrs), these speak in an almost natural voice



as one would hear normal everyday speech. Local puppet voice-overs use unrealistic sounding falsetto or silly-sounding accentuation. This is pure patronisation and children notice the difference.

- Whereas patronisation is chronic in local programmes and children are literally "talked down to", the same does not apply to foreign productions.
- The use of humour during programmes is not optimised. Zilman and Bryant (1983) examined the effects of the most common forms of humour used in educational TV programmes. Among other things they found that for a children's audience, humour that is unrelated to the educational message fosters superior information gain (Wimmer & Dominick, 1994, Mass Media Research).
- Foreign presenters are very careful with their language and are attentive in avoiding gendered speech and stereotyping the sexes. Local presenters need to become more aware of this.
- Camera shots are much shorter in foreign productions.

12 Radio and Television Audiences in Malta

Section 30(2) of the Broadcasting Act 1991 requires the Broadcasting Authority to engage in audience research. The Broadcasting Authority has, regularly undertaken this investigation of listenership and viewership and the public's opinion towards the present menu of radio and television services, since 1990.

Since 1999, the Authority has been conducting two radio and television audience studies annually. During the year 2000, the first study was conducted in March while the second was conducted in October.



As in previous years the aims of the survey were twofold:

- (a) to conduct an audit of radio listeners and TV viewers; and
- (b) to investigate whether current attitudes towards a set of issues compare with those of previous years.

This survey is meant to detect seasonal trends when comparing data with that from previous studies. Like previous studies, this study provides data on:

- (a) audience size for all local radio and TV stations in Malta on a daily basis;
- (b) audience size for the following groups of foreign TV channels received in Malta: RAI, Mediaset, Other Italian Channels, and Satellite, so grouped on a daily basis;
- (c) the views and desires of the Maltese in general on aspects of current broadcasting and on types of additional services ought to be made available in Malta.

The Authority decided in March 1997 that UNI Radio and Radju MAS should be considered as two separate stations and the relevant statistics should be computed separately for the common frequency allocated to them. In this respect, this study allows direct comparison with previous studies conducted since 1998.

Following discussions it was also decided that in respect of TV, three time-bands will henceforth be used for the presentation of summary statistics on audience share by station. These three time-bands are: Time band 1: 6.00 a.m. - Noon; Time-band 2: Noon - 7.00 p.m.; and Time-Band 3: 7.00 p.m. - Midnight. In this way more precise, time-bound comparison of the performance of different stations is easier and more precise, especially as narrow casting increases in importance. This decision was published in June 2000 (Circular No 18/00).

The report's data for audience levels for each time-slot is comparable to previous



studies in all respects. In the case of audience share by station, the data for TV is now based on Time-bands, and since this was not computed before, this study establishes a benchmark for future studies. In the report itself many direct comparisons with the October 1999 studies are made for easy reference.

It is to be noted that since the last March study, Max Plus is now available to all Melita Cable subscribers, and is now broadcasting for longer hours. In addition, Radio Malta 2 does not feature at all and a new station, Radju Parlament, has come into existence in October 2000. Radju Malta 1 and Radju Malta 2 have been amalgamated into one station which has been renamed Radju Malta.

12.1 Sample Profile

In conformity with previous studies, the same research techniques were used. The sample structure represents the demographic features of the resident population in Malta. The multi-stage probability sampling technique was used to draw the sample for those aged 18 and over, using the latest publication of the electoral register produced for the elections of Local Councils. A quota number of persons, of both genders, were included for each day of the week to cover those aged 12-17 in the Maltese population since a complete register for this segment of the population is not available.

The above procedure produces the sample distribution featured in Table 1 below. This profile closely follows the figures for the resident population in Malta as given in the last population census taken.

Table 1 - Sample Profile by Gender

Age Group	Total %	Male %	Female %
12-17	11.2	11.4	11.0
18-30	20.8	20.9	20.7
31-50	37.5	37.9	37.0
51/65	18.0	18.3	17.7
over 65	12.6	11.6	13.6
TOTAL	100.0	100.0	100.0
N=	1001	490	511
%	100	49.0	51.0



12.2 Part 1 - Audience size for local Radio & TV Stations

12.2.1 Radio Audience Shares

The study summarises comparative figures for the Daily Average Radio Audience computed both on the basis of all available time-slots for each station during the hours each individual station is on air for the whole 24 hours of the day, as well in respect of each station from 6:00 to midnight. This study reveals that interesting shifts have occurred over the last twelve months from October 1999 to October 2000.

The greatest gain in overall audience share recorded over the last twelve months since October 1999 was recorded by Bay Radio (+4.0%). Gains were also registered by Radju MAS (+3.2%); Super 1 Radio (+1.8%); and Radio 101 (+1.1%). On the other hand the greatest loss in audience share was registered by Capital Radio (-2.9%); Radio Calypso (-1.6%); by RTK (-2.0%); Island Sound (-1.2%); Smash Radio (-1.3%); Radio Malta (-0.5.) and by FM Bronja (-0.2%). University Radio registered no change.

Super 1 Radio still maintains the highest share of audiences by 28.5%, followed by RTK (16.0%) and Radio 101 (14.0%).

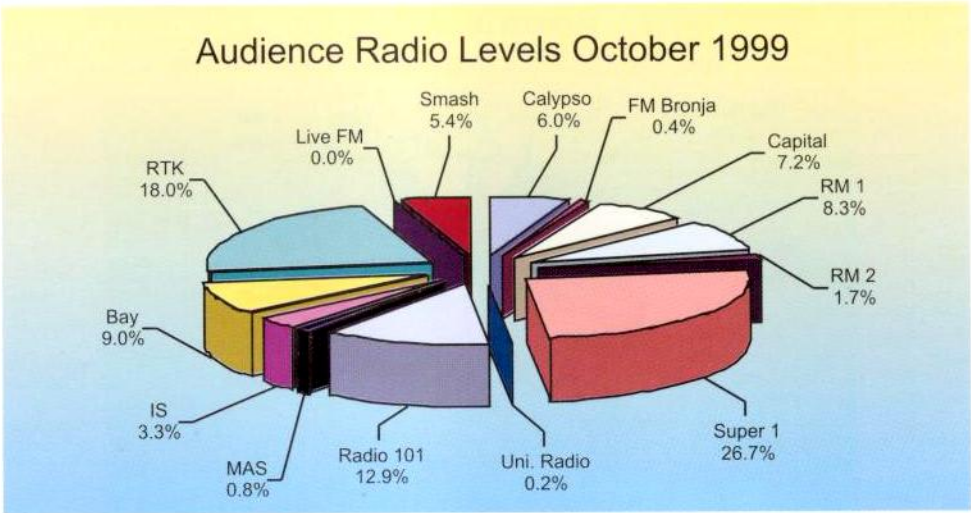
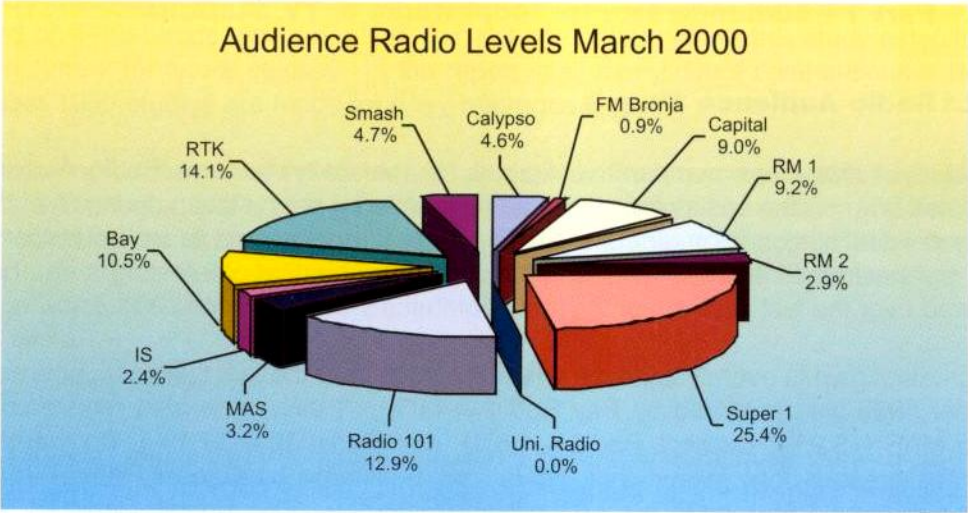
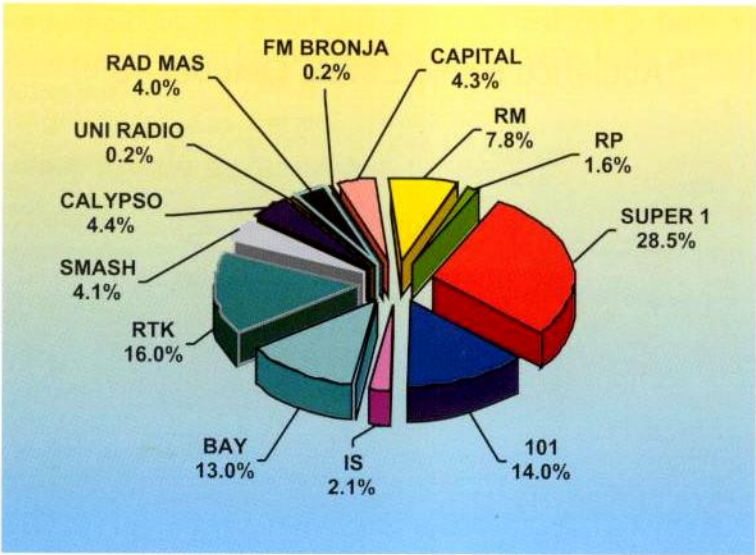


Figure 1 - Daily Average Audience Radio Levels, 6.00 a.m. - Midnight, October 1999





**Figure 2 - Daily Average Audience Radio Levels,
6.00 a.m. - Midnight, March 2000**



**Figure 3: Daily Average Audience Radio Levels,
6.00 a.m. - Midnight, October 2000**

12.2.2 Television Audience Share

As already explained Audience shares for TV are now being given by Time-Bands. Both the Tables and the Figures are worked on the basis of available time-slots for the stations during that time-band, and therefore ignores those time-slots when the station is no on air.

Figure 4, representing the performance in Time-Band 1 (6.00 a.m.- Noon) shows that for this Time-Band, the highest average for the week was obtained by Satellite stations, at 0.36%, which translates itself into an audience share of 23.4% of all available viewers during this band. Super 1 and TVM are next, and claim an audience share 21.1% and 19.5% respectively during this time-band. Max Plus and Smash TV have a 3.9% audience share each for the same time. NET TV does not transmit except for one hour on Saturday and Sunday during this time-band, hence its 'nil' share.

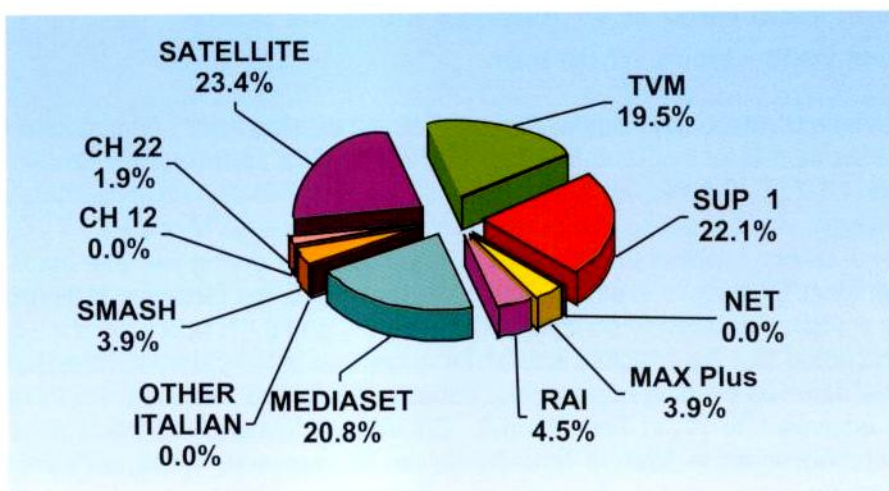
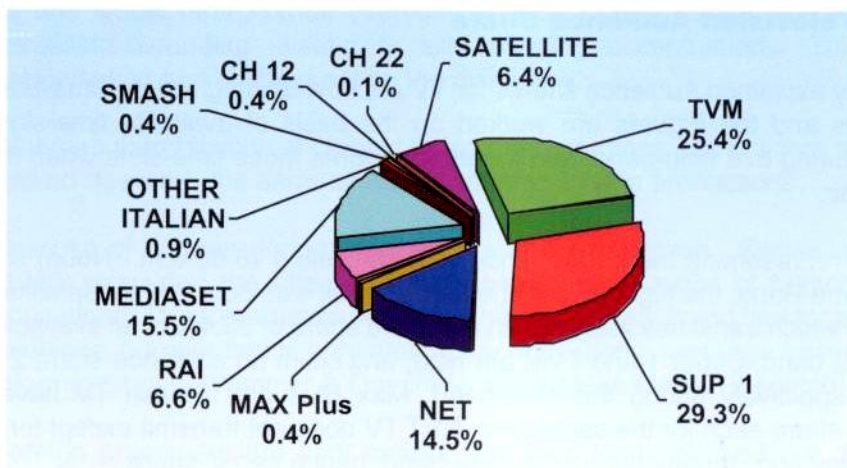


Figure 4 - Time Band 1: TV Average Audience Share
October 2000 - 06.00 a.m. - Noon

In respect of Time Band 2, which is longer than the other two because it extends from noon till 7.00 p.m., Figure 5 shows that for this Time-Band, the highest average for the week was obtained by Super 1 TV, at 1.93%, which in turn translates itself into an audience share of 27.6% of all available viewers during this band. Of the local stations, NET TV and TVM come next, and claim an audience share of 12.0% and 7.9% respectively during this time-band. Max Plus is strongest in this time-band with a 7% audience share despite that this station is only available on Cable, whilst Smash TV can claim only an audience share of 0.4%. In this time-band, Mediaset stations are very popular, and can jointly claim an audience share of 22.6% of all available viewers during this band.

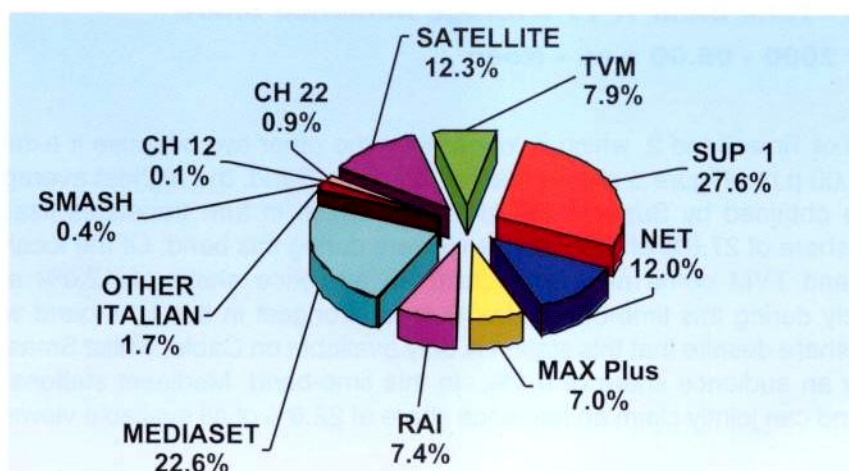




**Figure 5: Time Band 2: TV Average Audience Share
October 2000 - Noon - 7.00 p.m.**

The third time band represents prime time for TV and extends from 7.00 p.m. until midnight. Figure 6 shows that for this Time-Band, the highest average for the week was also obtained by Super 1 TV, at 10.83%, which in turn translates itself into an audience share of 29.3% of all available viewers during this band. Of the local stations, TVM and NET TV follow, and claim an audience share of 25.4% and 14.5% respectively during this time-band. None of the other local TV stations is strong during this time-band, but Mediaset stations, RAI and Satellite stations respectively command 15.5%, 6.6% and 6.4% audience shares.

It is to be noted that the absolute size of TV audiences in the different Time-Bands is not the same, since as evening approaches, audiences increase. As such, 1% in Time-Band 1 is not equivalent to 1% in Time-Band 3. But through this analysis the relative share of different broadcasters in different Time-Bands can be assessed. These are summarised in Table 2 below.



**Figure 6: Time Band 3: TV Average Audience Share
October 2000 - 7.00 p.m. - Noon**

Table 2: Audience Share Summary by Time-Band
(Base= Total Maltese Population)

	Time Band 1 0600 hrs - 1200 hrs	Time Band 2 1200 hrs - 1900 hrs	Time Band 3 1900 hrs 2400hrs
	%	%	%
Super 1 TV	22.1	27.6	29.3
TVM	19.5	7.9	25.4
NET TV	0.0	12.0	14.5
Max Plus	3.9	7.0	0.4
Smash TV	3.9	0.4	0.4
Channel 12	0.0	0.1	0.4
Channel 22	1.9	0.9	0.1
RAI	4.5	7.4	6.6
Mediaset	20.8	22.6	15.5
Other Italian	0.0	1.7	0.9
Satellite Stations	23.4	12.3	6.4

It is interesting to note that some stations are stronger than others in some segments, whilst others are strong in all segments. Thus Super 1 TV is strong in all the three segments, TVM and NET TV are strongest in the evening segment, whilst Max Plus is strongest in the afternoon segment.

Table 3 focuses on the performance of the same set of stations exclusively among subscribers to Cable TV. This Table is important because some stations continue to broadcast only via Cable.

Table 3: Audience Share Summary by Time-Band
(Base= Cable Subscribers Only)

	Time Band 1 0600 hrs - 1200 hrs	Time Band 2 1200 hrs - 1900 hrs	Time Band 3 1900 hrs 2400hrs
	%	%	%
Super 1 TV	22.0	25.5	29.3
TVM	19.1	7.3	25.3
NET TV	0.0	13.8	14.5
Max Plus	5.2	10.0	0.6
Smash TV	5.4	0.5	0.5
Channel 12	0.0	0.3	0.6
Channel 22	2.6	1.2	0.1
RAI	4.0	7.2	6.6
Mediaset	21.2	21.1	15.4
Other Italian	0.0	2.0	0.9
Satellite Stations	20.5	11.2	6.3



12.3 Part 2 - Foreign TV, Cable TV and Satellite Audiences

Of all the respondents taking part in this study, 61.3% stated that they have access to Cable TV. Table 4 presents all the details of the breakdown of Cable TV subscribers taking part in this survey. Not surprisingly, connection to Cable TV continues to be related to economic status, though not to the extent that it was noted in previous studies: as many as 65.2% of the AB are served by Cable, against 57.3% of those in the DE socio-economic category. It is also understandable that the more expensive levels are more frequent among AB respondents.

Of all the respondents of this survey 6.9% own a satellite dish. No age differences are noticeable in this respect. Ownership is practically at the same level for all the social classes, except for the DE socio-economic groups, in which case the ownership level drops to only 3.1%.

Table 4: Cable TV Viewers

	March 1999	October 1999	March 2000	October 2000
Not Connected	44.2%	42.6%	45.7%	38.7%
Connected	55.9%	57.5%	54.4%	61.3%
Connected Reception*	17.3%	20.7%	22.7%	28.5%
Connected Basic*	22.5%	18.7%	22.0%	21.9%
Connected TV Plus*	16.1%	18.1%	9.7%	11.0%

• Note: Percentages have the Total Sample as the Base

12.4 Part 3 - Listening and Viewing Patterns

12.4.1 Radio Listenership

Participants in this study were requested to indicate whether they listen to the radio regularly, and where. The following are the results:

Table 5: Radio Listenership

	March 1999	October 1999	March 2000	October 2000
Listen to the Radio	77.0%	74.6%	76.6%	76.5%
Do not listen to the Radio	23.0%	25.4%	23.4%	23.5%



The level of popularity of radio listenership has not changed much when comparing the period March 2000 to October 2000. Only a slight reduction in listenership was noted in October. No age differences are noticeable in this respect. Ownership is practically at the same level for all the social classes, except for the DE socio-economic groups, in which case the ownership level drops to only 3.1%.

As to the average number of hours listened to by those who had stated that they do listen to the radio, a mere 0.9% stated that the amount of time they dedicate to radio varies considerably, but as many as 35.4% stated that they listen to the radio for at least one hour every day. The duration of time the Maltese listen to the radio is quite extensive, extending to as much as 15 hours per day. But figures start going down dramatically beyond the six hours point.

The respective figures for 1-4 hours of listenership are as follows:

Table 6: Average Number of Hours Radio is Listened to:

	March 1999	October 1999	March 2000	October 2000
1 hour	35.9%	34.3%	27.2%	35.4%
2 hour	17.1%	18.3%	19.3%	19.7%
3 hour	11.0%	12.2%	9.6%	12.0%
4 hour	7.3%	9.0%	9.8%	11.9%

By and large, females tend to listen to the radio for longer hours than males, but the percentages of males listening to the radio for up to two hours is higher among males.

With regard to the place where radio is listened to, more than one answer was allowed for the reply to the question ("Where do you listen to the radio?"). The total percentages did not vary much during the last twelve months. By and large radio listenership is done at home. Of those who listen to the radio on a regular basis, as many as 77.2% (October 1999: 76%) of all respondents stated that they listen to the radio at home; 17.1% (October 1999: 16.6%) listen to it while at work, whilst 28.7% (October 1999: 29.3%) listen to the radio in the car.

Table 7: Where do people listen to the Radio

	March 1999	October 1999	March 2000	October 2000
At home	78.1%	76.0%	77.0%	77.2%
At work	15.4%	16.6%	19.7%	17.1%
In the car	28.7%	29.8%	27.5%	28.7%



12.4.2TV Viewership

Participants in this study were also requested to indicate whether they watch TV regularly, and where. The following are the results for the last twelve months:

Table 8: TV Viewership

	March 1999	October 1999	March 2000	October 2000
Watch TV	96.2%	98.5%	97.1%	97.6%
Do not watch TV	3.8%	1.5%	2.9%	2.4%

Very slight differences were noted when these figures were broken down by gender, except that females registered a slightly higher incidence than males (males: 96.3% vs. females: 98.8%). The age group which registered the highest rating for TV viewership comprised those aged 51-65, with 98.4%, but the lowest percentage reported amongst those aged 12-17 was not much lower, at 97.3%. TV viewing is highest among AB respondents, at 98.8%. The lowest reported figure is not much less however: C2 registered 96.1%.

The most common incidence reported in this study is once again of 2 hours per day, registered at 30.4% (October 1999: 28.5%). As many as 0.6% stated that they view TV for nine or more hours daily. But most viewers do not exceed four hours of daily viewing.

The respective figures for TV viewing hours are as follows:

Table 9: Average Number of Hours TV is Viewed

	March 1999	October 1999	March 2000	October 2000
1 hour	24.2%	23.2%	14.6%	16.4%
2 hour	30.6%	28.5%	30.0%	30.4%
3 hour	19.3%	22.4%	23.6%	26.3%
4 hour	11.0%	12.9%	11.9%	15.9%

With regard to the place where TV is viewed, the percentages did not vary much during the last twelve months with viewing being given in the same order as first in the sitting room, second in the bedroom and third in the kitchen. However, it is interesting to note that males continue to prefer to watch TV in the sitting room more than females (58.5% males vs. 50.3% females). Females prefer the bedroom more than males (22.2% females vs. 22% males). DE respondents register the highest percentage of



respondents who prefer to watch TV in the bedroom (34.4% as opposed to 17.3% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (AB: 63.6% vs. DE at 46.5%).

Table 10: Where in the house is TV viewed

	March 1999	October 1999	March 2000	October 2000
In the Sitting Room	40.2%	45.7%	40.1%	54.2%
In the Dining Room	6.4%	4.9%	5.3%	4.0%
In the Kitchen	23.1%	22.3%	24.3%	19.2%
In the Bedroom	28.6%	26.0%	28.5%	22.1%
At another place	1.8%	1.1%	1.7%	0.4%

12.4.3 Family Decision-Making Processes

The Broadcasting Authority again introduced a question as to who is the most influential person in the family when determining which channel is to be chosen. As Table 11 shows, in 40.3% of the cases it was clearly stated that the problem does not arise either because there is more than one TV set at home or because there is no conflict of interest. However, although during the last twelve months the husband consistently emerged as the main decision maker in the choice of viewing whenever there is conflict, his 'control' function has not been so forcefully confirmed this time round. In this study, gender differentiation was made for children and the respective figures for boys and girls in March are represented.

Table 11: Who is the most influential person in the family on which channel is chosen

	March 1999	October 1999	March 2000	October 2000
No one in particular	23.3%	20.4%	27.7%	40.3%
Joint Decision		21.1%		
The Husband	30.4%	33.2%	34.9%	25.8%
The Wife	23.5%	25.3%	20.1%	19.4%
Children - Boys	22.9%	21.1%	10.2%	8.4%
Children - Girls			7.2%	6.2%



12.4.4 News Transmissions

The preferences of the Maltese in respect of sources for local news were also analysed. Table 11 shows the preferred source for news on Malta and the preferred source for foreign news for a number of studies.

A slight difference across the genders is to be noted among those who prefer to follow local news on TV (males 77.2%; females 76.9%); females registered a slightly lower percentage among those who prefer radio (11.7% females vs. 12.7% males). Newspapers remain more popular among males 6.5% (October 1999: 8%) than among females 5.9% (October 1999: 5.9% as well).

In respect of foreign news, Males showed a relatively higher preference than females for TV (82.9% males vs. 79.8% females). In respect of radio, females registered higher percentages (10.8% vs. 9.8% males). Males also continue to prefer newspapers more than females (4.9% males vs. 4.3% females). Newspapers are most preferable to those aged 18-30 (7.1%), and to those in the highest socio-economic groups (AB: 11%).

Table 12: Preferred source for news on Malta and Foreign News

	March 1999 %		October 1999 %		March 2000 %		October 2000 %	
	M	F	M	F	M	F	M	F
No particular preference	2.0	3.1	1.5	3.7	2.6	3.2	1.8	1.7
Listen to them on the radio	12.7	10.3	12.7	10.3	14.2	11.3	12.2	10.3
Watch them on TV	71.4	74.5	73.6	75.6	72.6	76.1	77.2	81.3
Read them in a Newspaper	10.3	9.0	8.0	7.0	7.4	6.7	6.2	4.6
From other persons	3.6	3.1	4.2	3.4	3.2	2.7	2.0	2.0

On the basis of the respondents' replies, statistics were computed to estimate on which local station the Maltese had watched the news on the day prior to the interview, and on the previous day (i.e. two days prior the interview). The findings are presented in Tables 5.4 and 5.5 respectively (two-volume broadcasting survey). Despite the high following which news bulletins generally have, as many as 61.2% and 62.3% (October 1999: 60.1% and 62.7%) stated that they had not watched the news on these two days respectively. TVM ranked highest with 24.1% and 22.6% respectively for the two days. This station was followed by Super 1 (16.1% and 16.2% respectively); NET TV (12.9% and 12.1% respectively) and Smash TV (0.1% and 0.2% respectively). It is interesting to note that whilst the socio-economic component of TVM's audience does not vary much, that for Super 1 continues to be more heavily weighted by DE and C2 viewers, whilst that of NET TV has proportionately more viewers in the C1 socio-economic groups. More details are available from the full report.



12.5 Conclusion

The second audience study conducted by the Broadcasting Authority this year was well prepared for by the broadcasters, who very evidently took various steps during October 2000 to secure the highest ratings possible. These efforts however neutralised themselves, and the findings show that the Maltese consumer increasingly shows that s/he is developing choice mechanisms that depend first and foremost on 'his' or 'her' demands, and is not impressed by 'products' that, though presented in attractive packaging, do not appeal to him or her.

This study has also confirmed the appeal of local content to Maltese TV viewers and radio listeners. Locally originating programmes continue to attract many viewers even when what is available through non-local sources via satellite or non-Maltese stations might have much better resources to sustain it. In this context, it is to be noted that although TV News Bulletins remain very popular, they are no longer the uncontested puller for large audiences.

Of the non-Maltese stations, the Mediaset group has the highest level of attraction among the Maltese as far as non-local programming is concerned. Satellite stations are not available to all Maltese, and their attractiveness is not to be underestimated, but even if taken globally, they claim only 6.4% of total viewership during prime evening time.

Of the local media groups, Super 1 Radio and Super 1 TV can claim the largest audiences. These two stations have both increased substantially over the last year, and the differences between them and the stations next in line are quite marked.

An innovation introduced through this study is to produce audience share statistics in terms of three different time-bands, thus allowing a better appraisal of individual stations that could, as a matter of policy, be targeting specific audiences at specific times. This kind of statistic, unlike the ones previously published by the Authority, only partially documents the global return (in terms of audience numbers) made by the station in relation to the total number of hours it transmits. But as a result, the prevalence of one station in a particular time-segment is better assessed. In all three segments studied, Super 1 TV dominates, although not to the same extent in each.

A number of issues arise from the data presented in this study. First and foremost is the role of the public sector in broadcasting. The data increasingly show that Maltese consumers are moving away from the public media. As such, their role and effectiveness need to be assiduously assessed, especially since these media are being paid for directly by a public who is in the meantime looking elsewhere for a good share of the time spent consuming media products.

Another issue is why Maltese consumers continue to consume more local products when so much else is within reach. With the advent of cable and satellite, one would have thought that local programmes would lose their mass appeal. Despite the extensive dissemination of the globalisation process in other areas of social and economic life in Malta interest in the 'local' is on the increase. This study documents



this trend, but does not provide answers as to 'why' this is happening but the fact this is the case suggests that more in-depth analysis is required to understand these deeper processes currently at play in Maltese society

12.6 Television Audiences - October 2000

19:00 to 23:00

Monday

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH
1900 HRS	3000	11000	8000	2000	0
1930 HRS	4000	63000	10000	1000	0
1945 HRS	4000	63000	38000	1000	0
2000 HRS	92000	57000	18000	1000	0
2030 HRS	83000	73000	19000	0	0
2100 HRS	65000	83000	18000	0	0
2130 HRS	54000	78000	20000	0	0
2200 HRS	42000	57000	14000	0	0
2230 HRS	24000	42000	9000	0	0

Tuesday

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH
1900 HRS	3000	2000	3000	0	0
1930 HRS	2000	37000	7000	1000	1000
1945 HRS	3000	35000	47000	1000	1000
2000 HRS	83000	33000	24000	0	1000
2030 HRS	55000	53000	25000	0	1000
2100 HRS	36000	71000	25000	0	1000
2130 HRS	26000	71000	13000	0	0
2200 HRS	21000	50000	12000	0	0
2230 HRS	14000	34000	9000	0	0

Wednesday

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH
1900 HRS	1000	5000	8000	1000	1000
1930 HRS	1000	44000	13000	2000	1000
1945 HRS	4000	28000	43000	2000	0
2000 HRS	63000	27000	21000	1000	0
2030 HRS	47000	32000	15000	0	1000
2100 HRS	24000	33000	15000	1000	1000
2130 HRS	21000	31000	14000	1000	1000
2200 HRS	19000	24000	9000	1000	1000
2230 HRS	12000	18000	5000	1000	1000



Thursday

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH
1900 HRS	3000	10000	10000	1000	2000
1930 HRS	4000	49000	11000	2000	2000
1945 HRS	4000	38000	40000	1000	1000
2000 HRS	72000	32000	26000	2000	1000
2030 HRS	62000	30000	27000	1000	2000
2100 HRS	30000	34000	30000	0	2000
2130 HRS	27000	36000	34000	0	2000
2200 HRS	26000	34000	30000	0	2000
2230 HRS	18000	30000	22000	0	2000

Friday

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH
1900 HRS	2000	16000	4000	2000	1000
1930 HRS	4000	67000	8000	1000	1000
1945 HRS	4000	54000	25000	0	0
2000 HRS	81000	39000	14000	0	0
2030 HRS	104000	37000	19000	0	0
2100 HRS	127000	33000	19000	0	0
2130 HRS	120000	28000	14000	0	0
2200 HRS	107000	25000	11000	0	0
2230 HRS	93000	20000	4000	0	0

Saturday

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH
1900 HRS	7000	11000	9000	1000	0
1930 HRS	9000	43000	12000	1000	0
1945 HRS	8000	39000	33000	1000	0
2000 HRS	59000	33000	21000	1000	1000
2030 HRS	49000	32000	21000	0	1000
2100 HRS	31000	28000	18000	0	0
2130 HRS	27000	25000	12000	0	0
2200 HRS	16000	23000	10000	0	0
2230 HRS	12000	15000	5000	0	0



Sunday

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH
1900 HRS	5000	10000	19000	1000	0
1930 HRS	8000	50000	23000	1000	0
1945 HRS	5000	46000	47000	0	0
2000 HRS	60000	45000	27000	0	0
2030 HRS	51000	73000	22000	0	0
2100 HRS	35000	84000	16000	0	0
2130 HRS	30000	75000	16000	0	0
2200 HRS	20000	56000	14000	0	0
2230 HRS	15000	35000	9000	0	0

Note: A zero (0) entry indicates that the station's audience is less than 1,000 viewers during that time slot.



13. Broadcasting Authority Programme Awards

13.1 Programme Awards

Now in their sixth year, the Broadcasting Authority Programme Awards are firmly established as the annual broadcasting event which recognizes and rewards outstanding programme production on local radio and television.



During the course of the year, the Broadcasting Authority has set up an Adjudicating panel for this year's Programme Awards who had the onerous task of sifting and evaluating a large number of radio and television programmes looking for evidence of innovation, creativity and professionalism. The process was completed in November 2000 and a number of programmes and their producers were nominated in the different categories. The final Award in each category was announced on the Awards Night Ceremony held on Saturday, 16th December 2000 at "Sir Temi Zammit Hall", University of Malta, Msida.

THE BROADCASTING AUTHORITY PROGRAMME AWARDS 2000 RADIO & TV FINAL WINNERS

1. DRAMA

RADIO - *Il-Maqdes ta' fuq u l-Maqdes ta' isfel* - George Peresso - Radio Malta 1
TV - *Delitti Maltin* - Salvo Mallia & Thomas Weaver - TVM

2. CURRENT AFFAIRS

RADIO - *Wara l-Ahbar* - Joe Flask - Radio Malta 2
TV - *Lenti* - Alfred Musù - TVM

3. INVESTIGATIVE JOURNALISM

TV - *Shqaqi - Terrorizmu Internazzjonali f'Malta* - Joe Mifsud & Tony Parnis - Super 1 TV

4. DOCUMENTARIES

RADIO - *Ruma fis-sena Mqaddsa* - George Peresso - FM Bronja
TV - *Wara l-Intifada* - Joe Mifsud & Tony Parnis - Super 1 TV

5. CULTURAL PROGRAMMES

RADIO - *Ribalta Operistics* - Emy Scicluna - FM Bronja
TV - *Xhieda* - Marthese Brincat - TVM

6. EDUCATIONAL PROGRAMMES

RADIO - *Wara l-H.W.* - Kenneth Mizzi & David Bezzina - Radju ta' l-Universita
TV - *Teknosphere* - Charles Dalli & Mark Vassallo - super 1 TV

7. DISCUSSION PROGRAMMES

RADIO - *Ċikku u l-Poplu Mieghu* - Rev. Fr. Joe Borg & Dr Georg Sapiano - RTK

8. MAGAZINE PROGRAMMES

TV - *Ghawdex Illum* - Alvin Scicluna - TVM

9. CHILDREN'S PROGRAMMES

RADIO - *Wow!* - Frida Cauchi & manuel Cassar - Radio Malta 1
TV - *Bugs@Net* - Andrea Cassar - NET TV

10. LIGHT ENTERTAINMENT PROGRAMMES

RADIO - *Rockfile 2* - Noel Mallia - Radio 101
TV - *Ċaqraq* - Engelbert Grech - TVM

11. SPORTS

TV - *Sport Focus* - Vicky Licari & Fleur Balzan - Channel 12

13.2 Award for Gender Awareness in the Broadcasting Media

The Broadcasting Authority launched a Gender Awareness Award in July 2000 with the aim of raising the standards of equality within broadcasting. Such awards exist in Sweden (the Prix Egalia), within the European Broadcasting Union (the Prix Niki), in Canada, in the USA (AWRT - the Gracie Allen Awards and the University of Michigan -- Media Award for Excellence in Coverage of Women and Gender), and in the Commonwealth Broadcasting Union (the CBA Award for progress in Gender Awareness).

The philosophy behind the Award is to encourage producers and directors to address traditional images and stereotypes used when portraying men and women. It is also designed to encourage production companies and broadcast stations to address their own internal structures and management and adopt equal opportunities in the organisation.

This award is about recognising dignity and respect in the media industry workplace and in the content of the programming aired. It is designed to help raise the issue of gender equality in the media industry, both in programming and in the internal working structure of broadcasting houses.

During the year 2000, the Authority issued a call for applications to all broadcasting stations and also entrusted its Advisory Committee on Gender Issues with the task of processing and deciding upon the relative applications.



When judging the programmes, the Jury was concerned with the balance in programme content, balance in production, and balance in the portrayal of values and non-stereotypical images of social life in Malta. The criterion for the Award was that a programme or station would be awarded if its application achieved a standard of excellence. It is concerned, for example, with programmes which strive to counter negative gender stereotyping in programmes, in efforts of producers to strive for a fair and representative balance in panels, expert interviewees and audiences, in programmes which break out of traditional gendered roles and feature women achieving in male dominated areas and men achieving in female dominated areas. The Jury is also concerned with stations Human Resources policies regarding gender equality in the work place.

The Judging Process

The Jury reviewed thirty-one (31) programmes: twenty-eight (28) produced for Television and three (3) produced for Radio. There were four entries in all that were submitted to the Authority.

The Jury noted the positive response to the Award, and were impressed by the interest and effort shown by the programme makers who submitted their work. The jury felt that while several of the programmes were successful in portraying an element of equality, or displayed an element of awareness and sensitivity to the issue of equality in portrayal; none of the programmes achieved the standard of excellence.

Consequently it was decided that the Authority would not present the award to any programme or station this year. The jury however drew up a number of recommendations for the Authority's consideration. The Authority considered and approved these recommendations.

The launching of this Award has been a first step in putting gender equality issues on the agenda. The responses from the stations prior to the deadline strongly suggest that members of the media industry frequently misunderstand the issue. There does seem to be a real desire amongst some media practitioners to address "gender issues" but many do not know how to go about it. Some stations even informally reported that the practical exercise of preparing submissions for the Award has actually started the process of awareness raising within some production departments.

14. POLITICAL BROADCASTING

14.1 Party Political Broadcasts

The Broadcasting Authority launched a new series of party political broadcasts on 1st April, which ended in December, 2000. Airtime and programmes for this series of party political broadcasts allocated to the parties as follows:

	PN	MLP	AD
Press Conferences	2 x 60'	2 x 50'	-
Debates	4 x 45'	4 x 45'	-
Interview Programmes 'Weġibni'	4 x 30'	4 x 25'	-
Party Productions & Political Spots	59'	54'	12'

Political Parties continued to enjoy the flexibility in scheduling the press conferences and the party productions including the political spots. Other programmes were transmitted in accordance with a schedule pre-determined by the Authority.

Party political broadcasts were transmitted on Thursdays on TVM and Radio Malta 1. These programmes were subsequently repeated on the following day on Channel 12, the Community Channel.

14.2 Local Councils Elections

As in previous years the Authority continued to monitor broadcasting stations during the local councils elections. The Authority also drew up a report for the Electoral Commission concerning the 11th March 2000 local council elections with regard to political content of broadcasts during polling day.

14.3 Anniversary Messages

These broadcasts are associated with dates of international significance such as World Environment Day, World Food Day, etc. although the local aspect is invariably included.

Anniversary messages fall under the provisions laid out by law on impartiality. The Authority stipulates that:

- (a) there must be no reference to current public policy issues
- (b) propaganda in favour of the Government must be avoided
- (c) no criticism of the previous Administration is allowed.

They may not be transmitted during peak viewing time i.e. between 2000 and 2200. Moreover, unlike ministerial broadcasts, requests for transmission together with all the necessary information should be submitted directly to the Communications Office at



Public Broadcasting Services Ltd. Finally, the duration of these messages cannot exceed 7 minutes.

Eight messages linked to events of international significance were broadcast during the year on the public broadcasting services by Ministers and Parliamentary Secretaries. Broadcasts of this nature are transmitted in off peak time. The following is a list of such broadcasts:

Anniversary Messages Or Ministerial Messages

Date	Time	Message	Duration	Message by
8th March	19.50hrs	Inter. Woman's Day	3' 16"	The Hon. Dr. Lawrence Gonzi ¹
15th March	19.10hrs	Inter. Consumer's Day	6' 21"	Parliamentary Sec. Dr. George Hyzler
17th May	19.05hrs	Inter. Telecommunications	7'	The Hon. Censu Galea
5th June	19.10hrs	World Environmental Day	6' 48"	The Hon. Dr. F Zammit Dimech
27th Sept.	19.10hrs	World Tourism Day	7' 24"	The Hon. Dr. Michael Refalo
16th October	19.20hrs.	World Food Day	5' 33"	The Hon. Ninu Zammit
3rd Dec.	17.50hrs	World Day of the Disabled	6' 24"	The Hon. Dr. Lawrence Gonzi

14.4 Ministerial Broadcasts

On the other hand no ministerial broadcasts were transmitted during 2000.

NOTE ON ANNIVERSARY MESSAGE TRANSMITTED ON 8TH MARCH, 2000:

The Hon. Dr. Lawrence Gonzi - 26 seconds

Other participants in this message were:

Josephine Attard Sultana - trejdunjonista, Marlene Mizzi - chairperson, Angela Abela - psikologa, Isabelle Saliba - tabiba, Marvic Attard Gialenze - kunsilliera, Debbie Scerri - kantanta, Maria Farrugia - religjuza, Simone Vella - chairperson, Kate Gonzi - omm



15. Broadcasting Case Law

During the year under review, the Authority continued to be involved in court litigation. 3 such cases were disposed of during the year as can be seen hereunder:

Date of Decree/Judgement	Court Reference Number	Parties	Court	Remarks
02/05/00	524/89 DS	Onor. Perit Dom. Mintoff pro et noe vs Dr Joseph Micallef Stafrace noe	Civil Court, First Hall	Case was last put off to 12th November 1999 and was subsequently declared by the Registrar of Courts to be deserted on 2nd May 2000
02/10/00	1247/95 AJM	Marin Hili vs Jimmy Magro nomine et	Civil Court, First Hall	Malta Labour Party ordered to pay Lm600 and B.A. to pay Lm200 to Mr Marin Hili by way of damages
02/10/00	1260/95AJM	Marin Hili vs Jimmy Magro nomine et	Civil Court, First Hall	Court abstained from taking cognisance of the case in view of the judgement delivered in Writ of Summons No. 1247/95



APPENDICES

- I. The Political Content of the News on TVM
- II. The Political Content of News of the Public Broadcasting Services General Picture 2000
- III. Ministerial Activities 2000
- IV. Party Political Activities 2000
- V. Trade Union Activities 2000
- VI. General Picture (Diagram) 2000
- VII. General Picture (Pie Chart) 2000
- VIII. Political Content 2000
- IX. Guidelines for Phone-In Programmes on all Broadcasting Media
- X. Guidelines on Conduct of Competitions and the Award of Prizes
- XI. Code for Advertisements and Sponsorship
- XII. Code for the Protection of Minors
- XIII. Code for the Investigation and Determination of Complaints
- XIV. Special Administrative Procedure Regulations 2000
- XV. Dubbing of Tapes Regulation, 2000
- XVI. Industry Survey - May 2000
- XVII. Who Speaks in Television
- XVIII. Global Media Monitoring Project

Report and Financial Statements for the year ending 31st December 2000



The Political Content of News on TVM

... Percentage of total number of coverages

respondents who prefer to watch TV in the bedroom (34.4% as opposed to 17.3% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (AB: 63.6% vs. DE at 46.5%).

Table 10: Where in the house is TV viewed

	March 1999	October 1999	March 2000	October 2000
In the Sitting Room	40.2%	45.7%	40.1%	54.2%
In the Dining Room	6.4%	4.9%	5.3%	4.0%
In the Kitchen	23.1%	22.3%	24.3%	19.2%
In the Bedroom	28.6%	26.0%	28.5%	22.1%
At another place	1.8%	1.1%	1.7%	0.4%

12.4.3 Family Decision-Making Processes

The Broadcasting Authority again introduced a question as to who is the most influential person in the family when determining which channel is to be chosen. As Table 11 shows, in 40.3% of the cases it was clearly stated that the problem does not arise either because there is more than one TV set at home or because there is no conflict of interest. However, although during the last twelve months the husband consistently emerged as the main decision maker in the choice of viewing whenever there is conflict, his 'control' function has not been so forcefully confirmed this time round. In this study, gender differentiation was made for children and the respective figures for boys and girls in March are represented.

Table 11: Who is the most influential person in the family on which channel is chosen

	March 1999	October 1999	March 2000	October 2000
No one in particular	23.3%	20.4%	27.7%	40.3%
Joint Decision		21.1%		
The Husband	30.4%	33.2%	34.9%	25.8%
The Wife	23.5%	25.3%	20.1%	19.4%
Children - Boys	22.9%	21.1%	10.2%	8.4%
Children - Girls			7.2%	6.2%



Appendix III

Ministerial Activities 2000

Month	Number of Coverages	Reports of Ministerial Activities	%
January	588	117	19.9
February	566	126	22.3
March	734	173	23.6
April	617	130	21.1
May	719	152	21.1
June	564	120	21.3
July	667	128	19.2
August	509	89	17.5
September	564	166	29.4
October	543	137	25.2
November	615	161	26.2
December	501	114	22.8
	7187	1613	22.4



Appendix IV

Party Political Activities 2000

Month	No. of Coverages	Party Political			Total	%
		NP	MLP	AD		
January	588	19	46	4	69	11.7
February	566	32	56	5	93	16.4
March	734	43	71	2	116	15.8
April	617	33	40	4	77	12.5
May	719	23	63	6	92	12.8
June	564	23	46	5	74	13.1
July	667	15	41	3	59	8.8
August	509	10	67	0	77	15.1
September	564	28	61	1	90	16.0
October	543	16	57	2	75	13.8
November	615	22	39	2	63	10.2
December	501	18	31	4	53	10.6
	7187	282	618	38	938	13.1

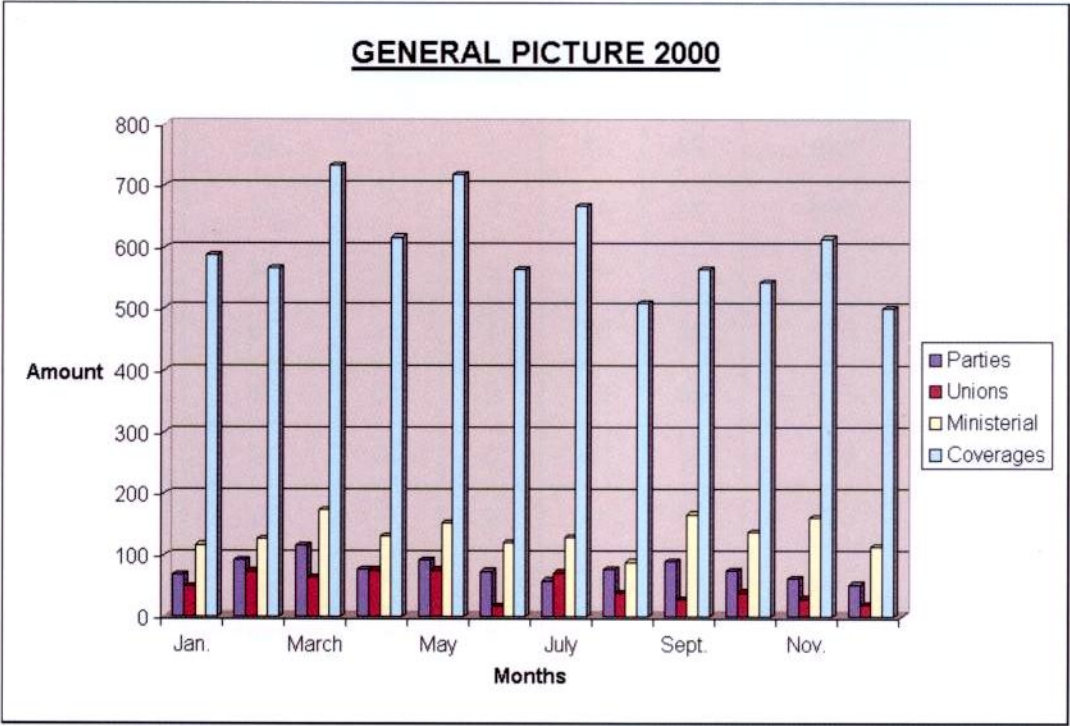
Appendix V

Trade Union Activities 2000

Month	No. of coverages	Unions				Total	%
		CMTU	GWU	GRTU	OTH.		
January	588	22	23	1	3	49	8.3
February	566	24	41	2	7	74	13.1
March	734	17	43	2	2	64	8.7
April	617	29	35	1	11	76	12.3
May	719	28	27	6	15	76	10.6
June	564	4	10	0	3	17	3.0
July	667	23	44	4	1	72	10.8
August	509	15	17	3	4	39	7.7
September	564	10	15	3	0	28	5.0
October	543	8	28	2	2	40	7.4
November	615	13	10	3	3	29	4.7
December	501	12	3	3	2	20	4.0
	7187	205	296	30	53	584	8.1

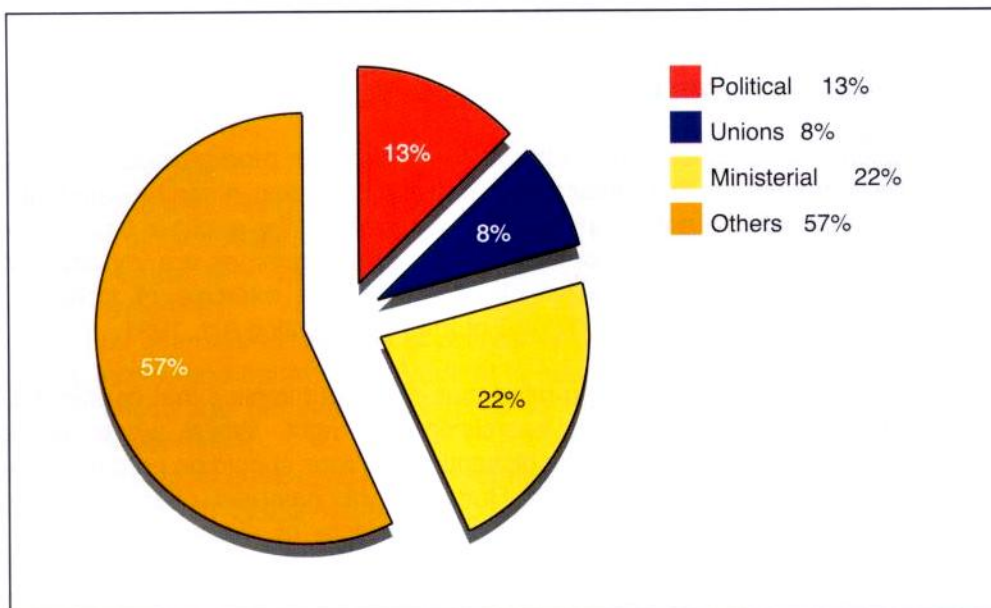


Appendix VI
General Picture Diagram - 2000



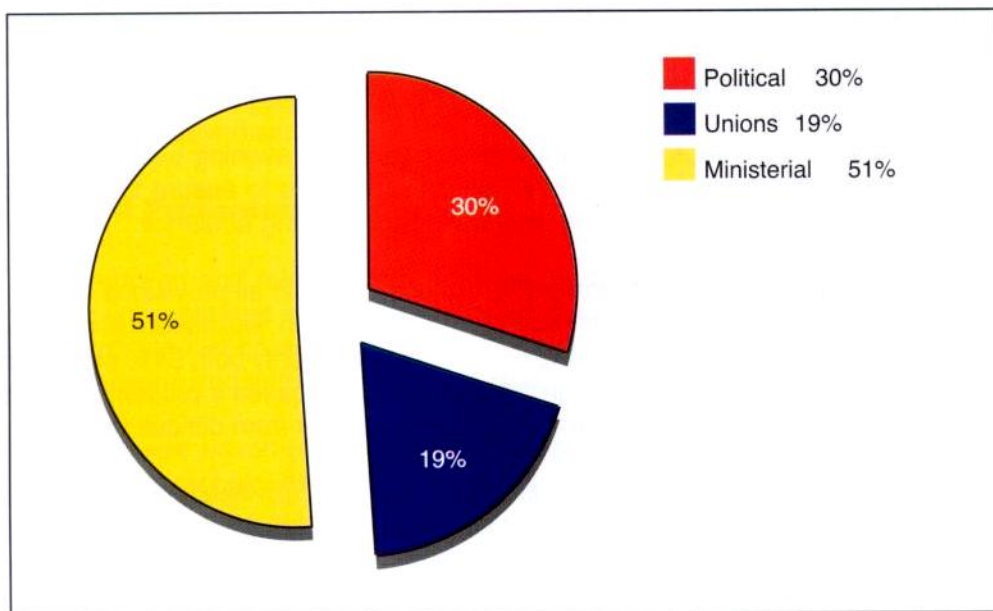
Appendix VII

General Picture Piechart - 2000



Appendix VIII

Political Content - 2000



Appendix IX

Guidelines for Phone-In Programmes on all Broadcasting Media

Guidelines for Phone-In Programmes on all Broadcasting Media

The Broadcasting Authority is aware of the fact that phone-in programmes provide the public at large with a means to air their views and, in this context, it can be said that the broadcasting media serve a democratic purpose by enabling the public to express their opinions on diverse matters. Therefore, these type of programmes are important in a democratic society as they give fuller effect to the due exercise of freedom of expression as envisaged by section 11(1)(a) of the Broadcasting Act, 1991.

On the other hand, it must be borne in mind that each right implies that certain duties are imposed on the same persons exercising that right. Whilst where political expression is involved a wider latitude for dissenting opinions should be permitted, even if such opinions, as the European Court of Human Rights has held, offend, shock and disturb, there are indeed certain cases where freedom of expression has to be restrained. Within this context, section 13(2)(a) of the Broadcasting Act, 1991 provides that it is the duty of the Broadcasting Authority to satisfy that, so far as possible, the programmes broadcast by persons providing sound or television broadcasting services in Malta contain nothing which offends against religious sentiment, good taste or decency or is likely to incite to crime or to lead to disorder or to be offensive to public feeling.

Due to the fact that certain phone-in programmes are broadcast live and are not recorded, a broadcasting station should ensure that listeners and viewers who phone in during such programmes and who are put on air do not contravene any provision of any law, nor do they use language which offends good taste and decency.

When the said programme is broadcast prior to nine in the evening when children are likely to hear or view such a programme, the presenter has to ensure that the words used during his or her programme are appropriate for a young audience.

A broadcasting station, in order to ensure full compliance with all provisions of law, has to ensure itself that a presenter is well versed with such legislation and with the directives issued from time to time by the Broadcasting Authority both as to programmes in general and phone-in programmes in particular. In such cases a presenter would be able, in an educated manner, to steer the programme away from difficult waters.

Offensive, vulgar, rude and obscene language as well as insulting and offensive language or language which incites or is defamatory or injurious, or which in any way contributes to the degeneration of a particular programme should be avoided not only by listeners and viewers but also by the presenters themselves.

If a listener or a viewer hurls offensive, etc. language onto the presenter, the latter

should never reply back using the same type of language.

Apart from the above, when a particular programmes contains phone-ins broadcast live, the following rules should be followed:

1. Whoever request to participate during a phone-in programme should provide the broadcasting station with his or her name, surname, and identity card number.
2. The presenter should, from time to time, and certainly prior to permitting listeners and viewers from phoning, remind his or her audience as to the proper language which has to be used in the broadcasting media and, should improper language be used, the presenter should resort to the delay mechanism.
3. The presenter should ensure that malicious allegations and rumours against third parties are never broadcast.
4. The presenter should always bear in mind that broadcasting is an influential medium on society and, therefore, he or she has to ensure that during phone-ins decent language is used aimed at raising the programme's level for the benefit of the consumer.
5. A broadcasting station should provide an immediate remedy in the form of a right of reply to those third parties who consider themselves to have been injured or defamed. This rule applies in particular to those persons who are not Members of Parliament or who do not hold public office.

The Broadcasting Authority warns all broadcasting stations that a contravention of these Guidelines will entail the programme which has contravened these guidelines to be put off air for one or more days.



Appendix X

Guidelines on Conduct of Competitions and the Award of Prizes

Guidelines on conduct of competitions and the award of prizes on the Broadcasting Media

Purpose

1.1. The purpose of these guidelines is to provide for:

- 1.1.1. the general conduct of competitions held on the broadcasting media whether television or radio; and
- 1.1.2. the award of prizes to participants in those programmes carried on any means of broadcasting whereby such participants take part in competitions in any of the following ways -
 - by televoting,
 - by phone-ins,
 - by being present for the programme as a member of the studio audience, or
 - by writing (including by e-mail or fax).

Definitions

- 2.1. "Participant" means any person who in any manner whatsoever participates in a competition held during the course of a programme on any means of broadcasting.

Conduct of Competition

- 3.1. Competitions should be conducted fairly and according to rules. Competition rules should be made known to participants and prizes should be described accurately.
- 3.2. The questions should preferably have a clear thematic connection with the programme in which they appear. If they refer to the products or services of the prize manufacturer or donor, they should be considered as an advertisement and the words "Messagg Promozzjoni" should appear on the screen in the case of television programmes, whilst in the case of radio programmes, the broadcaster should announce the competition with the words, "Issa nghaddu ghall-kompetizzjoni li hi parti minn messagg promozzjoni".

Mention of brand or prize donor



- 4.1. Advertisers may donate prizes which may be their own products and/or services. Where editorially justified, there may be mention of the brand of the prize or prize donor, which may include brief factual and/or visual references no longer than 7 seconds. Descriptions should avoid promotional statements.

Responsibility of the Broadcaster

- 5.1. The broadcaster on whose station a programme is transmitted during which prizes are awarded, shall be directly responsible for the competition including for the award of the prizes to the winning participant.
- 5.2. The broadcaster shall ensure that the prize-winner/s is/are announced within seven days within which the competition is concluded. The prize shall be awarded to the prizewinner within one calendar month of the announcement of the prize-winner/s of the competition.
- 5.3. It shall be the responsibility of the broadcaster to ensure that the prizes as advertised during such a programme are duly delivered to the winning participant.

Award of vouchers as prizes

- 6.1. When the prize consists of a voucher, then the winner of that prize shall be entitled to the full value of that voucher without the need of incurring any extra expense to have benefit of the voucher.
- 6.2. When the prize consists of a voucher but is given in goods and/or services, the goods and/or services given shall be equivalent to the total value of the voucher.
- 6.3. No discount on the purchase of a product or service is allowed.

Cost of call to be made known

- 7.1. Where the cost of the telephone call is higher than the normal published tariff, then any promotions for the competition however so carried or advertised shall state the cost of the call. If a proportion of the cost of the call is intended for any non-profit making cause, then that proportion must also be specified.

Confidentiality

- 8.1. The broadcaster shall ensure that there shall be no breach of confidentiality and no participant shall be given any advantage over other participants.

Long or complex rules

- 9.1. Competitions shall not feature long or complex rules.



What information must be provided

- 10.1. Promotional material about the competitions must clearly provide information which is likely to affect a decision to participate, and shall in any case include the following:
 - 10.1.1. Any closing date,
 - 10.1.2. Any significant terms and conditions, including any restriction on the eligibility to participate,
 - 10.1.3. An adequate and unequivocal description of prizes to be won,
 - 10.1.4. How and when prize winners will be informed.

Closing date

- 11.1. Competitions must have a closing date, except where there are instant prize winners.

Prohibition of employees etc.

- 12.1. Persons who are either employees of the broadcaster, advertising agents, the competition's sponsors, or people who are directly involved in the production or presentation of the programme in which the competition is carried, or who form part of the immediate family of such persons shall automatically be disqualified from participating in any competition carried on that station.

20th June, 2000

Appendix XI

Code on Advertisements and Sponsorship

THIRD SCHEDULE

Article 19 (2)

CODE FOR ADVERTISEMENTS AND SPONSORSHIPS

*Amended by:
L.N. 159 of 2000*

General standards

1. Advertising and teleshopping shall not:
 - a. prejudice respect for human dignity;
 - b. include any discrimination on grounds of race, sex or nationality;
 - c. be offensive to religious or political beliefs;
 - d. encourage behaviour prejudicial to health or to safety;
 - e. encourage behaviour prejudicial to the protection of the environment;
 - f. except as authorized under a scheme of political broadcasts approved by the Authority, and irrespective of whether they are broadcast in return for payment or for similar consideration or otherwise, be of a political nature;
 - g. be inserted in any broadcast of a religious service.
2. No person who is authorised to broadcast commercial advertising shall confine such advertising to goods or services of a sole commercial or financial group or grant any exclusive right for the commercial advertising of a specific product or service.
3. In the acceptance of advertisements there shall be no unreasonable discrimination either against or in favour of any particular advertiser.

Forms and Presentation

4. Advertising and teleshopping shall be readily distinguishable as such and kept quite separate from the other parts of the programme service by optical or acoustic means. Isolated advertising and teleshopping spots shall remain the exception.
5. Successive advertisements shall be recognisably separate in particular techniques such as those described in article 19 of this Act.
6. Advertisements shall not be arranged or presented in such a way that any separate advertisement appears to be part of a continuous feature.



7. Audible matter in advertisements shall not be excessively noisy or strident.
8. Advertising and teleshopping shall not use subliminal techniques.
9. Surreptitious advertising shall be prohibited.

Insertion of advertisements and teleshopping

10. Advertising and teleshopping shall be inserted between programmes. Provided the conditions contained in paragraphs 11 to 14 of this Schedule are fulfilled, advertising and teleshopping may also be inserted during programmes in such a way that the integrity and value of the programme, taking into account natural breaks in and the duration and nature of the programme, and the rights of the rights holders are not prejudiced.
11. In programmes consisting of autonomous parts, or in sports programmes and similarly structured events and performances comprising intervals, advertising and teleshopping shall only be inserted between the parts or in the intervals.
12. The transmission of audiovisual works such as feature films and films made for television (excluding series, serials, light entertainment programmes and documentaries), provided their programmed duration is more than 45 minutes, may be interrupted once for each period of 45 minutes. A further interruption shall be allowed if their scheduled duration is at least 20 minutes longer than two or more complete periods of 45 minutes.

Where programmes, other than those covered by paragraph 11, are interrupted by advertising and teleshopping spots, a period of at least 20 minutes shall elapse between each successive advertising break within the programme.

14. Advertising and teleshopping shall not be inserted in any broadcast of a religious service. News and current affairs programmes, documentaries, religious programmes, and children's programmes, when their programmed duration is less than 30 minutes, shall not be interrupted by advertising or by teleshopping. If their programmed duration is of 30 minutes or longer, the provisions of the previous paragraphs shall apply.

Advertising and teleshopping of particular products

15. All forms of advertising and teleshopping for cigarettes and other tobacco products shall be prohibited.
16. Advertising for medicinal products and medical treatments available only on prescription shall be prohibited.
17. Teleshopping for medicinal products and tele-shopping for medical treatment, shall be prohibited.
18. Advertising and teleshopping for all other medicines and medical treatment shall be clearly distinguishable as such, honest, truthful and subject to verification and shall comply with the requirement of production of the individual from harm.
19. Advertising and teleshopping for alcoholic beverages shall comply with the following criteria:
 - a. it may not be aimed specifically at minors or, in particular, depict minors acquiring or consuming these beverages;
 - b. it shall not link the consumption of alcohol to enhanced physical performance or to driving;
 - c. it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;
 - d. it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, or sedative, or a means of resolving personal conflicts;
 - e. it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;
 - f. it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.

Sponsorship

20. Sponsored programmes shall meet the following requirements:
 - a. the content and scheduling of sponsored programmes may in no circumstances be influenced by the sponsor in such a way as to affect the responsibility and editorial independence of the broadcaster in respect of programmes;
 - b. they shall be clearly identified as such by the name or logo of the sponsor at the beginning or the end of the programmes;
 - c. they shall not encourage the purchase or rental of the products or services of the sponsor or a third party, in particular by making special promotional references to those products or services.



Prohibited sponsorship

21. Programmes may not be sponsored by natural or legal persons whose principal activity is the manufacture or sale of cigraettes and other tobacco products.
22. Sponsorship of programmes by undertakings whose activities include the manufacture or sale of medicinal products and rmedical. treatment may promote the name or the image of the undertaking but may not promote specific medicinal products or medical treatments available only on prescription.
23. News and current affairs programmes may not be sponsored.

Duration

24. The proportion of transmission time devoted to teleshopping spots, advertising spots and other forms of advertising, with the exception of teleshopping windows within the meaning of paragraphs 27 and 28, shall not exceed 20% of the daily transmission time. The transmission time for advertising spots shall not exceed 15% of the daily transmission time.
25. The proportion of advertising spots and tele-shopping spots within a given clock hour shall not exceed 20%.
26. For the purposes of paragraphs 24 and 25, advertising does not include:
 - a. announcements made by the broadcaster in connection with its own programmes and ancillary products directly derived from those programmes;
 - b. public service announcements and charity appeals broadcast free of charge.
27. Windows devoted to teleshopping broadcast by a channel not exclusively devoted to teleshopping shall be of a minimum uninterrupted duration of 15 minutes.
28. The maximum number of teleshopping windows per day shall be eight. Their overall duration shall not exceed three hours per day. They shall be clearly identified as teleshopping windows by optical and acoustic means.
29. The provisions of this Act, other than regulations made under subarticle (2) of article 37 of this Act shall apply mutatis mutandis to channels exclusively devoted to teleshopping. Advertising on such channels shall be allowed within the daily



limits established by paragraph 24. Paragraph 25 shall not apply.

30. The provisions of this Act shall apply mutatis mutandis to channels exclusively devoted to self-promotion. Other forms of advertising on such channels shall be allowed within the limits established by paragraphs 24 and 25.
31. The amount of time given to advertising and teleshopping on radio services shall not exceed 25% within a one hour period provided that part of such advertising time may be aggregated to a continuous period not exceeding two hours in each twelve hour period.

Exemptions

32. Paragraphs 10 to 14 and 24 to 30 shall not apply to radio services.



Appendix XII

Code for the Protection of Minors

L. N. 160 of 2000 BROADCASTING ACT (CAP. 350)

IN exercise of the powers conferred by article 19 and paragraph (a) of subarticle (1) of article 20 of the Broadcasting Act, 1991, the Broadcasting Authority, in conjunction with the Minister of Education, has made the following Code:-

1. (1) The title of this Code is Broadcasting Code For The Protection of Minors, 2000. *Citation and entry in force*
(2) This Code shall come into force on 1st September, 2000.
2. Expressions used in this Code shall have the same meaning assigned to them in the Act. *Interpretation*
3. Broadcasts shall not include any programmes which might seriously impair the physical, mental or moral development of minors, and in particular they shall not include programmes that involve pornography or gratuitous violence. *Pornographic and violent programmes*
4. The measures provided for in paragraph 3 of this Code shall also extend to other programmes which are likely to impair the physical, mental or moral development of minors, except where it is ensured, by selecting the time of the broadcast or by any technical measure, that minors in the area of transmission shall not normally hear or see such broadcasts. *Other programmes which impair the development of minors*
5. When such programmes are broadcast in unencoded form, such programmes shall be preceded by an acoustic warning or shall be identified by the presence of a visual symbol throughout their duration. *Programmes broadcast in unencoded form*
6. Advertising shall not cause moral or physical detriment to minors, and shall therefore comply with the following criteria for their protection: *Advertising directed at minors*
 - a. it shall not directly exhort minors to buy a product or a service by exploiting their inexperience or credulity;
 - b. it shall not directly encourage minors to persuade their parents or others to purchase the goods or services being advertised;
 - c. it shall not exploit the special trust minors place in parents,

- teachers or other persons;
- d. it shall not unreasonably show minors in dangerous situations.
7. Teleshopping shall comply with the requirements referred to in paragraph 20 and, in addition, shall not exhort minors to contract for the sale or rental of goods and services. ***Teleshopping directed at minors***
 8. Advertisements shall not include any material that may result in harm to minors either physically, mentally or morally. ***General rule on advertisements and minors***
 9. Advertisements addressed to the minor listener and viewer shall not exaggerate or mislead about any features including the size, qualities or capabilities of products or services. A minor's ability to distinguish between fact and fantasy will vary according to their age and individual personality. With this in mind, no unreasonable expectation should be stimulated, such as for example, with regard to the performance of toys or games by the excessive use of imaginary backgrounds or special effects. ***Misleading advertising***
 10. Prices of products or services advertised to minors shall not be minimised by words such as: ***Prices***
 - a. only;
 - b. or;
 - c. just;
 11. Advertisements shall not take advantage of the immaturity or natural credulity of minors. ***Immaturity and credulity***
 12. Advertisements shall not take advantage of the sense of loyalty of minors or suggest that unless minors buy or encourage others to buy a product or service, they will be failing in some duty or lacking in loyalty. ***Appeals to loyalty***
 13. Advertisements shall not lead minors to believe that unless they have or use the product advertised they will be inferior in some way to other minors or liable to be held in contempt or ridicule. ***Inferiority***
 14. Advertisements shall not directly exhort minors to buy products or services or else to ask adults to buy products or services for them. ***Exhortation***
 15. Advertisements shall not invite minors to purchase products or services by means of a communication at a distance including mail, telephone, computer, e-mail or internet. ***Direct response***



16. References to competitions for minors are acceptable provided that any skill required is appropriate to the age of the likely participants and the values of the prizes and the chances of winning are not exaggerated. No proof of purchase shall be requested from minors who wish to participate in such competitions. **Competitions**
17. References to 'free gifts' for minors in advertisements shall include all qualifying conditions, such as any time limit and how many products must be purchased, and any other relevant information. **Free gifts**
18. Advertisements shall not encourage minors to eat frequently throughout the day. **Health and hygiene**
19. Advertisements for confectionery and snack foods shall not suggest that such products may be substituted for balanced meals. **Confectionery and snack foods**
20. Any situations where minors are to be seen or heard in advertisements shall be carefully considered from the point of view of safety. It should be borne in mind that, in some circumstances, bad examples by adults may encourage emulation by minors. Circumstances to be avoided include the following:
 - a. minors shall not be seen leaning on windows, climbing or tunneling dangerously, or playing irresponsibly in or near water;
 - b. minors shall not be shown playing in the road;
 - c. minors shall not be shown playing in the road;
 - d. medicines, disinfectants, antiseptics and caustic or poisonous substances shall not be shown within reach of minors without close adult supervision, nor may minors be shown using such products in any way;
 - e. minors shall not be shown using matches, or any gas, petrol, paraffin, mechanical or mains-powered appliance which could lead to them suffering any form of injury;
 - f. advertisements shall not depict toy weapons which are realistic (whether in size, shape or colour) and which can be confused with real weapons.**Safety**
21. No advertisement shall encourage minors to enter strange places or to converse with strangers. **Danger**
22. No advertisement shall encourage minors to enter strange places or to converse with strangers. **Behaviour**
23. No advertisement shall encourage minors to enter strange **Anti-social behaviour**



places or to converse with strangers.

- | | |
|---|---|
| 24. Advertisements shall not portray minors in a sexually provocative manner. | Exploitative presentation |
| 25. Treatments in which minors appear naked or in a state of partial undress require particular care and discretion. | Appearances of minors |
| 26. Treatments in which minors appear naked or in a state of partial undress require particular care and discretion. | Minors as presenters |
| 27. Minors shall not make significant comments on characteristics or products and services about which they could not be expected to have direct knowledge. | Comments by minors |
| 28. Minors shall not personally testify about products and services. They may, however, give spontaneous comments in which they would have an obvious natural interest. | Testimonials |
| 29. Advertisement for the following shall not be transmitted during minors's programmes or in advertisement breaks immediately before or after them:
a. alcoholic drinks;
b. matches;
c. medicines;
d. vitamins or dietary supplements;
e. slimming products, treatments and establishments;
f. slimming products, treatments and establishments;
g. lotteries or similar games of chance. | Restriction on times of transmission |
| 31. This Code refers to minors who are under 16 year of age. | Definition of "minor" |
| 32. The provisions of this Code are without prejudice to regulations 5 and 6 of the Television Programmes (Classification Certificates) Regulations, 1994. | L.N. 44 of 1994 |



Appendix XIII
Code for the Investigation and Determination of Complaints

L.N. 161 of 2000

BROADCASTING ACT
(CAP. 350)

Code for the Investigation and Determination of Complaints

IN exercise of the powers conferred by subarticle 21A of the Broadcasting Act, the Broadcasting Authority has drawn up the following Code:-

1. The title of this Code is the Code for the Investigation and Determination of Complaints, and it shall come into force on the 1st September, 2000. *Citation and entry into force*
2. (1) For the purposes of this Code: *Interpretation*
"the Act" means the Broadcasting Act;
"Authority" means the Broadcasting Authority established by article 118 of the Constitution of Malta;
"Chief Executive" means the Chief Executive of the Authority, or any other officer or employee of the Authority, but does not include the Secretary;
"Code" means the Code for the Investigation and Determination of Complaints;
"complainant" means an affected third party who applies to the Authority to seek effective compliance by a broadcaster with the provisions of the Act;
"Secretary" means the Secretary of the Authority, or any other officer or employee of the Authority, but does not include the Chief Executive.
(2) Words and phrases used in this Code shall have the same meaning as is assigned to them in the Act.
3. (1) All complaints shall be made promptly in writing by a complainant and shall be addressed to the broadcaster concerned. *Complaints to be addressed to the broadcaster*
(2) A copy of the said complaint shall be communicated to the Authority.
4. Complaints shall be dealt with and replies given to the complainant by the broadcaster within three days from date of receipt of the complaint. *Period within which broadcaster shall reply*



5. If a complaint is upheld in whole or in part by the broadcaster, the latter shall take appropriate action, notifying the Authority and the complainant in writing of the action taken. ***Upholding a complaint by broadcaster***
6. If a complaint is not upheld by the broadcaster, the latter shall:-
 - a. so inform the complainant;
 - b. inform the complainant of his right to refer the matter to the Authority for a review of the broadcaster's decision in terms of this Code; and
 - c. notify the Authority of the decision taken and provide it with a copy of all relevant correspondence.***Where complaint is not upheld by the broadcaster***
7. If the complainant is not satisfied with the broadcaster's reply, he may request the Authority to hear and decide upon his complaint. ***Complainant may request Authority to hear complaint***
8. The Authority shall appoint the complaint for hearing and both the complainant and the broadcaster concerned shall be requested to attend the public hearing to make their oral submissions to the Authority. ***Oral submission***
9. After the parties have concluded their oral submissions they shall be requested to leave the sitting and the Authority shall decide upon the complaint. ***Authority to decide complaint***
10. After reviewing complaints brought to its attention in accordance with this Code, the Authority shall communicate its decision to the parties concerned. ***Authority to communicate decision to parties concerned***
11. The Authority's Secretary shall inform in writing both parties of the Authority's decision. ***Secretary to communicate Authority's decision***
12. Where, without reasonable excuse, any of the parties fails to attend the public hearing, the following procedure shall be followed:
 - a. if the complainant fails to attend the sitting, his complaint shall be dismissed by the Authority;
 - b. if the broadcaster concerned fails to attend the sitting, the Authority shall hear the complainant and shall decide the complaint in the broadcaster's absence.***Failure without reasonable cause to attend Authority's sitting.***
13. The Authority shall afford a fair and public hearing to both parties concerned. It shall give reasons for its decisions and it shall make its decisions public. ***Fair and public hearing***
14. In the absence of a reply from the broadcaster concerned within the time limit set out in regulation 4 of this Code, the Authority shall proceed to adjudicate the complaint and, if so ***Where broadcaster fails to reply to complainant***



required, decide on the appropriate remedy.

15. (1) The Authority shall affix on its notice board a notice of a pending complaint at least 48 hours before the said hearing takes place. **Conduct of public hearing**
- (2) Members of the public attending a public hearing shall identify themselves with the Secretary by showing him their identity card or passport. Amended by L.N. 3 of 2001
- (3) The Secretary shall inform such members of the public of the dates and times of the Authority's public hearings.
- (4) For the purposes of this Code, a public hearing shall also include the possibility that the public may follow the investigation of a complaint by the Authority via close circuit television.
16. The Chairman of the Authority shall enforce order during the sittings of the Authority and may also order any member of the public disturbing the conduct of the proceedings to leave the premises. **Order during sittings**
17. In cases of urgency the Authority may dispense with the provisions of this Code as it may determine. **Urgent cases**

Appendix XIV
Special Administrative Procedure Regulations 2000

L.N. 162 of 2000

BROADCASTING ACT
(CAP. 350)

Special Administrative Procedure Regulations, 2000

IN exercise of the powers conferred by subarticle (10) of article 41 of the Broadcasting Act, the Broadcasting Authority in conjunction with the Prime Minister, has made the following regulations:-

1. (1) The title of these regulations may be cited as the Special Administrative Procedure Regulations, 2000, and shall come into force on 1st September, 2000. *Citation and entry into force*

2. (1) For the purposes of these regulations:
"the Act" means the Broadcasting Act;

Interpretation

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

"Chief Executive" means the Chief Executive of the Authority, or any other officer or employee of the Authority but does not include the Secretary of the Authority;

"Code" means the Authority's Code for the Investigation and Determination of Complaints;

"complainant" means an affected third party who applies to the Authority to seek effective compliance by a broadcaster with the provisions of the Act;

"Secretary" means the Secretary of the Authority or any other officer or employee of the Authority but does not include the Chief Executive of the Authority.

- (2) Words and phrases used in these regulations shall have the same meaning as is assigned to them in the Act.

3. (1) The Chief Executive shall issue a notice of a charge to a broadcaster.

*Chief Executive
to issue a notice
of a charge*



(2) In the said notice the Chief Executive shall indicate the relevant provisions of the Act, or of the rules, regulations or Codes made thereunder which the broadcaster is charged with infringing.

(3) In the said notice, the Chief Executive shall also inform the broadcaster of the penalty to which the infringements are liable in the case of a finding of guilt and of the amount of the reduced penalty which may be paid by the broadcaster and of the period within which it may be paid should the broadcaster opt to pay a reduced penalty in terms of the Fifth Schedule to the Act.

(4) After the Authority has heard the oral submissions of the Chief Executive and the broadcaster, the Chief Executive and the broadcaster shall withdraw from the Authority's meeting when the Authority proceeds to discuss and decide upon the charge.

(5) The Authority's Secretary shall communicate in writing the Authority's decision to the Chief Executive and to the broadcaster.

4. Where a complaint lodged by a complainant to a broadcaster by a complainant. relates to one of the offences listed in sub-regulation (2) of regulation 3 above, the procedure laid down in the Code for Investigation and Determination of Complaints, shall be followed subject to the following rules:
- Complaint lodged by a complainant*
- a. where the complainant is not satisfied with the broadcaster's reply and requests the Authority to hear and decide upon his complaint as laid down in regulation 7 of the Code, the Chief Executive shall comply with the provisions of sub-regulations (1), (2) and (3) of regulation 3 of these regulations;
 - b. the procedure laid down in sub-regulation (4) of regulation 3 shall be followed by the Authority and the complainant, if present, shall also withdraw from the Authority's meeting;
 - c. the procedure laid down in regulations 8 to 16 of the Code shall be followed:

Provided that the Chief Executive shall assist the complainant and the word "complainant" wherever it occurs in regulations 8 to 16 of the Code shall also for the purposes of matters provided for in this regulation include a reference to the Chief Executive.

Appendix XV
Dubbing of Tapes Regulations, 2000

L.N. 163 of 2000

BROADCASTING ACT
(CAP. 350)

Dubbing of Tapes Regulations, 2000

IN exercise of the powers conferred by subarticle (10) of article 21A of the Broadcasting Act, the Broadcasting Authority has made the following regulations:-

1. The title of these regulations is the Dubbing of Tapes Regulations, 2000, and shall come into force on 1st January, 2001. *Citation and entry into force*
2. (1) For the purposes of these regulations:
"the Act" means the Broadcasting Act;
"Authority" means the Broadcasting Authority established by section 118 of the Constitution of Malta;
"complainant" means an affected third party who applies to the Authority to seek effective compliance by a broadcaster with the provisions of the Act;
Interpretation

(2) Words and phrases used in these regulations shall have the same meaning as is assigned to them in the Act.
3. A broadcaster shall provide any person feeling aggrieved by the content of a broadcast with a copy of such broadcast within one day from such person's request. *Duties of a broadcaster*
4. A broadcaster shall levy the following fees from a complainant for the granting of a copy of any broadcast: *Fees to be levied by broadcaster*
 - a. in the case of a radio programme -
 - i. a fee of Lm6 for a broadcast not exceeding one hour which fee shall cover all costs, including the cost of the provision of an audio cassette;
 - ii. an additional fee of Lm1 .50c for each additional one hour or part thereof; and
 - b. in the case of a television programme -



- i. a fee of Lm10 for a broadcast not exceeding one hour which fee shall cover all costs including the cost of the provision of a video cassette:
 - ii. an additional fee of Lm1.50c for an additional one hour or part thereof; and
- c. the above fees shall include value added tax.

- 5. Should the broadcaster fail to provide a copy of such tape as aforesaid within the period specified in regulation 3 of these Regulations, the Authority shall provide a copy of such broadcast to the person feeling aggrieved and the fees mentioned in regulation 4 of these regulations shall be levied by the Authority. ***Failure by broadcaster to provide copy of broadcast***
- 6. The provisions of these regulations are without prejudice to the powers of the Authority under the provisions subarticle (3) of article 21A of the Act. ***Powers of the Authority***

Appendix XVI

Industry Survey - May 2000

INDUSTRY SURVEY - May 2000

In view of the participation by the Broadcasting Authority in the second Project organised by the World Association for Christian Communication (WACC) with the participation of a team of University Students from the Centre for Communication Technology on 1st February 2000, a questionnaire was sent to all broadcasting organisations on 24th May 2000 requesting a breakdown of personnel employed, as at the end of 1999, by nationality, by type of employment, and by grade. A copy of the questionnaire sent is attached as Appendix A.

Out of 12 national broadcasting organisations, only six replied to the questionnaire after repeated recalls: PBS Ltd.; University Broadcasting Services Ltd.; Eden Leisure Group; Radio Calypso Ltd.; Media Co-op Ltd.; and RTK.

Composition by Nationality

Ninety-seven per cent (97%) of all employed are nationals while only 3% are foreigners. These were employed with Bay Radio (2 male - or 6% of total employees), Capital Radio (1 male and 1 female or 10% of total employees), -and at Radio Calypso (3 male and 4 female - or 64% of total employees).

Although the ratio of male and female foreigners is 55%:45% (or nearly 1:1), the same cannot be said for local employees: 76% of all nationals are Male and 24% are Female (Table 1 - By Nationality).

	M	F	Total
Maltese	76%	24%	97%
Foreigners	55%	45%	3%
	75%	25%	100%

Table 1 - By Nationality

Full-Time/Part-Time

74% of all those involved (full-time, part-time and outside contributors) are Male while 26% are Female. However, the broadcasting stations rely heavily on outside contributors. While only 23% are full time employees and only 5% are part-timers, 72% are outside contributors to the industry. While there are more male employed at all types of employment in the ratio of 3:1 (74%:26%), the ratio of male to female in part-time workers is even higher at 5:1 while the ratio of male to female in outside contributors is 2.5:1 (Table 2 - By Employment)

	M	F	Total
Full Time	76%	24%	23%
Part Time	82%	18%	5%
Outside	72%	28%	72%
	74%	26%	100%

Table 2 - By Employment

While 72% of all outside contributors are Male and 28% are Female, 82% of all part-timers are Male and 18% are Female; while 76% of all full-time employees are Male and 24% are Female.



The largest organisation to avail itself of outside contributors is the University Broadcasting Services Ltd. with 90% of its employees being outsiders while only 10% are full-time and part-time personnel (8 male and 1 female). This station is followed by PBS Ltd. with 76% outside contributors, RTK with 58% and Capital Radio with 29% outside contributors.

Table 3 details the actual numbers and percentages of the whole industry while Figure 1 details a graphical representation according to full-time, part-time, and outside contributors according to percentages per male and female employees.

BY TYPE OF EMPLOYMENT						
Full Time		Part Time		Outside Cont.		TOTAL
M	F	M	F	M	F	
188	58	40	9	554	211	1060
18%	5%	4%	1%	52%	20%	100%

Table 3 - Total by type of employment

Administration, Technical, Clerical and Ancillary Services

	M	F	Total
Administration	86%	14%	8%
Technical	81%	19%	47%
Clerical	69%	31%	27%
Ancillary Serv.	66%	34%	18%
	76%	24%	100%

While 8% of all employees are in Administration, 27% are Clerical, 47% are technical and 18% are in ancillary services. While Administration (6:1) and Technical (4:1) are mostly male, clerical staff and ancillary services are in the ratio of 2:1 female.

Administration is composed of 85% male and 14% female, while technical staff nearly has the same percentages of male (81%) to female (19%). On the other hand, 69% of all clerical are male and 31% are female while 66% of ancillary service personnel are male and 34% are female

Table 4 details the actual figures and percentages by grade at the various categories while Figure 1 gives a graphical representation.

BY GRADE								
Administration		Technical		Clerical		Ancillary Serv.		TOTAL
M	F	M	F	M	F	M	F	
30	5	162	37	80	36	51	26	427
7%	1%	38%	9%	19%	8%	12%	6%	100%

Table 4 - Total and percentages by Grade



BY NATIONALITY					BY TYPE							BY GRADE									
COMPANY/ Radio- TV Station	Maltese		Foreign		TOTAL	Full Time		Part Time		Outside Cont.		TOTAL	Admin.		Technical		Clerical		Ancillary Serv.		TOTAL
	M	F	M	F		M	F	M	F	M	F		M	F	M	F	M	F	M	F	
PBS LTD.																					
Radio Malta 1																					
Radio Malta 2																					
FM/Bronja																					
TVM																					
Channel 12																					
	162	42	0	0	204	162	40	0	2	470	175	849	15	2	71	13	76	27	0	0	204
Rainbow Productions																					
Super 1 Radio																					
Super 1 TV																					
Multimedia Communications																					
Radio 101																					
NET TV																					
Smash Communications																					
Smash Radio																					
Smash TV																					
University Broadcasting Services																					
Univ. Radio	62	28	0	0	90	4	1	4	0	54	27	90	1	1	10	1	0	0	51	26	90
Eden Leisure Group																					
Bay Radio	24	6	2	0	32	6	2	20	4	0	0	32	3	0	21	4	2	2	0	0	32
Radio Calypso Ltd.																					
Radio Calypso	4	0	3	4	11	4	4	3	0	0	0	11	3	0	6	1	0	3	0	0	13
Media Co-op Ltd.																					
Capital Radio	16	3	1	1	21	3	2	8	2	6	0	21	3	1	19	4	2	0	0	0	29
RTK Media Centre																					
RTK	38	19	0	0	57	9	9	5	1	24	9	57	5	1	35	14	0	4	0	0	59
Radju MAS																					
Radju MAS																					
Island Sound																					
Island Sound																					
Multimedia Education & Broadcasting Centre																					
Channel 22																					
					415							1060									427
	306	98	6	5	415	188	58	40	9	554	211	1060	30	5	162	37	80	36	51	26	427



Appendix XVII

Who Speaks in Television

"Who Speaks in Television?"

In recent years there tends to be a belief that gender representation in the media no longer needs much attention. The argument is frequently made that 'things have changed' and that the participation of women and men is now relatively equal.

How well founded are these beliefs? This is what 'Who speaks in television?' aimed to find out, through an up-to-date, comparative piece of research.

"Who Speaks in Television?" is a comparative study of male and female participation in television programmes of the six partner broadcasting companies, 1997-98

Women and men in the six partners companies' television programmes:

Male 68%
Female 32%

There is not a single genre in which women are better represented than men.

- Two extremes:
Sports: 12% women
Children's and youth programming: 44% women
- The largest female participation is found in programmes dealing with: human relations, family, social and health issues
- Women are least represented in programmes dealing with: crime, technology/science, and sport
- Women are more often seen in roles with low status:

Ordinary citizens	47% women
Victims	37% women
Politicians	28% women
Experts	20% women
- Younger women appear more often than older women:

Up to 19 years	51% women
20-34 years	43% women
35-49 years	32% women
50 years +	20% women

For Full Report go to: <http://www.yle.fi/gender/>

Appendix XVIII

Global Media Monitoring Project

Global Media Monitoring Project

1st February 2000

For the first time, the Broadcasting Authority participated in this Project which was organised by the World Association for Christian Communication (WACC). Participation was made possible through the Authority's Advisory Group on Gender Issues in the Broadcasting Media and through the participation of a team of University Students from the Centre for Communication Technology.

On that one day hundreds of volunteers in 70 countries monitored the portrayal and representation of women in the news on television, radio and in newspapers. A total of 50,853 data records were processed. The results have been analysed by Erin Research in Canada.

Eight local TV News broadcasts, ten Radio News broadcasts and four daily newspapers were monitored on 1st February 2000. The TV News broadcasts monitored were: NET TV - 07:00; Super 1 TV - 07:30; TVM - 12:00; Super 1 TV - 18:30; TVM - 20:00; Net TV - 19:45; Super I TV - 19:30; and Smash TV - 20:00; while the radio news broadcasts monitored were: Radio 101 - 08:00; Super 1 Radio - 07:45; RTK - 07:00; Radju Malta 1 - 18:00; Radio 101 - 18:00; Super 1 Radio - 17:45; RTK - 18:00; Bay Radio - 15:30; Radio Calypso - 18:00.

Highlights of Results

Women account for 41% of the people who present and report the world's news, but they account for only 18% of people interviewed (news subjects)

In 1995 women accounted for 43% people presenting and reporting the news and 17% of people interviewed.

Over the long term, there have been immense changes in women's participation in the news media. In the 1960s and 1970s, it was a rare event to see a woman anchoring a television newscast, yet today women form a slight majority of television news announcers.



Announcers and reporters in the different media:

	Television		Radio		Newspapers
	Announcers	Reporters	Announcers	Reporters	Reporters
Women	56%	36%	41%	28%	26%
Men	44%	65%	59%	72%	74%

Gender of Announcers, reporters and new subjects:

	Announcer		Reporter		News Subject	
	Female	Male	Female	Male	Female	Male
Women	50%	50%	34%	66%	19%	81%
Men	48%	52%	39%	61%	15%	85%

Number of female and male reporters in major topic areas:

Topic	Global - 6970		Malta - 38	
	Women	Men	Women	Men
Arts/Entertainment/Celebrity	225	288	1	0
Crime/Legal	316	635	2	6
Disaster/Accident	180	355	1	3
Economy/Business	256	447	2	3
Health/Education	289	327	3	1
Politics/Government	442	1014	2	4
Sports	57	343	0	4
Others	621	1175	4	2
Total	2386	4584	15	23

Overall women account for 34% of all reporters and therefore should be making up 34% of the reporters in each individual topic listed above. Categories such as economy/business, health/education have a roughly balanced proportion of female and male reporters. However, sports is clearly dominated by male reporters and politics/government are areas where men also predominate.



News subjects in major topic areas:

Topic	Global - 6970				Malta - 38			
	Women		Men		Women		Men	
	N	%	N	%	N	%	N	%
Arts/Entertainment/Celebrity	677	12	1492	6	2	5	9	4
Crime/Legal	1336	24	3918	16	23	61	64	29
Disaster/Accident	370	6	1364	6	6	16	21	9
Economy/Business	287	5	1765	7	-	-	8	4
Health/Education	657	12	1371	6	3	8	11	5
Politics/Government	932	16	6907	29	-	-	62	28
Sports	203	4	1737	7	-	-	9	4
Others	1183	21	5404	23	4	11	37	17
Total	5645	19%	23958	81%	38	15%	221	85%

Age of television announcers and reporters

Announcers:

There are more women than men in the 20-34 year age group
 Approximately the same number of women and men in the 35-49 year old age group
 More men over the age of 50

Reporters:

Similar numbers of women and men in the 20-34 year age group
 Fewer women than men in the 35-49 and over 50 age groups

Position or occupation of interviewees:

Position/Occupation	Women %	Men %
Homemaker/parent	81	19
Student	46	54
Celebrity	45	55
Other	37	63
Office Service	35	65
Retired	35	65
Unemployed/homeless	33	67
Educator	27	73
NGO, UN	24	76
Health/social services	20	80
Trade/labour	15	85
Farm fishing/forestry	15	85
Government spokesperson	12	88
Science technology	12	88
Business law	11	89
Politician	10	90
Religion	9	91
Athlete	9	91
Criminal	7	93
Police military	4	96



The results show a close gender balance in two areas - students and celebrities. Women are a majority in one category - homemakers/parents. 25% of women interviewees compared to 9% of men interviewees have no stated occupation.

Victimization:

The results reveal that victimized women account for 18.7% of all interviewees or news subjects and victimized men account for 7.4%.

In stories about victimized females: 22% are victims of accidents
46% are victims of crime
3% are victims of war
8% are victims of sexual violence

In stories about victimized males: 34% are victims of accidents
23% are victims of crime
11% are victims of war
2% are victims of sexual violence

Topic	Global				Malta			
	Women		Men		Women		Men	
	N	%	N	%	N	%	N	%
News subjects	5769	19%	24331	81%	38	15%	221	85%
Victims - Total	1243	21%	1898	8%	16	42%	12	5%
Victims - Accidents	268	22%	643	34%	-		9	75%
Victims - Sexual Violence	100	8%	34	2%	-		-	
Victims - Other Crime	569	46%	438	23%	16	100%	-	
Victims - War	44	3%	216	11%	-		-	
Victims - Other	262	21%	567	30%	-		3	25%

Family status:

21% of women and 4% of men are identified in terms of marital or family status

- In celebrity news, 34% of women and 11% of men are identified by family status
- In disasters/accidents, 25% of women and 7% of men are identified by family status
- In sports, 18% of women and 3% of men are identified by family status
- In the areas of politics and government, 17% of women and 1% of men are identified by family status
- Among male victims, 19% are identified by family status
- Among female victims, 45% are identified by family status

Selected Stories with women as a central focus

10% of all news stories have women as a central focus, with the highest proportion - 14% - in newspapers (Television 9%; Radio 6%)

Topic	Women are central focus	Women are not central focus
Arts, entertainment	26	74
Health	19	81
Education, child care	11	89
International crises	10	90
Poverty	10	90
Riots, demonstrations	9	91
Politics, government	7	93
Sport	7	93
War, civil war	4	96
Environment	1	99

Note: 20 topic areas were defined in the coding system

The coding system defined 17 issues that might arise in stories with women as a central focus, including violence, power, changing roles, birth control, sexual orientation, child care, work and health. The two issues that surface most frequently are violence and power. The issues that surface least are sexual orientation, disabilities and rural women.

In stories where women are a central focus, interviewees are divided almost equally between women and men. In other stories, 13% of interviewees are women. 37% of stories where the focus is on women are done by female reporters, while 30% of other stories are done by female reporters.





**Report
and
Financial Statements**

AUDITORS' REPORT TO THE MEMBERS

We have audited the financial statements on pages 98 to 107 which have been prepared under the accounting policies set out on page 102.

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 deficit for that year. In preparing those financial statements, the Authority is required to :

- adopt the going concern basis unless it is inappropriate to presume that it will continue in business;
- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- account for income and charges relating to the accounting period on the accruals basis;
- value separately the components of asset and liability items; and
- report comparative figures corresponding to those of the preceding accounting period.

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, on those statements and to report our opinion to you.

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 disclosures 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 audit 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

In our opinion the financial statements give a true and fair view of the state of the Authority's affairs at 31 December 2000 and of its deficit, changes in net assets/equity and cash flows for the year then ended and have been properly prepared in accordance with the Broadcasting Act, 1991.



Mark A. Bugeja
f/Grant Thornton

Certified Public Accountants and Auditors

Ta' Xbiex
Malta

14 March 2001



INCOME AND EXPENDITURE ACCOUNT

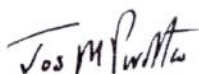
For the year ended 31 December 2000

	Notes	2000 Lm	1999 Lm
INCOME	2	434,623	424,026
EXPENDITURE		(441,170)	(371,112)
(DEFICIT)/SURPLUS OF INCOME OVER EXPENDITURE		(6,547)	52,914
TRANSFER TO CAPITAL FUND		-	(52,914)
DEFICIT FOR THE YEAR		(6,547)	-
ACCUMULATED DEFICIT BROUGHT FORWARD		(159,358)	(159,358)
ACCUMULATED DEFICIT CARRIED FORWARD		Lm (165,905)	Lm (159,358)

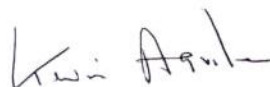
BALANCE SHEET
At 31 December 2000

	Notes	2000 Lm	1999 Lm
FIXED ASSETS			
Tangible assets	3	1,026,926	936,991
Investment	4	-	45,159
		<u>1,026,926</u>	<u>982,150</u>
CURRENT ASSETS			
Debtors	5	117,237	136,611
Cash at bank and in hand	6	417,820	457,098
		<u>535,057</u>	<u>593,709</u>
CREDITORS : AMOUNTS FALLING DUE WITHIN ONE YEAR	7	(141,604)	(148,933)
NET CURRENT ASSETS		<u>393,453</u>	<u>444,776</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,420,379</u>	<u>1,426,926</u>
PROVISION FOR LIABILITIES AND CHARGES	8	(339,723)	(339,723)
NET ASSETS		<u>Lm1,080,656</u>	<u>Lm 1,087,203</u>
CAPITAL AND RESERVES			
Capital fund		1,104,476	1,104,476
Revaluation reserve		126,085	126,085
Reserves fund		16,000	16,000
Accumulated deficit		(165,905)	(159,358)
		<u>Lm 1,080,656</u>	<u>Lm 1,087,203</u>

The financial statements were approved by the board on 14 March 2001 and signed on its behalf by:



Prof. J. Pirotta
Chairman



Dr. K. Aquilina
Chief Executive



STATEMENT OF CHANGES IN NET ASSETS/EQUITY

For the year ended 31 December 2000

	Capital fund Lm	Revaluation reserve Lm	Reserve fund Lm	Accumulated deficit Lm	Total Lm
Balance at 31.12.98	1,051,562	126,085	16,000	(159,358)	1,034,289
Surplus for the year	52,914	-	-	-	52,914
Balance at 31.12.99	1,104,476	126,085	16,000	(159,358)	1,087,203
Deficit for the year	-	-	-	(6,547)	(6,547)
Balance at 31.12.00	1,104,476	126,085	16,000	(165,905)	1,080,656

Notes:

- The capital fund has been set up in accordance with Section 26 of the Broadcasting Act, 1991.
- The revaluation reserve has risen out of evaluation carried out on fixed assets in 1991.



CASH FLOW STATEMENT

For the year ended 31 December 2000

	Notes	2000 Lm	1999 Lm
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash generated from operations	11(a)	4,933	75,333
CASH FLOWS FROM INVESTING ACTIVITIES			
Proceeds from disposal of tangible fixed assets		33,000	30,075
Payments to acquire tangible fixed assets	11(b)	(107,655)	(60,257)
NET CASH USED IN INVESTING ACTIVITIES		(74,655)	(30,182)
CASH FLOWS FROM FINANCING ACTIVITIES			
Interest received		18,608	18,236
NET (DECREASE)/INCREASE IN CASH AND CASH EQUIVALENTS		(51,114)	63,387
Cash and cash equivalents at beginning of year	11(c)	427,905	364,518
Cash and cash equivalents at end of year	11(c)	Lm 376,791	Lm 427,905



NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 December 2000

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 vehicles	20
Furniture, fittings and office equipment	10 - 20
Transmitting antenna	4

No depreciation is provided for on freehold land.

2 INCOME

Income is made up as follows :

	2000 Lm	1999 Lm
Government contributions	250,000	250,000
Application fees for sound broadcasting licences (note)	1,150	3,450
Licence fees for nation-wide sound broadcasting services (note)	76,150	74,717
Franchise fees	30,000	30,000
Other income	20,931	29,759
Gain on disposal of fixed assets	42	-
Rental fees receivable	34,350	14,100
Master Antenna facilities fees	22,000	22,000
	<hr/> Lm 434,623	<hr/> Lm 424,026

Note -

TECHNICAL ASSISTANCE

Twenty per cent of radio and T.V. station application and licence fees received by the Authority are automatically paid to the Ministry responsible for Wireless Telegraphy in terms of section 18(5) of the Broadcasting Act, 1991.



3 TANGIBLE FIXED ASSETS

	Freehold land Lm	Buildings & improvements Lm	Fixtures, fittings & equipment Lm	Technical equipment Lm	Studio equipment Lm	Motor vehicles Lm	Transmitting antenna Lm	Total Lm
<u>Cost</u>								
At 1/01/2000	68,804	729,023	90,144	40,429	66,424	13,501	127,186	1,135,511
Additions	-	23,671	54,535	4,834	133	15,189	53,267	151,629
Disposals	-	-	-	-	-	(4,930)	-	(4,930)
At 31/12/2000	68,804	752,694	144,679	45,263	66,557	23,760	180,453	1,282,210
<u>Depreciation</u>								
At 1 January 2000	-	33,796	54,613	35,863	30,097	8,828	35,323	198,520
Charge for the year	-	7,527	20,151	3,498	12,347	4,753	10,460	58,736
Released on disposal	-	-	-	-	-	(1,972)	-	(1,972)
At 31/12/2000	-	41,323	74,764	39,361	42,444	11,609	45,783	255,284
<u>Net book value</u>								
At 31/12/2000	Lm68,804	Lm711,371	Lm69,915	Lm5,902	Lm24,113	Lm12,151	Lm134,670	Lm1,026,926
At 31/12/1999	Lm68,804	Lm695,227	Lm35,531	Lm4,566	Lm36,327	Lm4,673	Lm91,863	Lm936,991



NOTES TO THE FINANCIAL STATEMENTS (continued)

3 TANGIBLE FIXED ASSETS (continued)

Land and buildings at Gharghur 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 at Gharghur 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 :

	2000	1999
Cost	Lm 655	Lm 655
Aggregate depreciation on cost	<u>Lm -</u>	<u>Lm -</u>

4 INVESTMENTS

	2000	1999
(1999 - 10,000) ordinary shares of Lm1 each in Master Antenna Limited	<u>-</u>	<u>Lm 45,159</u>

5 DEBTORS

	2000 Lm	1999 Lm
Amounts falling due within one year:		
Licences receivable	15,000	11,000
Other debtors	89,653	114,904
Prepayments and accrued income	12,584	10,707
	<u>Lm 117,237</u>	<u>Lm 136,611</u>

NOTES TO THE FINANCIAL STATEMENTS (continued)

6 CASH AT BANK AND IN HAND

	2000	1999
	Lm	Lm
Cash at bank	417,561	457,074
Cash in hand	259	24
	<u>Lm 417,820</u>	<u>Lm 457,098</u>

The Authority is projecting to maintain its capital expenditure programme over the next three years. This includes completion of works on the studio estimated at Lm200,000, of which Lm70,000 have already been authorised by the Board (vide note 9), implementation of Phase II – IT Project at Lm35,000, and other sundry capital works.

7 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2000	1999
	Lm	Lm
Bank balance overdrawn	41,029	29,193
Other creditors	40,642	50,158
Capital creditors	591	1,776
Accruals and deferred income	59,342	67,806
	<u>Lm 141,604</u>	<u>Lm 148,933</u>

8 PROVISION FOR LIABILITIES AND CHARGES

The Authority was contractually obliged to spend Lm 35,000 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:

	2000	1999
Balance at 1 January/31 December	<u>Lm 339,723</u>	<u>Lm 339,723</u>

The agreement expired on 28 September 1991.



NOTES TO THE FINANCIAL STATEMENTS (continued)

9 CAPITAL COMMITMENTS

	2000	1999
Capital expenditure that has been authorised by the Authority but has not yet been contracted for (note)	Lm 115,000	Lm 133,000
Capital expenditure that has been contracted for but has not been provided for in the financial statements	Lm 3,545	Lm 22,458

Note : This amount includes Lm 70,000 in relation to the completion of the studio (vide note 6).

10 CONTINGENT LIABILITIES

	2000	1999
Legal disputes with third parties	Lm 1,000	Lm 1,000

11 NOTES TO THE CASH FLOW STATEMENT

(a) Cash generated from operations

	2000	1999
	Lm	Lm
Surplus of income over expenditure	(6,547)	52,914
Adjustments for :		
Interest receivable	(18,356)	(19,250)
Depreciation	58,736	42,067
(Profit)/Loss on disposal of tangible fixed assets	(42)	79
Operating surplus before working capital changes	33,791	75,810
Decrease/(Increase) in debtors	(10,878)	(17,728)
(Decrease)/Increase in creditors	(17,980)	17,251
Cash generated from operations	Lm 4,933	Lm 75,333

(b) Tangible fixed assets

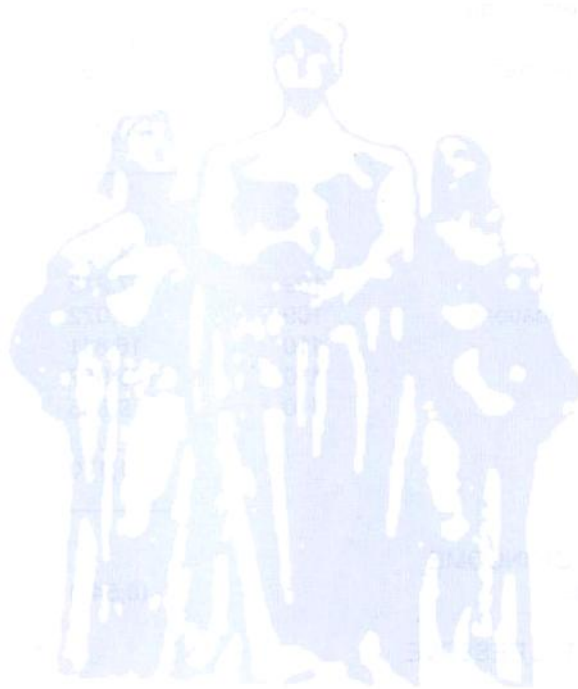
During the year, the Authority acquired fixed assets with an aggregate cost of Lm151,629. Total payments of Lm 107,655 were made to acquire tangible fixed assets.

(c) Cash and cash equivalents



Cash and cash equivalents consist of cash in hand and balances with banks. Cash and cash equivalents included in the cash flow statement comprise the following balance sheet amounts :

	2000 Lm	1999 Lm
Cash in hand and balances with banks	417,820	457,098
Bank balance overdrawn	(41,029)	(29,193)
	<u>Lm 376,791</u>	<u>Lm 427,905</u>



INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 December 2000

	Page	2000 Lm	1999 Lm
INCOME			
Government contributions		250,000	250,000
Application fees		1,150	3,450
Licences		76,150	74,717
Franchise fees		30,000	30,000
Other income		20,931	29,759
Gain on disposal of fixed assets		42	-
Rental fees receivable		34,350	14,100
Master Antenna facilities fees		22,000	22,000
		<u>434,623</u>	<u>424,026</u>
EXPENDITURE			
Technical assistance		14,260	14,954
Administrative	109	257,215	237,211
Research and Communications	109	37,072	22,472
Production	110	16,811	15,514
Monitoring	110	105,957	79,022
Technical	110	9,855	1,939
		<u>441,170</u>	<u>371,112</u>
(DEFICIT)/SURPLUS OF INCOME OVER EXPENDITURE		(6,547)	52,914
TRANSFER TO CAPITAL RESERVE		-	(52,914)
DEFICIT FOR THE YEAR		<u>Lm (6,547)</u>	<u>Lm -</u>



PROFIT AND LOSS ACCOUNT SCHEDULES

For the year ended 31 December 2000

	2000 Lm	1999 Lm
ADMINISTRATIVE EXPENSES		
Members' honoraria	19,987	20,054
Legal adviser's honoraria	2,500	2,500
Salaries	76,240	84,603
Staff training	1,470	722
Telecommunications	10,245	6,432
Water and electricity	7,478	8,466
Insurance	4,054	2,358
Ground rent	6	6
Stationery	4,738	3,887
Subscriptions and publications	1,048	1,930
International organisations membership fees	10,136	15,743
Repairs and maintenance	15,020	7,764
Duty visits abroad	9,344	10,753
Transport	3,051	1,636
Rentals of radio & T.V. sets	4,542	2,455
Sundry expenses	7,719	5,057
Auditors' remuneration	518	518
Legal and professional fees	2,545	4,433
Programme Awards	24,725	16,965
Gharghur site running costs	13,711	18,054
Loss on disposal of fixed assets	-	79
Depreciation	38,138	22,796

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Lm 257,215

Lm 237,211

RESEARCH AND COMMUNICATIONS EXPENSES

Wages and salaries	11,220	2,334
Audience and qualitative research study	13,609	11,881
Seminars and conferences	1,816	-
Public relations	4,665	3,392
BA reports and publications	2,210	2,078
Advertising	3,552	2,787

- to page 108

Lm 37,072

Lm 22,472



PROFIT AND LOSS ACCOUNT SCHEDULES (continued)

	2000 Lm	1999 Lm
PRODUCTION DEPARTMENT		
TV Political and general election broadcasts	1,374	588
Depreciation	15,437	14,926
- to page 108	<u>Lm 16,811</u>	<u>Lm 15,514</u>
MONITORING DEPARTMENT		
Wages and salaries	81,364	64,424
Purchase of audio tapes	6,856	4,624
Sundry	519	447
Repairs and maintenance	256	86
Sub-committee research costs	12,830	5,743
Depreciation	4,132	3,698
- to page 108	<u>Lm 105,957</u>	<u>Lm 79,022</u>
TECHNICAL DEPARTMENT		
Wages and salaries	8,002	-
Repairs and maintenance	633	1,091
Sundry	190	201
Depreciation	1,030	647
- to page 108	<u>Lm 9,855</u>	<u>Lm 1,939</u>





Broadcasting Authority
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Hamrun HMR 02 - Malta