

Establishment of Television Services

Shortly after assuming office seven months ago, this Government gave careful and deliberate consideration to the policy to be adopted regarding the establishment of Television in Jamaica.

2. Government takes the view that while Television will provide entertainment and new advertising outlets, it is of necessity a vital and powerful instrument which should be used for the education and social development of the country as well: as a means of publicising Government plans and projects, as a supplement to formal teaching in schools, as a medium for adult education, literacy programmes, vocational training, and teacher training. The medium would certainly be of immense value in assisting in the development of the arts, in stimulating economic activity, and in moulding social patterns in the country.

3. This policy was stated publicly in a Press Release issued on the 16th May, 1962, on the authority of the Cabinet. (A copy of the Press Release is attached as Annex I).

Annex I

This statement set out general principles within the framework of which it was proposed to consider applications from interested parties for television franchise in Jamaica. As a result of this public announcement Government received eleven (11) proposals.

4. In order to assist in considering the technical problems which arose in dealing with the applications received, and to advise on the legislation and other pertinent matters, the Government applied to Her Majesty's Government in the U.K. for expert assistance, and the services of Mr. J.C.R. Proud, Adviser on Television to the Secretary for Technical Co-operation were made available.

5. After a careful review of the situation in consultation with my Ministry, the Adviser pointed out that Government's objectives could be achieved in one of three ways, either by

- (a) A Government-owned service with managing agents;
- or (b) Partnerships between the Government and private enterprise;
- or (c) an independent Company.

Summary of the advantages and disadvantages of the 3 systems as outlined by Mr. Proud, and his consequential recommendation, is as follows:-

'(A) A Government owned service with managing agents.

(1) Under this proposal a group of persons with the necessary finance and technical know-how would provide on a loan basis to the Government or a Government Corporation, the necessary capital required for the establishment of a television service. For the purposes of this submission £500,000 will be used as the figure which it is estimated will be needed to provide an adequate television service and to meet working capital which will be required in the early years. It will also be assumed that for these purposes the term Government will be used synonymously with a Government Corporation like the Jamaica Broadcasting Corporation.

Points to be included in the Heads of Agreement between the Government of Jamaica and the Scottish Television Consortium representing Thomson Television International, National Broadcasting Corporation of America, Television International Enterprises

The Government has decided that Television Services in Jamaica should be operated by the Government-controlled Statutory Corporation known as the Jamaica Broadcasting Corporation, with managing agents. The Scottish Television Consortium representing Thomson Television International, National Broadcasting Corporation of America, Television International Enterprises, has been selected as managing agents.

The Consortium has agreed:-

- (i) to form a company to be registered in Jamaica which shall be the managing agents for the Television Service. The Company shall have a nominal share capital of One Hundred Pounds and 65% of the share capital will be held by the Consortium. Certain Government-approved Jamaican interests will be permitted to participate on a minority basis in the responsibilities for providing the necessary services as managing agents and capital to establish and operate the Television Service. These interests will be offered the remaining share capital in the Company but if this share capital is not taken up the Consortium agrees to purchase the entire share capital of the Company and also to underwrite and guarantee the obligations and the performance of the undertakings of the Company, carrying on the business of managing agents for the Television Service. Shares in the Company may not be transferred without the approval of the Government of Jamaica and the Government of Jamaica will have the option on the termination of this agreement to acquire the major shareholdings of the Consortium in the Company.
- (ii) that the agreement shall be for ten years and subject to termination at the conclusion of that period, or prior repayment of any monies advanced or by agreement with the Government of Jamaica but shall not in any event be determined earlier than five years from the date of commencement of transmissions from the station.
- (iii) to guarantee the technical services and expertise of the managing agents in the establishment and the operation of a high quality television service for the Jamaica Broadcasting Corporation.

Schedule

These services are set out in the Schedule attached, without prejudice to other services being rendered or to any of these in the Schedule being abandoned by agreement with the Government of Jamaica and the Jamaica Broadcasting Corporation.

- (iv) undertakes to furnish a sum of any amount up to a total of Five Hundred Thousand Pounds for the provisions of the buildings and equipment necessary for establishing the television service and the capital required to operate the television station and the television service with the reservation that any sum in excess of ..

of £450,000 would only be spent on extending the transmission facilities.

- (v) that the purchase price of all equipment and programme material for the establishment and operation of the television service and the television station shall be calculated on the basis that equipment and programme material are delivered to the Jamaica Broadcasting Corporation with the benefit of all discounts and guarantees whatever and the benefits of any special arrangement as to price between the manufacturer and the Consortium or the managing agents or any of their subsidiaries or by any other person or body of persons associated with any or all of them and that in any event the Jamaica Broadcasting Corporation, may with the approval of Government invite tenders for the supply of equipment.
- (vi) that neither the Consortium, the Managing Agents or any of their subsidiaries or any other person or body of persons associated with any or all of them shall be entitled to retain any discounts or charge commissions in respect of any equipment supplied or programme material provided in the establishment and operation of the Television station and the television service.
- (vii) that such equipment shall be purchased only after consultation and agreement with the Jamaica Broadcasting Corporation and shall be the most suitable equipment for the provision of television services for Jamaica to provide the coverage required by licence which will be granted to the Jamaica Broadcasting Corporation by the Government of Jamaica.
- (viii) that television programmes shall be the responsibility of the Jamaica Broadcasting Corporation, operating under such rules as are made from time to time by the appropriate authority, it being strictly understood that such programmes shall not be subject to interference by advertisers and that there shall be no sponsors of programmes except the Government and that advertisements shall be clear and distinguishable as such and recognisable separate from the rest of the programme but in any event advertising time shall be limited so as not to exceed an average of seven and one-half minutes in each hour excluding advertising magazine as determined in the licence to the Jamaica Broadcasting Corporation.
- (ix) to undertake and guarantee that the station and service will be ready to go into operation by the 1st August, 1963.
- (x) that the station will broadcast for a minimum of four hours per day between the hours of 4:00 P.M. and 11:00 P.M., half an hour of which will be for programmes provided by the Government Public Relations Office, and in addition to the four hours, half an hour per day during the school term shall be used by Schools Broadcasts. The Government allocation may be increased but shall not in any event exceed one-sixth of the daily broadcasting time.
- (xi) to undertake the training of personnel selected by the Jamaica Broadcasting Corporation for all technical and executive posts to the intent that within five years the staff of the Corporation will become entirely Jamaican.

/(xii)..

- (xii) that the standards for broadcasting shall be of the highest quality and be agreed between the broadcasting authority and the Government of Jamaica and shall be unless otherwise decided by the Government of Jamaica on the line definition standard 625 lines.

2. In consideration of the above undertakings by the Consortium, the Government of Jamaica undertakes

- (i) to enact with reasonable expedition the necessary legislation to enable the grant of an exclusive licence for a period of ten years to the Jamaica Broadcasting Corporation to operate a television service and to grant to the Jamaica Broadcastint Corporation an exclusive licence to operate a television transmitting service during the term of the agreement with the Scottish Television Consortium, in accordance with the terms of the agreement to be made between the Jamaica Broadcasting Corporation and the Managing Agents.
- (ii) to guarantee the repayment by the Jamaica Broadcasting Corporation to the Consortium of such sums advanced in accordance with the terms of the agreement together with interest thereon, at the rate of six and one-half ($6\frac{1}{2}$) percent in respect of the sum expended by the purchase of equipment on ECGD terms and in respect of all other advances at the rate of one (1) percent above the Bank of England rate at the time of the advance.
- (iii) to guarantee the payment by the Jamaica Broadcasting Corporation to the managing agents a fee at the rate of seven and one-half percent of the net advertising revenues from the television programmes.
- (iv) to grant during the term of the agreement duty free concessions in respect of all equipment, apparatus, instruments, cables, fixtures, fittings, furniture, building material and programme material required for the installation, maintenance and operation of the television service.

S C H E D U L E

Economic Survey of Service Area

The Managing Agents carry out two kinds of surveys:-

- (a) An "on the spot" investigation by trained administrator.
- (b) A "London investigation" with information obtained from UNO; International Labour Office, Geneva; world trade organisations and other international bodies.

Drafting of Original Proposals (Administrative and Financial)

If required, the Managing Agents assist the appropriate Ministry in drafting the original proposals to the Government in respect of legislation to establish a Broadcasting Corporation as an independent statutory body with responsibility to operate the existing sound broadcasting service (where applicable) and to set up and operate a Television Service.

Preparation of Plan for Equipping, Staffing and Operating the Studio Centre

The Managing Agents undertake a technical "on the spot" survey in consultation with one of the leading equipment manufacturers. They draw up for the Government detailed engineering plans, budgets and estimates for the initial building and equipping of the station and also the annual operating costs and staffing requirements.

Planning of Studio Centre - Supervising Architect

The Managing Agents plan the layout and design of the studio building and, if not combined, the transmitter building. They endeavour, however, to convert existing buildings wherever possible, to reduce the cost involved.

In all cases, they recommend that the local architect should visit the United Kingdom in order to study the techniques of studio design, ventilation and acoustics, as well as the use of new materials and processes.

At all times during the building period, the Managing Agents keep in close touch with the local architect to ensure the maximum co-operation on all matters, including finish, fitting and colour schemes, etc.

Planning of Transmitter Coverage Survey

The Managing Agents, in conjunction with the transmitter equipment manufacturer's representative, carry out "on the spot" surveys and tests to determine the strength of the transmitted signals. They report to the Government on the expected range of the Television service with different types of aerials at varying costs.

They select the best type of equipment suited to the contours of the country and the service demanded. They are not tied to any one manufacturer, but buy in the open world market.

Selection and Purchase of Studio Equipment

The Managing Agents select equipment from varying manufacturers according to the specific needs of the station. They select the best within the budget agreed.

Design, Manufacture and Supply of Specialised Equipment

The Managing Agents maintain their own research and development division in Scotland and they are able to supply specialised items

of equipment to meet a particular station's requirements, e.g., specially designed education studio switching panels, main master panels, etc. Investigation will prove that not only are these less expensive in the initial purchase, but they effect a saving of many hundreds of pounds each year on staff salaries. Such equipment is only supplied where none is produced commercially by the leading manufacturers.

Advice on all Operational and Programme Matters

The Managing Agents not only train local personnel in television techniques, but also loan very experienced producers, directors, cameramen and technicians who, whilst carrying out the actual operational duties in the early months of the service, train the local personnel.

The Managing Agents give practical help and advice on all matters and constantly watch the quality of the locally produced output to maintain the highest standards.

Programme Planning

The Managing Agents have facilities for providing international news produced by the BBC., Independent Television News and world news agencies. The news film is received on the station every day. In addition, the local film unit supplies national news augmented by Reuter News Service.

They lend all assistance to the Minister of Education on the question of schools educational programmes. They have working contacts with most of the agencies throughout the world who are working in this field. Whether it be Foundations like Ford and Nuffield, Centres like C.E.T.C., or Educational Television of New York, UNESCO, Stations Schools Broadcast, Canadian Broadcasting Corporation, British Broadcasting Corporation also ^{their} own fairly extensive experience in this subject.

Nearly the same comments can be made about Adult Education. They will lend every assistance to the Ministries involved - Ministers of Health, Agriculture, Development and Welfare, through the Government Broadcasting Service.

They have access to most of the world documentaries and have a staff whose task is to catalogue these for the use of overseas television stations. This not only includes programmes on vocational training but covers all subjects such as nutrition, hygiene, precaution against disease, function of citizenship, animal husbandry, agriculture, etc. While they would suggest using those in the early days of station their aim would be to assist in producing them in Jamaica.

The assistance needed from all sources on adult education will be considerable and will extend over many years.

Rate Card Structure and Sale of Air Time

The Managing Agents undertake to advise on the complete organisation and training of personnel of a local sales force who will sell air time in Jamaica, also advise on the rate card structure, development discounts, etc.

They will advise on the appointment of an agency who will represent the station for the sale of commercial air time in the United Kingdom, United States and Europe. At the same time they will keep a supervisory eye on the output of the agency.

One other duty will be the maintenance of a highly efficient sales force throughout every year of their contract. To do this they will

use the Research and Marketing Division of the Thomson Organisation which is still considered the most advanced in Britain and employ 110 expert personnel, including researchers, visualisers, artists, designers and technical printing specialists.

Selection and Training of Technical, Programming, Administrative and Sales Staff

The aim will be to have this service manned and operated by Jamaicans. In the early years they will second two or three men who will be specialists in their field and they may remain for a year or two until the Corporation are satisfied that they can get along without them.

They will assist in recruitment of any staff when called upon to do so and will make arrangements to train personnel on the ground or abroad if necessary.

Very soon there will be available the Television Training Centre set up by the Thomson Foundation and this will be available for training of Jamaican personnel.

Supply of Film Cameramen and Special News Coverage on Request

The Managing Agents are always able to augment the station establishments of cine cameramen to meet a special demand, e.g., a royal visit, Independence Day celebrations, etc. In addition, the Managing Agents supply extra film equipment such as silent or sound cine cameras, processing machinery and editing machines. Furthermore, they undertake the film coverage of any news item in the United Kingdom or Europe, as may be requested.

Provision for Supply of Replacement Items for all Equipment

Through their network of overseas stations and development centre and workshops in Scotland, the Managing Agents are in a position to supply complete pieces of equipment such as cine cameras, processing machines, television camera channels and telecine channels at immediate notice and have them air-freighted to any part of the world to meet any emergency. However, it is not anticipated that such an emergency would arise through technical breakdown, but failure of competent parts might necessitate immediate action which would be well within the capacity of the Managing Agents to handle.

Setting up a Television Accounting System

The Managing Agents supply a complete accounting manual which has been designed for the small television station. This covers programme budgeting control, sales accounting and all other controls including capital expenditure. The system enables a profit and loss account and a balance sheet to be produced each month.

Live Commercials - Local Advertising Magazines

As the bulk of the commercial sales will be local considerable emphasis is placed on live commercials and magazines produced inexpensively for the benefit of local traders and manufacturers. There is a complete exchange of presentation techniques information between all stations in a Managing Agents' group.

Representatives on International Bodies

The Managing Agents' representatives attend all international conventions such as E.B.U., C.C.I.R., etc., and ensure that the interests of the small stations are taken into account. They also attend major technical gatherings and exhibitions and keep all stations fully advised of the technical developments.

Community Viewing

As this will be a vital part of the service the Managing Agents will assist in obtaining as many free sets as possible for this purpose. They already have met with positive response in this direction and have received sets from Foundations, bankers, industrialists and equipment manufacturers - all of whom have a direct or indirect interest.

(2) The Jamaica Broadcasting Corporation would therefore own the Station and facilities and would be responsible for paying interest on the money borrowed and repaying the loan.

(3) The television service would be completely integrated with sound broadcasting and this would considerably reduce the capital expenditure required since building could take place on the J.B.C. site and it would also reduce operating expenses since certain services could be provided on a common basis, e.g. administration, accounting, engineering. It would also be possible to produce programmes that could be transmitted simultaneously on sound and television, e.g. News, Press Conferences, etc.

(4) The Consortium putting up the money would provide technical advice on the design and layout of the Studios, on the specifications for the equipment and for the ordering of the equipment. The Consortium would also provide training facilities and all the necessary technical advice needed during the pre-operational stage to make the Station operationally ready. It would select the technical people for those posts for which local people may not be immediately available. It would provide on an international basis films and other material produced in other parts of the world and considered suitable for use in television in Jamaica. This involves keeping in touch with thousands of productions, viewing them and advising on their suitability. It would also canvass advertising for the station. In return for these services and also in order to allow the Consortium to earn an extra amount over and above normal interest on its investment the Consortium would be paid a proportion of the next advertising receipts of the television operations. This percentage would have to be negotiated but the figure mentioned by one interested party is 12½% of net advertising revenue up to the first £100,000 of advertising with a lower percentage thereafter. It is believed that there would be room for reducing this percentage.

As indicated above, the Station would sell advertising but advertisers would not sponsor programmes. They would merely buy time adjacent to programmes. This gives complete programme control to the Board of the Jamaica Broadcasting Corporation and would enable the main objectives to be obtained of having a large proportion of high quality programmes with a large educational content.

(B) Partnership between the Government and private enterprise.

(i) Under this system a separate company will have to be incorporated to provide the television service. The J.B.C. would own 51% of the shares and 49% would be owned by a selected group of companies with investment capital and knowledge of television operation. Because the J.B.C. would have majority control it would be able to influence programme policy. It may still be possible also to have a measure of integration between the television operation and the J.B.C.

(ii) The J.B.C. subscription would most probably be provided on loan by the group taking up the 49%.

(c) An independent company.

Under this system television would be a complete commercial operation. The Government would not have a share in the equity except to the extent as has happened in Trinidad where the Government might demand as a fee say 10% of the equity as payment from the Company. There would be no integration
/with...

with J.B.C. in this case. The J.B.C. would have no influence on programme policy and the Government would have to exercise control through a strong Television Council which would prescribe programme standards and so on.

4. Mr. Proud has reviewed all three systems. He is of the opinion that the first alternative would be preferable and briefly the advantages and disadvantages of each system are set out below.

Advantages: Alternative (A). All the objectives which the Government has in view for television could be achieved since there would be complete control of programmes through the Corporation.

(2) The pooling of facilities with J.B.C.'s sound services would result in considerable economies.

(3) Under proper management the Corporation should be making profit from its third year onwards and these would accrue completely to the Government.

(4) Any television operation is bound to affect adversely the revenue of the sound operation and if J.B.C. were completely divorced from television the present subsidy from the Government would have to be increased. A combination, however, of sound and television should allow both operations to break even.

Disadvantages: The main disadvantage is that there may be temptation on the part of the Board, in the absence of equity shareholders interested in a profit, to seek perfectionism at the expense of income. It is believed that this could be partially remedied by allowing the Consortium to nominate at least two persons on the Board. They would always have an eye on the efficiency of the operation.

5. It is believed that among the applicants are companies which are prepared to negotiate a proposal of the type mentioned under alternative (A) with the Government. Indeed proposals of this type have been arranged between Scottish Television Limited and other Governments.

This company has an unrivalled record in the provision of overseas television service and has a high reputation especially in the field of educational television. If the Government decides to accept alternative (A) the two main questions to be settled would be which companies should be approached to participate and secondly the percentage of advertising revenue which should be paid over. As regards the first it is suggested that a reputable United Kingdom company such as Scottish Television Limited and a reputable American company such as National Broadcasting Corporation should be allowed to participate. Provision should be made to have subscription of the rest of the capital by those interests in Jamaica which are likely to suffer by the diverting of revenue from their present operations to television. These companies would be Radio Diffusion, the Press and the Cinemas. It is proposed to bring all these companies to settle between them the services they could provide and the share of the capital each would take.

It should be noted that companies only are mentioned. It is unlikely that small individual subscribers would be able to participate in an operation of the nature in which the return would consist of interest on capital and payment of a fee

/which...

which would be in return for services rendered. It is assumed that in a division of responsibility for capital on the basis mentioned above those companies like the Cinema interests which would not be in a position to provide any of the management agent services would have to come to some arrangement with the companies like Scottish Television which would provide such services, as to how the percentage of advertising should be shared among them.

6. Alternative (B): Many of the advantages under the first proposal are obtainable under the second except that the measure of integration with the J.B.C. and control of programmes will not be as great. Should it turn out too that television was not profitable any financial loss to the Government would not be as great. On the other hand, experience abroad has shown that these partnership arrangements between Government and private enterprise eventually end in conflict because basically both parties are seeking different objectives. There is the possibility therefore of constant bickering and disagreement between the commercial representatives on the Board and the Government representatives. However, here again it is believed that there are parties who would be prepared to enter into an arrangement with the Government on this basis.

7. Alternative (C): The main advantage is that Government assumes no financial risks whatsoever. The operation from a commercial point of view would be such simpler and straightforward. Local individuals would be able to participate financially as an ordinary investment.

Disadvantages - Whilst the Television Council could lay down programme standards this in itself is not sufficient to provide programmes of the quality and with the slant which it is considered are needed if television is to perform its main educational functions. The loss of the J.B.C.'s sound operation will increase because advertising revenue would be diverted from it and it would have no compensation from the television operation."

6. Government accepted the first proposal put forward as recommended and commenced negotiations on the basis of the proposals outlined with the applicants who appeared to be prepared to participate in this type of organization.

It was decided that the best interest of the country would be satisfied by the establishment of a television service on the following pattern:-

- (a) The Station would be owned and operated by a Statutory Board appointed by Government;
- (b) an arrangement would be made with one or more persons knowledgeable in the field of Television for the provision of -
 - (i) all the capital required for the construction of Television studios, purchase of the equipment and to provide working capital for two years up to a maximum for all capital of £500,000; and

/(ii)...

- (ii) certain prescribed services, as follows -
- (a) advice on the detailed design and layout of buildings and studios, supervision of the erection of the buildings and studios;
 - (b) similar advice as regards specifications and equipment and the firms from which equipment should be acquired;
 - (c) the provision of training facilities both abroad and locally for local staff, recruitment of overseas staff where it is agreed that such overseas staff is necessary. The training provisions would be on a continuing basis and would embrace the technical, programming, sales and administrative sides of the organisation;
 - (d) advice on the type of programming which is possible and the preparation and transmission of programmes and also on the general administration of the television service. This would be on a continuing basis and would include advice as to what type of programmes the resources of a studio of the kind to be established would be capable of providing. It is understood, however, that the final selection of the programmes would rest with the Board;
 - (e) the selection on a worldwide basis of film material suitable for use in Jamaica. This involves the screening and testing of thousands of feet of television film produced each year not only in the entertainment field but also in the many different branches of education and making recommendations as to which are likely to be suitable. Again the final selection would rest with the Board.

The group would provide a continuing consulting service on all aspects of television programming, engineering, transmission. They would be represented by two nominees on the Board. These nominees would be purely advisory and would be non-voting. It is at this level they will be able to make their most effective contribution to the operation of the station. One important contribution in this field would be in the annual budget preparation where their worldwide experience in the provision of television service would be invaluable in the preparation of realistic budgets for the station.

7. Taking into consideration the arguments advanced by Mr. Proud for the pooling of sound and television services, it was decided that that Jamaica Broadcasting Corporation should be granted an exclusive franchise for the operation of a Television Station in the Island in consequence of Government's decision stated in paragraph 6(a) above.

The Jamaica Broadcasting Corporation is a Public Corporation set up under the Jamaica Broadcasting Corporation Law, 1958, Law 65 of 1958, to provide sound broadcasting and re-diffusion services and its increasingly excellent performance is well known.

8. To provide the capital and services stated in Government's decision of paragraph 6(b) it was decided to deal with applicants who were in the best position to provide the necessary services and capital and also with local applicants whose enterprises might be affected by the introduction of Television. Accordingly, Scottish Television was selected as the Organisation with the necessary expertise and capital. Scottish Television indicated that in providing capital and services, the Company was associated with the National Broadcasting Company of America and with Television International Enterprises. It turned out further, that the Scottish Television Consortium was willing to subscribe all the capital required for the venture, if necessary, which totalled £500,000. Government, however, invited three local organisations to participate in the investment. These were, the Gleaner Co. Ltd., Radio Jamaica Ltd. and the A. Russell Graham Film Agency, but all three parties have since indicated that they do not wish to participate in the venture.

9. A copy of the Heads of Agreement between the Government of Jamaica and the Scottish Television Consortium, representing Thompson Television International, National Broadcasting Corporation of America, and the Television International Enterprise, together with a schedule referred to therein, which was prepared by the Attorney General is attached as Annex II.

Annex II

10. In this connection the attention of the House is invited to paragraph 2(ii) of Annex II, indicating that, in consideration of the undertakings to be given by the Consortium, the Government will undertake, inter alia, to guarantee the repayment by the Jamaica Broadcasting Corporation to the Consortium of such sums advanced in accordance with the terms of the agreement together with interest thereon, at the rate of six and one-half ($6\frac{1}{2}$) percent in respect of the sum expended by the purchase of equipment on ECGD (Export Credit Guarantee Department) terms and in respect of all other advances at the rate of one (1) percent above the Bank of England rate at the time of the advance (the present rate is $4\frac{1}{2}$ %).

11. A cable has recently been received from the Scottish Consortium indicating that they have formally agreed to these Heads of Agreement and, it is proposed that the operation of television broadcasting should commence by August 6, 1963.

In a recent Press Release I stated that the station, which is expected to operate to CCIR standards (625 lines) will be broadcasting for a minimum of 4 hours each evening, with additional School Broadcasting during the day.

The programmes will not be subject to interference by advertisers, by sponsoring, or any other way. Advertisements will be sold in spaces between programmes or in natural programme breaks and will be limited to an average of $7\frac{1}{2}$ minutes each hour.

12. In order to maintain close surveillance upon developments in the establishment of the television service, I have set up a Television Advisory Committee to report on every aspect of the undertaking including such matters as the construction of buildings and delivery of equipment, the siting and erection of transmitters, preparation of programme material, the supply, prices of receivers and arrangements of credit and maintenance. In this respect, my Ministry and the Ministry of Trade and Industry, are in touch with local dealers in the distributive trade for television sets in respect of prices and supply of sets as well as credit arrangements for consumer purchase and training of service and repair technicians. A further committee will also be established to guide and stimulate creative and performing artists to prepare material and performances for T.V.

13. I propose to introduce a Bill into this House, during this present session, for the amendment of the Broadcasting and Radio Re-Diffusion Law, Cap. 47 to make provision for the licensing of commercial television broadcasting and closed circuit television and /also...

also to empower the Broadcasting Authority to make regulations for the supervision, regulation, and control of television in the public interest.

Additionally consequential amendments to certain other Laws will be necessary.

14. A Resolution will be moved by the Minister of Development and Welfare seeking the approval of the House for -

- (i) the grant to the Jamaica Broadcasting Corporation of an exclusive franchise for the operation of a television service in Jamaica on the basis set out in this Ministry Paper; and
- (ii) the guarantee of the repayment by the Jamaica Broadcasting Corporation to the Scottish Television Consortium of sums advanced in accordance with the terms of the Heads of Agreement up to a maximum of £500,000 together with interest thereon calculated on the basis set out in paragraph 10 of this Ministry Paper.

When prepared, the formal Instrument of Guarantee will be submitted for the approval of the House.

(EDWARD SEAGA)
Minister of Development and Welfare,
11th December, 1962.

PRESS RELEASETELEVISION

The Jamaica Government has been giving detailed consideration to the question of the provision of a television service in Jamaica. The Government wishes to emphasise that it sees television not just as a medium of providing entertainment and new advertising outlets, but as a powerful instrument which would be used for the educational and social development of the country. Television must play an important part in supplementing formal teaching in schools and providing adult education, vocational training, and teacher training. It can be used to assist in a literacy programme and the development of the arts and theatre and in moulding social patterns in the country.

For these reasons the Government is of the view that any arrangements which are made for the provision of a television service should be most carefully worked out. Government will not rush or be rushed into a decision on this matter.

The Government has accordingly formulated general principles within the framework of which it would be prepared to consider applications from interested parties for a television franchise in Jamaica. Applicants are therefore invited to indicate particularly the following:-

- (1) Ownership of the company indicating who would own the controlling interest and stating what arrangements would be made for local participation in the venture.

It should be stated here that the Government would not wish to have any direct financial participation.

- (2) The Type of programmes which the Station would provide indicating the arrangements that would be made for Government participation and/or control of the programmes.

The Government would expect to set up a Television Council or some similar body which would be responsible to it for exercising control in this field.

The applicant should also state the arrangements to be made for news coverage and for the use of programmes which would encourage the use of professional artistes, writers and musicians, as also the utilisation of Jamaica folk music and the use of material by local composers.

- (3) The amount of time which would be made available in the evenings for Government programmes.
- (4) The amount of time which would be available for use of the Station's equipment and transmitters for Schools programmes.

The Government would normally expect that these facilities would be available in the day.

- (5) The geographical and population coverage to be provided by the Station, whether the coverage is to be phased and period over which the phasing would take place.
- (6) The licence fee which would be paid to the Government by the Company indicating whether this would be a fixed sum or would be related to the proceeds of the Station.
- (7) The number of minutes in the clock hour which would be devoted to advertising.
- (8) The provision by the company of Television Sets in Community Listening Centres.

/(9)....

- (9) Duration of the licence.
- (10) Technical information on the standards of transmission, e.g. number of line scanning standards to be employed.

Applications should be submitted to the Permanent Secretary, Ministry of Development and Welfare (Development Division), 24 East Race Course, P.O. Box 634 Kingston.

Companies which have already applied for a television franchise can either re-apply or indicate that they would wish to have their previous application considered on the above basis.

The closing date for receiving applications is the 15th of June, 1962.

EDWARD SEAGA
Minister of Development & Welfare
16th May, 1962.