

C. S. O.

(Formerly)

0 3 2 2/A

0 3 2 2/A

SUBJECT :

INFORMATION OFFICER - APPOINTMENT OF.

Broadcasting

CONNECTED FILES.

NUMBER AND YEAR.

0322/A 0322

0322

1/B

Office accommodation for
Information Office.

duties of Info. Officer

To S. of S.			From S. of S.		
No.	Date.	Page.	No.	Date.	Page.
Despatch No. 23	28.6.47	3	Des. No. 13	14.1.48	9
Des. No. 8	7.1.48	8			
" " 24	17.1.48	13			

EX. CO. MINUTES.

Date.	Page.	

Y.E.

- Spoke I Submit - Dept D. for conr.
2. On 2nd thoughts I shd. prefer Y.E. to write d/o to Mr. Sabine: if convenient.
3. I am not sure about the title. In Cyprus it is (I believe) 'Public Rels Officer'. I don't ^{much} like 'I.O.' or 'P.R.O.' here. The former is limiting in implication, considering his duties: the latter implies rather an elaborate set-up for a Colony of this size. But I prefer 'I.O.' (wh. at least has local sanction in use - here, because Mr. Khan has preferred here functions) of two his allies.

A. B. S.
28.6

Op.

I agree that "Public Relations Officer" is altogether too high. Flown in a place where we are so much in each other's pockets and I prefer "I.O." for want of any better alternative. He would be in charge of all announcing including the two daily schedules (0800-0900 / 20.00-2100) when our new Camp Service comes into operation and ^{we} must mention this in the Despatch.

He has got to be sufficiently well-educated to take on such educational broadcasting as remains when our new scheme comes into effect, and should be benefited from a short attachment to BBC if that can be contrived.

2

Part of his salary should be born by the Education vote.
 He will be responsible, too, for the ^{news} ~~total~~ receiver and one
 way and another will have a full-time job, he will certainly
 earn his £400 if he does all this efficiently, I have
 suggested a slightly more attractive figure and if the
 candidate is wanted we may find ourselves forced to
 offer grants.

M.C. 28/vi

Don't
 let
 it
 go
 3/6

K.C.S.

I. O. files M/W, pl.

2. H. P. does not think
Estimates proofs will be ready
until late in the week.

[Signature]
H/10/48.

YE

[Signature]
4.7

Sen - I'm not quite sure what
gave birth to this but people seem to have got
hold of the idea that Mr. M.W. has given up the
W.N. because first decided to have an I.O. &
it was exactly the other way round? **MCX**

YE

Is, Sir. Re see

X on 3 of 0322/A.

in both hands with

can to hand over

And in last 6 of

Domestic vice in

Re.

[Signature]
4.7

Thankyou - I would like to see
Mr. M.W. for the homing 6/x.

YE

MC. 7/x

4 p.m. arrange (in
spoke)

[Signature]
6.7

Sen.

PA. MC 7/x

TOP LOD 11

Date

19

EXTRACT FROM "DISCUSSIONS AT THE COLONIAL OFFICE".

Original filed in O762.

VI. Information Officer

E/416
O322

Public opinion opposed to post and holder.

Post to be abolished.

Per
K.L.
410

GOVERNMENT HOUSE,

STANLEY.

28th June, 1947.

FALKLAND ISLANDS.

No. 23.

Sir,

I have the honour to inform you that I have had under consideration the question of the appointment of an officer with some practical experience of broadcasting and a journalistic flair in order to organise a more useful and attractive broadcast service, especially to the Camp and to the Dependencies which latter has now its own weekly programme. It is also my intention as soon as the necessary materials can be obtained to connect all sheep stations with Stanley by Radio Telephone with two transceiving schedules each day for the reception and transmission of urgent messages, medical or otherwise.

2. The officer would also be concerned with educational broadcasts in co-operation with that ~~and~~ should, if possible, be afforded some insight into the methods and technique adopted by the B.B.C. in this connection.

3. Pending installation of the new electric power station it is not possible to effect any marked improvement in the technical side of the broadcast service, but there is much to be done to develop it as an amenity and this the type of officer I have in mind could do much to assist, even with the present equipment.

4. His duties would also include the editing and production of the "Weekly News", the only local journal, which for some years has been ably and impartially handled by the Reverend W. P. McMan, of the Presbyterian Church, who has also acted as Information Officer. But Mr. McMan on whose time they make considerable inroads wishes to hand over these duties in the course of 1948, if a suitable successor can be found, and he supports my view that a Government officer such as I have referred to would provide the best solution of what may present a difficult problem. The paper, for what it is, renders an invaluable service to the community and with one exception I know of no one locally who is both qualified and willing to take it over. The possible exception is the Anglican Minister under whose direction, I have no doubt whatever, it would lose its present non-sectarian outlook and, in consequence, its popularity.

5. It will be seen that the duties of the post will ensure a useful and interesting occupation. A man in the early thirties with initiative and common-sense, and ready and able to adapt himself to the varying conditions of life and work in this Colony, is needed. He should possess a good speaking voice and a pleasant personality for it will be appreciated that Stanley broadcasts are regularly listened to by Falkland Islanders and other British subjects in South America. And at a time when national aspirations on the mainland are directed to the Dependencies (and indeed to the Falkland Islands themselves) I feel it to be of the utmost importance that the Colony's programmes, especially when the more powerful transmitter is installed, should be of high quality. While it would be an additional advantage if the officer selected can speak or understand Spanish, this is not essential.

THE RIGHT HONOURABLE
ARTHUR CREECH JONES, P.C., M.P.,
SECRETARY OF STATE FOR THE COLONIES.

See 8

6. I trust you will approve this proposal and in that event I shall be grateful if immediate steps may be taken to select a suitable candidate on a three-year contract with salary at the rate of \$440 x 20 = 480 per annum without free quarters.

I have the honour to be,

Sir,

Your most obedient,

Humble servant,

(SGD.) MILES CLIFFORD.

5
2nd July, 1947.

My Dear Sabine,

See 3-4. I have by this mail asked the Office to recruit an Information Officer for me and I imagine the despatch will be referred to you. His duties are clearly defined in the latter and it will provide an interesting and rewarding job and valuable experience for the right type of candidate so please do your best for us.

lest the emoluments should appear a thought maigre I would add that their real value is a good deal better than their face value. Board and lodging can be obtained locally at about \$12 per month while income tax on that figure amounts only to \$14 -. -. ; food is plentiful and good and, with heat for the asking, houses are as a rule very comfortably (to me often uncomfortably) warm. The climate is healthy. The job does not demand great experience or exceptional ability; character, adaptability and initiative together with a pleasant voice

Reply at 6

Noel Sabine, Esq.,
Colonial Office.

and personal enthusiasm are the essential characteristics. Ours is a small team here but every member of it needs to be a good one.

All good wishes to you,

(sgd) Miles Clifford.

Replay at 6.

Comml. T. W. 2
File I 0
- copy 1
ABL
37

AT

4. Re. not for
'Suntan' Ests.

ABL

29.3

29/8

Honors.
noted v. x.

PA ~~at~~ 35

Br.
21" ABL
219

88348/47.

Colonial Office,
Palace Chambers,
Bridge Street,
London, S.W.1.

14th October, 1947.

Dear Clifford,

I am so very sorry that an earlier reply has not been sent to the letter which you wrote to Sabine on 2nd July about your proposal to recruit an Information Officer. The papers have been in constant action since then, and your letter has only just been brought to my notice.

I understand that Appointments Department have collected a field of possible candidates for this post, and they hope that they will be able to put forward their recommendation early next month. It has, I fear, taken them a long time to get on to possible candidates, and that is the reason for the long delay.

Yours sincerely,

K. W. Blackburn

(K.W.Blackburne)
Director of Information Services.

G. MILES CLIFFORD, ESQ., CMG., OBE.

7
KE

3-6

I have asked Mr. Blackburne to
to expedite but as Mr. Linn has
his work (I am seeing about
some to take me) in the
telegraph engineering position?

Abbe

Yes - meanwhile we are going to approach

Mr. MacNaughton re broadcasting duties? His hours
may not permit but he would be most suitable
if required to carry on part-time.

inc. 5/1/48

KE

This has been (temporarily at
least) arranged.

2. Tell him that

Abbe
6.1

✓ inc. 6/1-48

DECODE.

TELEGRAM SENT.

From GOVERNOR to SECRETARY OF STATE.

Despatched: 7. 1. 48 Time: 09.30 Received: Time:

3 No. 8. My Despatch No. 23 of 28th June 1947. Information Officer.

I should be grateful to know position.

Reply at 9

GOVERNOR.

G. T. C.

LJH.

B. U.
7/2 ABC
7.1

DECODE.No. 22.TELEGRAM RECEIVED.

From SECRETARY OF STATE to GOVERNOR.

Despatched: 14. 1. 48 Time: 12.49 Received: 15.1.48 Time: 09.00.

8 No. 13. Confidential. Your telegram No. 8. [Information Officer.

There is only one generally suitable candidate (age 27).

He has war time experience of Broadcasting in Army and Journalistic inclination. He appears industrious adaptable enthusiastic if perhaps somewhat un imaginative.

British Broadcasting Corporation report after voice test that microphone accentuated over refined vowel sound often found in people of Relatively limited Education anxious to speak correctly.

I imagine you will not consider this shortcoming decisive in circumstances but as it may persist I shall be grateful for your views before appointment.

If candidate is accepted this defect will be discussed with him and any practicable way of improvement suggested.

G. T. C.

SECRETARY OF STATE.

LJH.

Passed to HE 06 10

DECODE.

TELEGRAM.

From The Governor's Deputy.

To His Excellency the Governor "H.M.B. Snipe."

Despatched: January 15th 19 48 Time: 15.15.

Received: 19 .. Time:

9

Following from Secretary of State for the Colonies begins:-
Information Officer.

There is only one generally suitable candidate (age 27).

He has war time experience of Broadcasting in Army and Journalistic inclination. He appears industrious adaptable enthusiastic if perhaps somewhat un-imaginative.

British Broadcasting Corporation report after voice test that microphone accentuated over refined vowel sound often found in people of relatively limited education anxious to speak correctly.

I imagine you will not consider this shortcoming decisive in circumstances but as it may persist I shall be grateful for your views before appointment.

If candidate is accepted this defect will be discussed with him and any practicable way of improvement suggested. Ends.

11

2. Suggest we accept faute de mieux on 3 year contract without quarters as promised.

GOVERNOR'S DEPUTY.

G.T.C.

151625

LJH.

Reply at 12

B.

231

ABE
16.1

0322.

Copy in 0276 "Governor's Tour - correspondence"

12

DECODE.

1

TELEGRAM.

From His Excellency the Governor, H. M. S. "Snipe",

To Governor's Deputy, Stanley.....

Despatched : January 16th 19 48 Time : 10.08

Received : January 16th 19 48 Time : 14. 10.

10. 161008. Your 151625. Agree.

GOVERNOR FALKLAND ISLANDS.

G. T. C.

DECODE.

TELEGRAM SENT.

From GOVERNOR to SECRETARY OF STATE.

Despatched: 17. 1. 48 Time: 1145 Received: Time:

No. 24. Your telegram No. 13. Information Officer.

I agree to appointment faute de mieux and earnestly trust
his passage will be expedited.

GOVERNOR'S DEPUTY.

Reply at 14

GTC.

JB.

B.
19/3
AK
19.

15
Colonial Office,
Palace Chambers,
Bridge Street,
London, S.W.1.

0322
2nd February, 1948.

Dear Mathews,

Personal.
13414
Thank you for your letter of the 24th December. As regards the enquiry in the third paragraph about the appointment of your Information Officer, I understand that an offer of appointment is on the point of going to K.A. Cunningham, about whom there has, I think, been telegraphic correspondence between the Colonial Office and yourselves. We are proposing to send him out by air in order to avoid further delay. There has, I am afraid, already been unconscionable delay in making this appointment, but it has been incredibly difficult to find anyone at all who would be attracted by the salary which you offered.

Yours sincerely,

K.W. Blackburne

(K.W. Blackburne)
Director of Information Services.

A.B. MATHEWS, ESQ., OBE.

B.O.
20/4
for reference of 6.1.48
from Mr. Mathews. 19/4.
ask Mr. McC for info
P. 25/4
PA
ABR
P. 3
21/4

Co.

X 1/4
4.0

16

Mr. Banton has asked that the question of the appointment and present duties of the Information Officer should be put on the Agenda for Ex-Co.

Please let me see the papers.

He has also asked for a print of the 1969 Estimates when

17

Creece goes through T.I.

tomorrow or Tuesday.

Willingly, if Printer
has finished them but
I imagine that he
will most certainly
not have done?

Mc 3
X

14

Original filed in P/416 "Mr. Cunningham's P File "

DECODE.

No. 5.

TELEGRAM RECEIVED.

From SECRETARY OF STATE to GOVERNOR.

Despatched: 16. 2. 48 Time: 14.20 Received: 17. 2. 48 Time: 09.30.

14 No. 49. Your telegram No. 24. Information Officer.

Candidate selected is K.A. Cunningham. Air passage will be arranged first opportunity after March 27th. Despatch follows.

SECRETARY OF STATE.

G.T.C.

LJM.

For further action on above
see P/416 "K. A. Cunningham's P File"

PA *AB*
172