

C. S.

POSTAL & TELEGRAPHIC
(Broadcasting)

MED/BRO/3#3

19 45.

No. 38/45.

Supr. E. & T.

SUBJECT.

19 45.

3rd May.

Previous Paper.

BROADCASTING FEES.

MINUTES.

1. Minute from Supr. E. & T., of 3. 5. 45.

2. " " " " 10. 5. 45.

3

12
memo from Supt. Postal & Telegraphs Dept of 15.6.50.

Subsequent Paper.

No.

(It is requested that, in any reference to this minute, the above Number and the date may be quoted).



MINUTE.

3rd May,

19 45

To Hon Colonial Secretary,

Stanley

From Supervisor E & T.

Stanley, Falkland Islands.

Mr L. Hardy has asked whether it is possible to provide a flat rate for regular broadcast announcements. The present rate has been fixed at 3/- for 36 words which is the same rate per word as telegrams throughout the Colony except that in the latter case there is no minimum.

I think the rate is too high for any of the customers we have and recommend that revised rates be substituted. I would suggest the rate being 1/6 for announcements of 36 words or under and 2/- for any notice above 36 words.

For your consideration please.

SM

S E & T.

3.5.45

No. 38/45.

(It is requested that, in any reference to this minute the above Number and the date may be quoted.)

MINUTE.

2

10th May, 1945.

To The Supervisor,
Electrical & Telegraphs,
STATION.

From

The Colonial Secretary,

Stanley, Falkland Islands.

Red!
With reference to your Minute of 3rd May, the proposed charges for broadcast announcements at 1/6 up to 36 words or less and 2/- for over 36 words are approved.

K. G. BRADLEY
Colonial Secretary.

Copy to Treasury for inf.



3

No.

MEMORANDUM.

It is requested that, in any reference to this memorandum the above number and the date may be quoted.

15 June

1950

Hon Colonial Secretary
Stanley.

Superintendent P.I. Dept.

Stanley, Falkland Islands.

SUBJECT :- Broadcasting of Adverts

It has been the practice in the past to charge 1/6 for broadcast adverts containing up to 24 words and 2/- for notices over 24 words. However, since the weekly paper "Weekly News" has been suspended we have on occasion had adverts running into a hundred words or more. and I think it is now appropriate to consider reviewing the charges.

I submit that these charges might be as follows :-

- (i) ordinary notices up to 24 words 1/6
- (ii) advertisements 1/6 minimum of 24 words, each additional 50 words or part of 50 words 2/-

For your consideration pl.

AMJ SLT 15.6.50

Reply attb.

A.C.S.

4

When the Weekly News was suspended we arranged that advertisements might be broadcast. It was the intention, I think, that those people who had paid in advance for inserting adverts in the W.N. should be allowed to continue to advertise on the radio & thus work off their credit balance with us. Can you please confirm that this has been done. They can hardly have credit still outstanding, and I think that the proposals of the S.P.T. are reasonable.

Office
J.P.S.

D

19/6/50.

ACS

Re. ser 242 0852 attached

5
ACS.

p.3 affixed. Inform S.T. accordingly, copies to Audit

& Treasury.

8

5th July,

50.

To: Supervisor,

From: The Colonial Secretary,

Electrical & Telegraphs Dept.

STANLEY.

Broadcast Announcements etc. - Fees for.

3 With reference to your ~~Memorandum~~ of the 15th of June, 1950, the following charges for broadcast announcements are approved:-

Ordinary notices not exceeding 24 words - 1/6.

Advertisements not exceeding 24 words - 1/6; for each additional 50 words or part thereof - 2/-.

(Sgd) Michael R. Rayner
COLONIAL SECRETARY,

7/1/50