



DIRETTIVA

ELEZZJONI PARLAMENT EWROPEW

Xandir ta' Reklamar bi Ħlas fuq l-Istazzjonijiet tar-Radju Nazzjonali

Bil-ħsieb li l-istazzjonijiet tar-radju nazzjonali jkunu awtorizzati jagħtu spazju lill-kandidati Maltin li se jikkontestaw l-elezzjoni tal-Parlament Ewropew, l-Awtorità tax-Xandir se tagħti d-dritt lill-istazzjonijiet tar-radju nazzjonali jilqgħu mingħand kandidati għall-elezzjoni tal-Parlament Ewropew talbiet għal reklamar bi ħlas ta' laqgħat ta' informazzjoni li jkunu ser itellgħu jew jorganizzaw.

Bis-saħħa ta' Paragrafu 1 tat-Tielet Skeda tal-Att dwar ix-Xandir, l-Awtorità tax-Xandir qed tawtorizza għalhekk skema ta' reklamar bi ħlas fuq l-istazzjonijiet tar-radju nazzjonali b'rabta mal-elezzjoni tal-Parlament Ewropew. Din l-iskema ta' xandir trid tirrispetta wkoll Paragrafu 3 tat-Tielet Skeda tal-Att dwar ix-Xandir li jgħid hekk :

"Fl-aċċettazzjoni ta' reklami u telexiri m'għandux ikun hemm diskriminazzjoni bla raġuni kontra jew favur xi reklamatur partikolari"

Dan ir-reklamar irid isir taħt il-kundizzjonijiet hekk kif ġej:

- Ir-reklam għandu jitratta biss sejhiet għal-LAQGHAT TA' INFORMAZZJONI li jkunu qed jiġu organizzati mill-kandidati. Dan ir-reklamar għandu jkun fuq bażi ta' kandidat u mhux mill-partiti rispettivi.
- Kull reklam ma jistax itul aktar minn 30 sekonda.
- L-istazzjon għandu jalloka dawn ir-reklami f'saġħtejn partikolari tat-trasmissjoni li huma bejn id-0900 u l-1000 u s-1800 u s-1900

DIRECTIVE

EUROPEAN PARLIAMENT ELECTION

Broadcast of Paid Advertisements on Nationwide Radio Stations

In order to authorise nationwide radio stations to provide airtime to Maltese candidates contesting the European Parliament Election, the Broadcasting Authority is granting the right to nationwide radio stations to receive requests for paid advertising from European Parliament Election candidates of information meetings they would be organising.

In accordance with Paragraph 1 of the Third Schedule to the Broadcasting Act, the Broadcasting Authority is therefore authorising a scheme of paid advertisements on nationwide radio stations linked to the European Parliament Election. This scheme of broadcasts shall also adhere to Paragraph 3 of the Third Schedule to the Broadcasting Act which stipulates the following:

"In the acceptance of advertisements and teleshopping there shall be no unreasonable discrimination either against or in favour of any particular advertiser"

These advertisements shall abide by the following conditions:

- The advertisement shall only deal with INFORMATION MEETINGS organised by the candidates. This advertising shall be candidate oriented and not originated by the respective parties.
- Every advertisement cannot be longer than 30 seconds.
- The station shall allocate such advertising to two particular hours of transmission which are between 0900 and 1000 and between 1800 and 1900.



- Kull kandidat għandu sa reklam wiehed f'kull siegħa minn dawk is-sagħtejn allokati f'din l-iskema. Dan ifisser mhux iktar minn 2 reklami f'gurnata ta' trażmissjoni.
- Huwa obbligu tal-istazzjon li jstabilixxi proċedura ġusta u trasparenti tal-ordni ta' kif għandhom jixxandru dawn ir-reklami.
- F'każ li l-iskema tiġġedded sal-elezzjoni, dan ir-reklamar jieqaf sa nofsillejl tal-Ħamis 23 ta' Mejju.
- Il-linja editorjali tal-istazzjon m'għandhiex tintuża bħala bażi ta' diskriminazzjoni bejn kandidat u ieħor.
- *Ai termini ta' paragrafu 3 tat-Tielet Skeda tal-Att dwar ix-Xandir, l-esklużjoni ta' reklam trid tkun raġonevolment ġustifikata.*
- Ma' din l-iskema jibqgħu japplikaw il-provvedimenti kollha l-oħra tal-liġi tax-xandir.
- Each candidate is allowed one advertisement per hour during the two hours allotted to this scheme. This means not more than 2 advertisements in a day of transmission.
- The station is bound to establish a fair and transparent procedure regarding the order of broadcast of these advertisements.
- In case the scheme is renewed until the election, this advertising shall stop at midnight on Thursday 23rd May.
- The station's editorial policy shall not be used as a basis of discrimination between one candidate and another.
- In accordance with Paragraph 3 of the Third Schedule to the Broadcasting Act, the exclusion of an advertisement should be reasonably justified.
- All other legislation pertaining to the law on broadcasting will continue to apply in conjunction with this scheme.

Din l-iskema tibda mill-1 ta' Frar 2019 u tispicċa fit-28 ta' Frar 2019. Wara l-ewwel xahar l-Awtorità tikkunsidra t-tiġdid tal-iskema skont il-każ. Bil-għan li din l-evalwazzjoni ssir fiż-żmien opportun biex eventwalment l-iskema, jekk titkompla, ma jkollhiex interruzzjonijiet, l-istazzjonijiet għandhom jagħtu rendikont ta' kemm kien hemm reklamar ta' dan it-tip sa mhux aktar tard mit-23 ta' Frar 2019. Iktar ma' l-iskema, bil-kollaborazzjoni ta' kulhadd, titħaddem tajjeb, hemm aktar possibiltà li tiġġedded għax-xhur ta' wara. Kull stazzjon huwa marbut li jimxi ma' kull direzzjoni mogħtija mill-Awtorità tax-Xandir b'rabta ma' din l-iskema.

Din l-iskema hija bla preġudizzju għal kull direttiva li tista' toħroġ l-Awtorità minn żmien għal żmien. Għandu jkun sottolineat li b'rabta ma' din l-iskema l-Awtorità tax-Xandir tista' minn żmien għal żmien toħroġ direzzjonijiet ġodda għat-tħaddim aħjar tagħha.

This scheme starts on 1st February 2019 and ends on 28th February 2019. After the first month, the Authority will consider renewal of the scheme. In order to evaluate the situation in time, and should the scheme continue, in order to avoid interruptions, the stations shall communicate the amount of such advertising by not later than 23rd February 2019. If the scheme works well, with everyone's cooperation, there is a greater possibility that it would be renewed for the following months. Each station is bound to observe every directive of the Broadcasting Authority connected to this scheme.

This scheme is without prejudice to any directive that the Authority may issue from time to time. It should be emphasised that the Authority, in conjunction with this scheme, may from time to time issue new directions to improve its functioning.



Eżempju ta' format ta' kif wieħed jista' jfassal dawn it-tip ta' reklamar għal-laqqgħa ta' informazzjoni mill-kandidati tal-elezzjoni tal-Parlament Ewropew biex jibqa' fil-kuntest tal-ispirtu tal-iskema:

Iż-żgħażaġħ sikwit ikunu diskussi fix-xena politika Maltija. X'inhi l-politika tal-Unjoni Ewropea għaż-żgħażaġħ u kif jistgħu jisfruttaw din il-politika? Dawn it-temi u suġġetti oħra li jolqtu liż-żgħażaġħ Maltin u Għawdxin se jkun qed jiġu trattati f'laqgħat ta' informazzjoni bil-partecipazzjoni ta' kelliema Maltin u barranin nhar il-Ħadd 24 ta' Frar. Il-laqqgħa se ssir (lokalità).

Ibbukja billi ċċempel fuq 0000 0000 jew tibgħat sms fuq _____ jew email fuq _____. Dawn il-laqqgħat tematici qed jigu organizzati minn _____, kandidat/a (Indipendenti, tal-Partit XX, tal-Moviment XX) għall-elezzjoni tal-Parlament Ewropew. Id-dati kollha tal-laqqgħat ta' informazzjoni tista' ssibhom fuq is-sit _____ jew fuq il-paġna tal-Facebook _____.

25 ta' Jannar 2019

Example of the formulation of this type of advertising regarding an information meeting held by European Parliament Election candidates to remain within the spirit of the scheme:

Young people are frequently discussed on the Maltese political scene. What are the politics of the European Union regarding young people and how can they exploit such politics? These topics and other subjects which affect young Maltese and Gozitans will be dealt with during information meetings wherein Maltese and foreign speakers will participate on Sunday 24th February. The meeting will be held (place & locality).

Book by phoning on 0000 0000 or send an sms on _____ or email to _____. These thematic meetings are being organised by _____, European Parliament Election candidate (Independent, of XX Party, of XX Movement). You may find all the information meeting dates on _____ or on Facebook page _____.

25th January 2019