

COPY RIGHT COMMUNICATIONS INSTITUTE

PACIFIC ISLANDS

Communication Newsletter



East-West Communication Institute Honolulu, Hawaii

AUGUST 1973

SURVEY ON TRAINING FOR PACIFIC ISLAND NEWSPAPERMEN

The South Pacific Editors Conference last year in Fiji agreed that the development of an efficient and responsible press in the Pacific Islands depends on solving the problem of training the relatively inexperienced journalists who are producing the newspapers in the region.

The East-West Communication Institute affirmed its support of the editors' aspirations by inviting Robert McClelland, a New Zealand journalist and volunteer editor of the Tonga Chronicle for two years, on a six-month fellowship to develop a program and material which could be used as basic training for inexperienced Island journalists within their own environment.

Before beginning to plan a project, it was necessary for him to draw on the ideas, opinions and observations of the people most concerned with journalism training in the Pacific Islands, the Island newspapermen themselves and the communication educators associated with the Pacific Islands. McClelland prepared a questionnaire for them to indicate what sort of program editors and their staffs needed to help them both do a better job. To stimulate thought at the conference, a paper of their views on journalism training was compiled from the conference records and distributed with the questionnaire. The full report from which this article was taken is available through the East-West Communication Institute.

Early in March 1972, 58 questionnaires were mailed out and 22 were returned, most by early May.

The stated object of the exercise was answering the questions: What is a Pacific Island journalist expected to be able to do at the end of a training course? What will he be doing when he is demonstrating he has reached the objective?

It was recognized that he must be able to demonstrate ability to perform certain skills and solve certain problems, but the skills and problems had to be identified.

On-the-job was favored as the best way of teaching the basic skills, but no newspaper had the staff or facilities to conduct training systematically. Short courses in techniques would help alleviate this, but it was thought they should go further, that the objective of

a program was to produce a journalist able to identify what is happening in his own country, represent it clearly and objectively to his people, and be particularly conscious of traditional and customary sensitivities.

The skills a Pacific Island journalist was expected to perform were the conventional skills but in addition he had to be able to do everything from sweeping the floors to writing editorials.

(continued, p. 2)

PRESS CONFERENCE OF THE PACIFIC GETS GOING

Pacific press conferences using the Peacesat radio satellite system were conducted during May and June. The first conference, originating from Honolulu, was held May 15/16 with Dr. Thomas H. Hamilton as the news source. The second conference originated from Wellington with M.A. Reidy, an expert on Pacific trading, as the news source.

The press conference idea grew in part out of the 1972 South Pacific Editors Conference in Suva and is designed to provide a professional news link among the islands.

The first conference dealt with tourism. Dr. Hamilton is the former head of the Hawaii Visitors Bureau and currently is chairman of the governor's committee on tourism.

Participants in the conference included L. G. Usher and Noel Harrison, Fiji; Leota Pita Alailima, Western Samoa (from Pago Pago station); Robert Stott and Ron Malcolm, New Zealand; Biga Lebasi, Papua New Guinea; John Griffin and Robert McClelland, Honolulu; and Wyman X. Zachary, Micronesia. Jim Richstad served as organizer and moderator.

The second conference, held June 12/13, concerned the impact of Britain's

entry into the Common Market on Pacific Island trading. Participants included John Moses and Noel Harrison, Fiji; John Griffin, Robert McClelland and Jim Richstad, Hawaii; and four journalism students in Wellington. Jack Kelleher, editor of the Dominion, served as organizer and moderator.

Peacesat is administered through the University of Hawaii, under the direction of Dr. John Bystrom. The system uses the NASA satellite ATS-1, in stationary orbit over the Pacific. It is for experimental educational use and carries a wide range of different types of programming.

LATE NEWS BULLETIN: PEACESAT VICTIM OF BUDGET CUTS

According to University of Hawaii President Harlan Cleveland, the low-cost satellite communication network begun in Hawaii two years ago is "one of the casualties of Hawaii's current financial crisis." The request for \$60,000 from the State budget to support PEACESAT activities for another year was denied, and the Honolulu terminal of the system faced an uncertain future. Other terminals in the system, however, have sufficient funding, and efforts were ongoing to fund the Honolulu terminal.

EDITOR'S NOTE

This is the first Pacific Islands Communication Newsletter in almost a year, and it has been a very busy, exciting year for communication in the islands. The articles in the following pages attest to both the growth and vitality of the press and communication in the Pacific.

I would like to thank all of those who sent in materials in response to my request several months ago. Many of the items, unfortunately, were the victim of the delay in getting out the newsletter and had to be dropped because they were getting out-of-date. Some of the material included in this newsletter may be a bit old or out-of-date, too, and where that happens, we are sorry and promise to do better. The newsletter should be more frequent and regular from here on, perhaps quarterly.

The newsletter editor greatly appreciates receiving publications from the Pacific and finds many useful items in them. The Marianas Variety, for example, is sent regularly, and many items have been taken from it. The ABU Newsletter is another valuable source.

Comments and articles or items from readers are always welcome, and a form is provided at the end of this newsletter for material for the next newsletter. Please take a few minutes and send items in on staff changes, new policies, equipment changes, and so forth. Interest in such matters is high.

And one final note on this. Bob McClelland completed his fellowship with the Communication Institute at the end of June, then headed for a short tour of the South Pacific before returning to his post on the Auckland Star. Bob and I worked closely on many matters relating to the press in the Pacific--the training survey, a newspaper manual, the Press Conference of the Pacific, and many others, including this newsletter. His six months with the Institute has added immeasurably to what we know about Pacific Islands journalism and should be a very important factor in the development of training programs and even a broadly based Press Association. He leaves with much Aloha and thanks.

--Jim Richstad

Survey on Training (from p. 1)

Faalogo Pito Faalogo of the Samoa Times said that once a reporter of his could write a story that reflected unfavorably on a friend or relative, he had reached the goal. It was also important that a reporter did not write a story merely because a friend would be mentioned. He also expected no disguised opinion in a reporter who had attained the objective of training.

Most respondents to a question about the content of a training program believed basic instruction in newsgathering and news writing should be the main elements. Taken together, the questionnaires suggested that the item of third importance was instruction in journalistic ethics and responsibility. Editing, special writing and layout followed, in that order.

It was noteworthy that several respondents would put more emphasis, at least in the early stages of a training program, on ethics and responsibility than on any other single topic.

In another question, 12 subjects were listed and respondents were asked to indicate whether or not these should be included in a program. Only interviewing received unanimous approval.

Other highly favored subjects were newsman's English (or French) and instruction in how to train local village correspondents.

Based on 19 questionnaires, opinion was about two-to-one in favor of including typing but shorthand found few supporters.

To the question on what a Pacific Island journalist should be taught about legal restraints, nearly all agreed he should be taught the law of his own land as it affected his reporting, particularly in relation to libel, defamation and contempt. In court reporting and accidents, he should be taught not to comment or pass judgment.

Jim Boyack of Tahiti thought an Island journalist should not be taught very much about legal restraints. "He should be taught a very simple definition of slander. Mainly he should be taught all the laws which guarantee Press freedom. Hanging him up on legal mumbojumbo can only distract him from his major goal of finding out what's happening, and why, and if it's not happening, why."

On the question about the duration of a training course, the most effective time was thought to be between two and three months and Suva was preferred as a venue because of its good location, availability of facilities and reasonable wage rates and living standards.

Honolulu was pointedly not recommended because it "would be too sophisticated for Pacific Islanders. Honolulu's distractions are a risk."

Eight out of 19 respondents indicated they currently had persons on their staff who could attend a course.

Reaction was generally favorable to a suggestion of having a small group of tutors moving about the Pacific conducting courses. Those not in favor doubted that the idea would work because of cost.

A scheme that avoided sending trainees to a strange environment was strongly supported, and it was also pointed out that this would enable tutors to adapt their instructions to the specific circumstances existing in a country.

Robert Buker of Guam said since Guam was becoming very Americanized and journalists on the island received their training from American-taught personnel, he doubted if the travelling tutor idea would work there.

The qualifications needed in a person to train Pacific Island journalists were defined as a broad practical experience in newspapers, particularly in the Islands, a sincere desire to help Islanders become competent journalists, ability to impart skills, a knowledge of the economic and political conditions in the Islands and patience and humor to cope with the cultural idiosyncrasies.

Several respondents commented that one of the tutors should be an indigenous Islander, even if comparatively inexperienced.

While lengthy university journalism courses are alien to many in the Pacific because of the emphasis on on-the-job study, 17 out of 20 respondents were in favor of a university-based course of a year or two as continuing education for those who had attended a short basic course.

The last of the 34 questions asked editors about their objectives in publishing a newspaper. The high-sounding but sincere motive of serving the people ranked supreme, but there was also an honest admission of the financial factor. Other common objectives were to inform the people, to provide a forum for public opinion and entertain.

Editors, and those associated directly with Pacific newspapers, who responded were:

James Boyack, editor and publisher, Tahiti Bulletin; Robert Buker, editor, Pacific Dateline, Guam; Shirley Baker, editor and publisher, Fiji Beach Press and South Pacific Area News Service; H. I. Douglas, editor, Tohi Tala Niue, Niue; Faalogo Pito Faalogo, managing editor, Samoa Times, Western Samoa; Denis Fisk, senior information officer, British Solomon Islands; John Fitzgerald, managing editor, Papua New Guinea Post Courier; Jim (continued p. 3)

NEW PAPER FOR SOUTH PACIFIC

by Robert McClelland

A weekly edition of the Honolulu Star-Bulletin is to be distributed in the South Pacific, beginning late September.

Called the Pacific American, it primarily is intended to serve travelers from the United States and Canada. The newspaper will be printed in Honolulu and distributed initially in Australia, New Zealand, Fiji, the Samoas, Tonga and other island nations and territories below the equator.

Announcing the plans, the publisher of the Honolulu Star-Bulletin, John A. Scott, said feasibility studies had been under way for more than a year.

"Our research shows there is considerable appetite among U.S. and Canadian travelers in the South Pacific for news about their own countries," Scott said.

"The project is modest in scope, with a limited but select readership market. It is not only a commercial undertaking. We see it as an exciting venture into a frontier in journalism, a vehicle to open further the lines of understanding among the peoples of the South Pacific, Canada and the United States."

Scott said demographic projections indicated a sharp increase in the number of travelers from North America and Hawaii to the South Pacific and increased business associations between the two regions.

Noting the journalistic services of U.S. publications like the International

Herald-Tribune in Europe and the Latin American edition of the Miami Herald, he said there was a need for a similar, authoritative newspaper--on a smaller scale--in the Pacific to serve North Americans.

Scott said the new Pacific American also would provide insights about the United States and Canada for readers in the South Pacific.

The emphasis would be on business, sport, "hometown" news, roundups of North American events and special features. The weekly would also include contributions from newspaper writers in the South Pacific.

Webster K. Nolan, Star-Bulletin features editor and director of special projects, has been appointed to manage the new paper. He said the Pacific American would be printed in Honolulu on Saturday afternoon, flown to Nandi that night and be available in Sydney and Auckland on Monday evening (Sunday Honolulu time). Independent distributors at each destination area would handle the paper, doing business as wholesalers.

Nolan said the price would vary but would be comparable with Newsweek and Time in the various South Pacific regions. The selling outlets would be mainly the airlines and hotels.

Although the Pacific American was aimed at the traveler it was not intended to compete with the local free "beach press," Nolan said. Local advertising, however, would be encouraged.

The launching of the Pacific American would coincide with a significant event in the South Pacific, Nolan said, the opening by Queen Elizabeth of the Sydney Opera House on October 20.

MASS COMMUNICATION, PRESS BIBLIOGRAPHY STARTED

The first part of a planned bibliography on Mass Communication and the Press in the Pacific Islands has been completed by the East-West Communication Institute. This first preliminary working bibliography covers articles in Pacific Islands Monthly for the period August 1930 through December 1955.

Other working bibliographies will be compiled from PIM since 1956 and from other magazines, journals, books and newspapers. The working bibliographies will then be combined into a single final bibliography, probably in a year or so.

The first bibliography contains 221 annotated entries listing articles on American Samoa, British Solomon Islands, Cook Islands, Fiji, French Polynesia, Gilbert and Ellice Islands, Guam, Johnston Island, Nauru, New Caledonia, New Hebrides, Niue, Norfolk Island, Papua New Guinea, Tonga, and Western Samoa. The final bibliography can be obtained from the Communication Institute. Anyone interested in the project can write to Jim Richstad at the Institute.

See Page 9 for the mast head of the new Pacific American weekly.

CHURCH GROUP PLANS A-V WORKSHOP

A series of audio-visual workshops will be held in August and September on problems of communication in Pacific Churches, P.C.C. News reports. The Rev. Denys Saunders will be the director.

Objectives of the workshops, planned for Port Moresby, Goroka, Rabaul, Honiara, Tarawa and Fiji, are to identify local problems and to focus on appropriate communication media in working on the problems.

Other communication news in the April Pacific Conferences of Churches newsletter concerns the use of video tape recording (VTR) for teacher instruction in Suva. Projected VTR experiments in teaching agriculture, home economy, health and family welfare were planned. VTR units were to be based in Fiji and Tahiti, with equipment carried on occasion to such places as Tonga, Samoa and the Cook Islands for cultural and educational uses.

Manke, chief, public information division, U.S. Trust Territory; Vima Dayal Sharma, assistant editor, Shanti Dut, Fiji; Moses Gudong, editor, Tia Belau, Palau; Aisea K. Vakalabure, farm page writer, Madalakai, and rural broadcast officer, Fiji; Japheth Tavoia, Solomon Islands, trainee journalist at Wellington Polytechnic, New Zealand; Matt Wilson, chief reporter, Fiji Times; A.R. Worner, senior information officer, New Hebrides.

Others who responded to abbreviated questionnaires: Ralph D. Barney, associate professor in communication, Brigham Young University, Utah; Allan Cole, editorial manager, New Zealand Herald, and secretary, New Zealand Journalists' Training Committee; Jack Kelleher, editor, Dominion, New Zealand; Frank Mahony, program director (social

South Pacific Commission; Juan L. Mercado, director, Press Foundation of Asia; George Rawnsley, public relations officer, Fiji.

Letters acknowledging receipt of the questionnaires were also received from the following, most of whom had information or observations to impart on journalism training in the Pacific Islands: D. K. Gunn, course supervisor, Wellington Polytechnic; Mervyn Dykes, director, journalism induction course, Auckland Technical Institute, New Zealand; Alex Wood, chief of staff, Auckland Star, New Zealand; Laurie Power, cadet counsellor, Melbourne Herald, Australia; Noel Harrison, lecturer in education, University of the South Pacific, Suva, Fiji; Stuart Inder, editor and publisher, Pacific Islands Monthly, Sydney; Paul Grimes, director of foreign news, Philadelphia Bulletin.

BROADCAST TRAINING SESSIONS

From ABU Newsletter

Last year a number of training courses for broadcasting staff were organised in the Asian Broadcasting Union region with the aim of gaining experience in relation to the projected Asian Broadcasting Training Institute in Kuala Lumpur. Many ABU members had the opportunity of participating in these courses which were arranged by Unesco staff stationed in Kuala Lumpur with extensive assistance from the Malaysian National Broadcasting Training Centre and from a number of international organisations, including the U.N. Development Programme (UNDP).

A similar series of courses is being organised for 1973, under the leadership of the Unesco Regional Broadcasting Training Adviser, Norman McBain, and with the help of the Malaysian National Broadcasting Training Centre, Unesco, UNDP and many other organisations.

Regional courses will be held at the Malaysian National Centre in Kuala Lumpur and will be run by the staff and experts of the Centre, with the assistance of additional experts. Fellowships will be available for trainees from other countries which will cover international travel, course fees and accommodation.

Regional Courses are planned for the rest of 1973:

	RADIO PRODUCTION
August:	A 4-week course for programme staff working in radio.
	BROADCASTING MANAGEMENT
29 December to January 1974	A 4-week course for broadcasting staff at present engaged in, or likely to be engaged in, executive and management work.

Courses for radio staff will be held in a number of countries in the South Pacific during the year. In these cases the cost of experts to organise and conduct the training will be met by international bodies or other organisations and the host countries will be expected to provide only local services.

Countries for which courses of this type are already being planned include Papua/New Guinea (September), Cook Islands (October), Tonga (November). ABU members interested in any of the courses or meetings referred to above, or which may wish to have radio courses held in their own countries, should get in touch with the Unesco Regional Broadcasting Training Adviser, Norman McBain. His address is: National Broadcasting Training Centre, Dewan Tunku Abdul Rahman, Jalan Ampang, Kuala Lumpur, Malaysia.

BARNEY WRITES ABOUT PACIFIC BROADCASTING

Broadcasting in the Pacific Islands is described in a chapter of a forthcoming book concerned mainly with Asian broadcasting. The book, edited by John Lent, is still in the final stages of publication but should be out late this year or early in 1974. The working title is Broadcasting in Asia, and the publisher is Temple University Press.

The chapter on Pacific broadcasting was written by Ralph D. Barney, an associate professor of communication at Brigham Young University in Utah on the U.S. mainland. Barney did his doctoral work on the Pacific print media and taught journalism in Hawaii for many years.

Barney notes that radio is a means of linking scattered groups with a common instructive or informational tie, and that in the Pacific the operations, content and control are heavily dominated by expatriates or Westerners in most of the island groups. Dr. Barney also notes that eight of the 14 broadcast groups he examines were established since 1961.

The review covers Fiji, Western Samoa, Tonga, American Samoa, Solomon Islands, Gilbert and Ellice Islands, Guam, Cook Islands, Micronesia, New Caledonia, French Polynesia (Tahiti), New Hebrides, Niue and Nauru.

TRI-LANGUAGE NEWSPAPERS

The Samoa News may be the first newspaper in the South Pacific Islands to be published in three different languages.

In copies since February 23 news items are printed in English, Samoan and Tongan languages.

The Samoa News, a semi-weekly publication in Pago Pago, American Samoa, was formerly printed only in English and Samoan.

In Micronesia, the newspaper Micronitor publishes in three languages--English, Marshallese and Trukese. The newspaper has offices in the Marshalls, Truk and Ponape.

Bi-lingual papers are common in the Pacific Islands, with one of the languages usually in English and the other in an indigenous language. Such bi-lingual combinations appear in such places as Western Samoa, Fiji, Papua New Guinea, Niue, Micronesia and American Samoa. In Tonga, two editions are printed--one in English and the other in Tongan.

SCHRAMM NEW HEAD OF COMMUNICATION INSTITUTE

Dr. Wilbur Schramm, former director of the Institute for Communication Research at Stanford University, is the new director of the East-West Communication Institute at the East-West Center. His appointment was effective May 1.

Dr. Schramm succeeds Dr. Michio Nagai, who has returned to his post as editorial writer for Asahi Shimbun, Japan's largest newspaper.

Internationally known for his work in communication research, Dr. Schramm's most recent activities have involved the Indian radio/television satellite, the Corporation for Public Broadcasting and the National Educational Television (NET), and family planning communication.

In 1969-70, Dr. Schramm was at the East-West Center as a Senior Fellow and led a task force which did the planning for the East-West Communication Institute.

Dr. Schramm served as director of the Institute for Communication Research at Stanford from 1957 to this year. He held the Janet M. Peck chair in international communications at Stanford.

Author of more than 25 books on communication, Dr. Schramm began his career in the 1920s as a correspondent for the Associated Press, and has spent the bulk of his career in communication education and research.

In 1960 he was chairman of the U.S. delegation to the Asian Powers Conference on Communication at Bangkok after doing research as a Fellow of the Institute for Advanced Study in Behavioral Sciences. He has served as a consultant on the American Samoa television project. In the last few years, he has served as consultant on various communication projects for the Ford Foundation, UNESCO, the U.S. Department of State and the U.S. Office of Education. He has served on the editorial boards of Public Opinion Quarterly, Journalism Quarterly and Communications Review.

AGRICULTURAL INFORMATION
AND COMMUNICATION
WORKSHOP PLANNED

Representatives of several Pacific Islands agricultural departments will participate in the East-West Center's First Agricultural Information and Communication Workshop in Honolulu August 13 to September 21, 1973.

The workshop is part of a continuing series of workshops and related activities planned by the East-West Food Institute and East-West Communication Institute. The total program is based on the view that specialized knowledge of the com-

munication process and communication media are needed within agricultural programs in order to maintain effective two-way communication between agriculture departments and farmers and contribute to modernization of agriculture.

The content of the program is based on a survey of Pacific Island agricultural communication activities conducted in 1972. The survey showed the importance of person-to-person communication and the potential importance of radio as a communication channel in Pacific Islands agricultural programs. In addition to work in these communication methods, the workshop will cover

the organization of an agricultural information program, the use of the press, the production of publications and the use of audio-visual equipment.

The program will also provide opportunity for exchange of information among participants so the countries which have made substantial progress in strengthening their agricultural communication process can assist those who are just getting started.

Coordinator of the six-week program is Dr. R. Lyle Webster, former director and now consultant to the Communication Institute and a former Director of Information of the U.S. Department of Agriculture.

In addition to participants from the Pacific, nominations have been invited from persons in the United States who work with small farmers in an information capacity.

A preliminary list of Pacific Islands participants includes American Samoa--Ta'alolo P. Galea'i, Administrative Officer; Cook Islands--Marii Mahutariki, Information Officer; Indonesia--Ir Korsi Sebayang, Inspector for Food Crop Production, West Irian; Tonga--Siosaia Piutau Tupou, Agriculture Instructor; Trust Territory--Bermin F. Weilbacher, Chief of Agriculture, and David K. Idip, Truk District Agriculturist; Western Samoa--Faatauolua Moa Mauala, Field Assistant, Information.

EDITOR'S CONFERENCE FOLLOWUP

About a year ago, editors from many of the newspapers in the Pacific Islands met in Suva, Fiji, for the first South Pacific Editors Conference. The conference, co-sponsored by the Fiji Press Club and the East-West Communication Institute, spent a week at professional evaluations, and out of the meetings came not only a strong journalistic comradeship but a deepening sense of professionalism--and a strong call for journalism training. The editors also considered a South Pacific Press Association and selected an organizing committee of five, headed by Len Usher of the Fiji Times.

The committee was charged with seeking a more permanent form of organization, encouraging outside agencies to support journalism training, and developing exchanges among both personnel and news and professional activities. The East-West Communication Institute was asked to help with the organizing task.

Several things have happened since the Suva meeting. There still is not an operating Press Association but there are possibilities. While there is not a basic journalism training program, there have been important developments in that area. And the exchanges, slow in starting, are now under way through the Press Conference of the Pacific and even this newsletter. There is a directory of the press coming out soon, and a mass communication and press bibliography started. The press conference is described in a separate article, but it is an outgrowth of the editor's desire for news exchanges among Pacific Island countries of news of interest particularly to them. It also provides a professional dialogue that didn't exist before. There are also separate items in this newsletter about

the Pacific Islands Press directory and the bibliography.

In training, Robert McClelland has been laboring diligently for six months at the Communication Institute and has completed the first comprehensive survey of journalism training needs in the Pacific. His work is also described in a separate article and will be available soon from the Communication Institute.

And individual newspapers, such as the Fiji Times and the Post-Courier, may be stepping up their own training programs.

Interest in training has been expressed by several outside groups, and some proposals have been made for an international meeting of such groups and the editors committee, and perhaps others.

The editors also discussed the value and possibility of academic journalism courses, in contrast to the more intensive, single-minded training format.

Besides Len Usher, who has since retired as editor of the Fiji Times but is still active with the paper, other organizing committee members are Leota Pita Alailima, managing editor of the South Sea Star, Apia; John Fitzgerald, editor of the Post-Courier in Papua New Guinea; James Boyack, editor of the Tahiti Bulletin; and Henry Raraka, editor of the Kakamora Reporter in the Solomon Islands.

The Editors Conference decided that the Press Association should be open to all people in journalism--print and broadcast--and government information officers. Persons interested in the Press Association can contact any of the committee members.

Many other things came out of the Editors Conference and are summarized in a report of the conference and the papers the editors presented, all available from the Communication Institute.

GUAM PAPER, MICRONESIA
CONGRESS IN NEWS AGREEMENT

From Micronesian News Service

The Congress of Micronesia announced in early March that an agreement has been reached with the publisher of Guam's two newspapers that should result in fairer, more accurate reporting of Congress activities.

The agreement was reached at a meeting between publisher Robert E. Udick and Senator Andon Amaraich of Truk, chairman of the Congress Senate Committee on Judiciary and Governmental Operations. The meeting was held March 2 on Guam with Trust Territory Liaison Officer L. Gordon Findley and Congress Attorney Michael A. White also attending.

A Congress press release stated that the men agreed "that all stories relating to the Congress (of Micronesia) or any of its committees should be checked through the newspapers' Saipan

(continued p. 6)

PACIFIC ISLANDS PRESS DIRECTORY TO BE PUBLISHED

The first comprehensive listing of the Pacific Islands press will be published soon by the University Press of Hawaii. Editors and publishers of the 63 publications listed in the directory contributed the basic information about their newspapers and periodicals.

The directory was compiled by Jim Richstad, Michael McMillan and Ralph D. Barney at the East-West Communication Institute. A review of the Pacific Islands Press is included as an introduction to the directory listings.

The Publication is the first extensive compilation of the basic information about the journalistic publications being issued in the islands of Micronesia, Melanesia and Polynesia. It was undertaken to provide a convenient reference source for journalists, researchers, scholars, advertisers and others seeking information about communication and journalism in the Pacific Islands. Information of this nature is needed since earlier data on communication was scattered, out-of-date and incomplete. Without a data base there is no reference point for researchers and practitioners. This directory provides such a base for the press.

Data was collected by questionnaires distributed by mail during 1972 and in

most cases updated to April 1973. In those few cases in which no responses were received to questionnaires, information, usually incomplete, was obtained by consulting other sources or the publications themselves.

The introductory section--a survey of the current status of the press in the Pacific--draws heavily on papers prepared for the first South Pacific Editors Conference, held in Suva, Fiji, in mid-1972.

There are 63 entries in the directory. Entries include name of publication, name of parent company or sponsoring body, mailing address, founding date, frequency of publication, subscription rate, advertising rate, format, circulation, reproduction method and make of press, staff, major sources of international and Pacific area news. Areas covered are American Samoa, British Solomon Islands, Cook Islands, Fiji, French Polynesia, Gilbert and Ellice Islands, Guam, Nauru, New Caledonia, New Hebrides, Niue, Norfolk Island, Papua New Guinea, Pitcairn Island, Tonga, Trust Territory of the Pacific Islands, and Western Samoa. Hawaii publications are listed but not in detail.

Of the 63 publications, 8 appear daily (including daily except Sunday),

four others appear five days a week, 19 appear weekly, one publishes three times a week and one twice a week. There are 10 published every two weeks, and five twice a month. The rest appear monthly or less frequently.

AMERICAN SAMOA RADIO SAMOA, WVUV, BEGINS NON-GOVERNMENT OPERATION

by Michael McMillan

Commercial radio was introduced into American Samoa June 13 when Radio Samoa, Inc., took over management of the government-owned radio station, WVUV, making it the only privately operated broadcasting station in the South Pacific.

Under a management contract announced in April, the firm is leasing the station from the government for \$10,000 a year and has a 20-year option to purchase the facility for \$200,000.

The immediate effect of the change is threefold. Businessmen now have a new advertising medium. Listeners have improved programs. And the government is relieved of about \$80,000 a year in expenses incurred in operating the station.

The management firm is jointly owned by Lawrence S. (Bob) Berger of Honolulu, Ron Pritchard of American Samoa, and Robert Newgard of Los Angeles, each of whom owns one-third interest. Berger, the president and chief executive officer, also owns KIIWH radio and television in Honolulu. Pritchard operates a firm that provides ground services for airlines and is general sales agent for Polynesian Airlines. Newgard is an investor and a friend of Berger.

The company was organized last year after the American Samoa government approached Berger, an adviser to the government television system, about taking over management of the radio station. The government inherited the station from the U.S. Navy when the Navy relinquished control of American Samoa in the early 1950s. The station was operated as part of the Office of Samoan Information.

Governor John M. Haydon said the change is part of his administration's policy of placing a number of government operations in the private sector as soon as possible. He said the contract has the approval of the U.S. Department of the Interior, which has jurisdiction over the government of American Samoa. (continued p. 7)

News Paper (continued from p. 5)

bureau, in addition to checking any questionable points through the Trust Territory Liaison Office or through the Micronesian News Service (MNS) on Saipan."

Senator Amaraich asked for the meeting after publication in the Pacific Daily News of two stories dealing with the adoption by the Congress of a joint resolution supporting Continental/Air Micronesia for the Saipan-Japan air route. The articles, said Amaraich, were "inaccurate and misleading."

Both articles were written by Richard Williams, a Guam-based freelance reporter. "The author," said Senator Amaraich, "did not bother to investigate the facts with me, any member of the committee's staff, or with the newspaper's representatives on Saipan."

According to the Congress press release, Udick acknowledged that there had been a "breakdown in communications" with respect to the articles. "Both Senator Amaraich and Mr. Udick agreed that the discussion, perhaps the first of its kind between the newspapers' publisher and a member of the Congress

devoted to improving the newspapers' service to the Trust Territory, was fruitful and productive," the news release said.

"Both Mr. Udick and Senator Amaraich noted the need for improved communications between the newspapers and the Congress and the people of Micronesia. They both acknowledged the obligations that both the newspapers and the Congress have in providing accurate information to the people of Micronesia, and promised to increase efforts to live up to this obligation. The two agreed to open lines of communications, either directly or through the newspapers' Saipan bureau and the staff of the Congress, for the purpose of implementation of these common objectives," concluded the Congress release.

Udick is publisher of the morning Pacific Daily News and the smaller afternoon paper, Pacific Dateline. Both are part of the U.S. nationwide Gannett chain. They are the only daily source of printed news for most of the Trust Territory. The company in early 1973 opened an office on Saipan, employing two reporters with the full time responsibility of covering Trust Territory news.

Radio Samoa (continued from p. 6)

The contract stipulates that there be Samoan participation in the ownership, that Samoans be employed to operate the station, and that the station's facilities be available to the government in case of civil defense emergencies. The government does not exercise control over the station's programming, however.

Preparations for the changeover to private operation had been underway for more than a year. A major part of the preliminary work involved securing a broadcasting license from the Federal Communications Commission (FCC). The FCC did not have jurisdiction over the station as long as it was operated by the government.

According to Berger, the licensing procedure cost about \$15,000 and involved completion of new engineering studies and technical improvements to the station's transmitting facilities. He said the changes made to bring the station up to FCC standards will extend the station's coverage to Western Samoa, Tonga, and Fiji. WVUV operates on 1120 kilocycles with a power of 10,000 watts.

Some new studio equipment has already been purchased, and plans are being made to move the station's studios into a new wing being built onto Pago Pago Americana Hotel in Utalei, where they will be more visible and more accessible to the public. The transmitter will remain at Leone. Outfitting the new studios will cost about \$25,000 and is expected to be completed in October.

The station is managed by Herbert Scanlan, Jr., and employs four announcers, a newsman, and a traffic supervisor. All are Samoans, and none has experience in commercial broadcasting. Four of the employees were given training in radio production concepts and techniques in Honolulu before the changeover. The others will receive some training in Honolulu later.

Berger said much of the impetus for the switch to private management came

from Samoan merchants, who wanted a new outlet for their advertising. Commercial advertising is not new to American Samoa; newspapers in American and Western Samoa and the government-owned radio station in Apia all carry advertising.

The management contract guarantees the station certain amounts of government advertising for the first three years. The advertising, in behalf of government revenue-producing operations such as the telephone and electric companies, will average about \$20,000 a year over the three-year period. Berger expects operating costs to continue running between \$70,000 and \$80,000 a year and hopes to break even by the third year.

"The money-making possibilities are rather negligible," he said. "On the other hand, I don't think we'll lose money. It's a small investment and will bring a small return. Our biggest desire there is to do something in the public interest. We want to aid the community, and if you do that, you make money."

The station will be operated on a "something-for-everybody" basis. "We've tried to attune the station to the community, and we are trying to appeal to all groups," Berger said. The programming will consist primarily of music and news and will be conducted in a bilingual format. For example, Samoan music will be introduced in Samoan. News will be broadcast on the hour in English and on the half-hour in Samoan. In addition, the station will be available for a variety of free public service announcements.

"Our major project is to supply the information service needed in Samoa, and this will be reportorial more than editorial," Berger said. "The top thing will be local news." The station will provide coverage of important local events, such as meetings of the legislature, he said.

In addition to the full-time newsman on the staff, the station will continue to

receive national and international news from the United Press International broadcast wire and will carry a limited number of news reports from the CBS network. At present, American Samoa is served by a small news bulletin published by the government five days a week and by a newspaper published twice weekly.

Berger expects the station to carry a great deal of discussion of public issues. "We want to make it available for the man in the street as well as for the government's utterances," he said. "We will operate under the rules of the FCC, which encourage a free press through the 'fairness doctrine' by letting both sides be heard."

WVUV is on the air from 5 a. m. until midnight Monday through Thursday and until 1 a. m. on Friday and Saturday. The station broadcasts from 6:30 a. m. until midnight each Sunday.

A U S T R A L I A

AD REVENUES LEVEL OFF FOR NEWSPAPERS IN 1972

From Media Council of Australia

Although advertising volume handled by the agents accredited by the Media Council of Australia exceeded the previous year's record total, there was a marked levelling off in the regular annual increase pattern which increased by only \$1,706,482 - or less than 6% - between 1971 and 1972.

Figures released by the chairman of the MCA Accreditation Authority, B. C. Simpson, reflected the generally lower level of economic activity experienced by most businesses during 1972. The comparatively small rise of .58% was more than 4% below the lowest increase shown over the 1965-1971 period, which had an aggregate increase of 64.2% during the six years.

	1972(\$)	1971(\$)
New South Wales	170,561,698	167,155,041
Victoria	90,144,013	93,482,227
West Australia	11,221,778	9,311,125
Queensland	11,200,579	11,162,234
South Australia	10,279,062	10,862,552
Tasmania	1,369,556	1,097,025
	<u>\$294,776,686</u>	<u>\$293,070,204</u>

ENGLEDOW LEAVES INFORMATION POST

Edwin Engledow, director of the Office of Samoan Information in American Samoa and editor of the daily News Bulletin put out by that office, resigned in May and has returned to the United States. He has been replaced by Susan MacDonald.

Engledow served in a similar capacity in Guam and was for many years a journalist with the Honolulu Advertiser.

NEWS PLANS DAILY PUBLICATION

The Samoa News in Pago Pago was scheduled to go to twice a week publication in June and daily publication in July, according to J. L. (Jake) King, editor of the American Samoa paper.

King said he was planning to install a Heidelberg press in September. The paper circulates mainly in American Samoa but also distributes in Western Samoa.

From Commonwealth Press
Union Australian Section

The principal activities of the Commonwealth Press Union Australian Section during 1972 were in the Telecommunications field, where there was an extension of the already useful liaison with the Australian Post Office in dealing with matters affecting the Australian press at metropolitan, regional and provincial level.

These matters include establishment of the link point and general acceptance for the increasingly sophisticated equipment being introduced by the press to improve communications, provincial press rates and country newspaper deliveries, general mail delays within Australia and overseas, and Commonwealth press rates.

The Section's Telecommunications Committee met the then minister for external territories (Mr. Peacock) early in 1972 and submitted strong representations for the restoration of the Papua New Guinea press rate and also the introduction of a bulk postage rate within the Territory. Action had been promised to promptly process this matter but, as delays have continued, the annual meeting decided to again press this matter with the new minister for territories. Action has again been promised.

Various aspects of press freedom were dealt with at the annual meeting, including the N.S.W. Defamation Act which was currently the subject of revision. In the light of the growing threats to press freedom at world level, it was decided to suggest to London Council that action be taken to express CPU concern at the restrictive action being taken against the Philippine press by President Marcos.

The chairman, Sir Vincent Fairfax, outlined the broadening opportunities being made available to young journalists under the Training and Education of Journalists plan. Apart from the regular Fellowship visit to the U.K. - for which Australian nominations have again been made - and the Travelling Scholarship Scheme, arrangements were in hand to enable a partly sponsored CPU exchange between Australian and neighboring countries, notably Asian, to allow approximate reciprocal attachments of six weeks for chosen journalists.

B. A. Williams is the President of the Australian Newspapers Council. Williams, who is Joint Managing Director of Advertiser Newspapers Limited, Adelaide, succeeds R. B. Leonard, who concluded his two-year term. Another executive change at ANC level is the appointment of Leon Hertz, Group Advertising Director of Mirror Newspapers Limited, as chairman of the National Advertising Board. --From B. G. Osborne, Secretary of the ANC, Sydney.

MEDIA MINISTER URGES
MORE LIBERAL LIBEL LAWS

(This article appeared in Editor & Publisher as a letter from Anthony Whitlock of Melbourne. It has been reduced in length here.)

Australian newspapers took a small step toward more freedom in June when the new Federal Minister for the Media promised to move for more liberal and uniform libel laws throughout the country.

"Racketeers and exploiters are using stop writs to shackle newspapers," said the Minister, Senator Douglas McClelland, speaking at a Methodist Church gathering in Sydney on June 3 held to mark an otherwise unremarked Mass Media Sunday. McClelland has for many years been a member of the Australian Journalists' Association, the editorial public relations and shorthand writers' union.

Newspaper and libel laws were affairs of the Australian States and not the Federal Government, said Senator McClelland, but he promised to do what he could to get the State Attorneys-General to "provide more freedom for the Press by unshackling it from archaic and repressive laws."

McClelland, a onetime official court shorthand reporter, said stop writs completely halting Press discussion could be issued in Sydney and Melbourne for only \$10 and in other States for only \$3.50.

"I believe a uniform Australian libel law could remove the traps that exist in criticism and take away the constant threat of damages that makes newspapers and television and radio more timid and less crusading than they should be. . . ."

JOHN MOSES SUCCEEDS
LEN USHER AT FIJI TIMES

John Moses, who has been editor of the Sydney Sunday Telegraph and deputy editor of the Sydney Daily Mirror, has been appointed managing editor of the Fiji Times.

He will succeed L. G. Usher, who retired from his executive post in June but will remain on the board of directors. Usher has been editor of the Fiji Times since 1956.

RADIO REVIEWS AD POLICY

Fiji Radio Adopts
New Advertising Policy

Over the years, the Fiji Broadcasting Commission has developed a long and complex set of rules controlling advertising. So complex has it become by constant addition and amendment that it was, in fact, impossible to apply in practice, except where one or another of the rules matched some precise and easy-to-apply standard.

Thus, although commercials containing jingles, songs, sound effects, etc., were permitted in English—because the entire system of importing overseas commercials would otherwise have broken down—the rule banning such jingles was firmly applied to Fijian and Hindi broadcasts. It has now been abandoned as it was a crippling handicap in improving the quality of advertising in Fijian and Hindi, and on the air gave an impression of immutable superiority in one language only.

It is intended during 1973 to draw up a short and simplified code of conduct relating to advertising. It will probably remain management's responsibility to maintain decent standards while introducing new ideas and new methods and remaining answerable to the Broadcasting Commission for any abuses.

Advertising income, which constitutes three-quarters of FBC revenue, the remainder coming from Government grant, rose by more than 25% in 1972, and the upward curve of the sales graph is expected to continue in 1973. -- Adapted from ABU Newsletter

PRESS GETS OWN SETTING FACILITIES

A big step forward for Fiji's twice monthly, 28-page, 11,000 circulation Fiji Beach Press is the installation of its own typesetting facilities. A sister company, Print and Design Services (South Pacific) Ltd., has installed a CG Universal Compugraphic phototypesetter—the first in Fiji.

Says editor Shirley Barker, "We get excellent service from our Suva Printer, Oceania Printery Ltd., but they just can't get used to us breathing down their necks while the hot metal splutters and the island operators splutter under their breath in Hindi!"

Oceania will still make plates and print but all setting will be handled by Print and Design on a machine installed in the Fiji Beach Press production department.

G U A M

'NOT FUN ALL THE TIME'

How does an American journalist from Chicago find the editorship of a Pacific Islands newspaper? One view was given by John Walter, managing editor of the Pacific Daily News in Guam, in an item in Editor & Publisher. Here's what he said:

"It's not fun all the time. I don't really have any life there, except for the newspaper. So I end up spending virtually all my time at the office.

"Remember," Walter said to a former colleague in Chicago, "we used to sit around and make all these plans about the way an ideal newspaper would run, how we'd never let anything stupid or embarrassing get into the paper..."

"Well, you just can't help it. There's only so much you can do, and all your long-range plans somehow get pushed aside when you have to deal with the sheer problem of putting out a whole, new newspaper every day. And then the edition comes up, and you see things in it that you shouldn't see, but it's already time to start the next one..."

GILBERT AND ELLICE

ISLANDERS USE RADIO FOR MESSAGES

by Howard Gough

Excerpted from ABU Newsletter

(Howard Gough spent 1972 with Radio Tarawa of the Gilbert and Ellice Broadcasting Service on a Unesco assignment as Broadcasting Training Specialist. He was seconded from the NZBC where he holds the position of Head of Staff Training.)

Radio comes into its own here in serving people's needs. To the Ellice Islander, living on a tiny island in the Gilbert and Ellice Islands, such as Nukulaelae in the South of the group, radio keeps his family together. His son may work in the phosphate mines of Ocean Island; his daughter may be a nurse, 800 miles away on Tarawa; his brother a clerk at the Ellice Headquarters, 100 miles away at Funafuti. There is only one village on his island, there are only 300 people. Communication in the days before "development" was easy, before the tribal unit and the family itself started breaking up, and the hunt began, for education, for work, for money, for a more exciting life. Now the only way he can keep in touch is radio.

A political structure makes a national family of this group of islands spread over thousands of square miles of ocean, with peoples of two different races—Polynesian and Micronesian — and an English-speaking Central Government... News services, education, medical care, representative councils, entertainment, all create the need for a new communication system and a new outlook.

So private and government messages fly back and forth over the air: "We are sending you money... a position is vacant... your son has died... a ship is calling at your island, please be ready... a new seaman's training course is

starting... the Copra Board regrets to announce... the film to be shown at the Maneaba tonight is... another cowboy one..."

Ships may be erratic, mail may take months to get from one island to another, goods can get lost overboard in a rough surf. There is no postal delivery, so even in urban areas on Tarawa itself, the administrative centre, you will not receive a letter in the post telling you that your tax is due, that you must pay a fine, that so and so is standing for election.

Radio has to cope with all these activities. District Offices Government and trading departments feed out information, so there is no scarcity of messages for broadcasting. The trouble is that they are coming from so many sources, from many people not aware either of the potential of radio or of the difficulties of communicating by sound.

The form in which much of this material was received for broadcast prompted our setting up some short pilot courses in which we tried to get some of those responsible for writing broadcast messages to start thinking about the way in which it could best be done... The courses were of two kinds: the first concentrated on writing; the second also on performing skills. Both emphasised through demonstration tapes and exercises, how difficult it is to get information across, the limitations of radio, the need to use it in conjunction with other media for making sure that communication actually takes place...

A special course was mounted for Medical Department staff, who were interested in planning an integrated campaign on Child Nutrition. So, after instruction on various programme forms, the group looked at target audiences, placement, timing with other media they were planning to use, and drew up outlines for a series of short talks, slogans, advertisements, short dramatised scenes, a discussion or two, and several interviews.

They also planned how they could make "news" for submitting items for news bulletins, how they could tie up with Agriculture, so they could get into that programme, too....



This is how the logo for the new weekly, The Pacific American, will look. See page 3 for story on new paper.

OLD NEWSPAPERS MICROFILMED

Several libraries, museums and other groups in Hawaii, with the help of a \$5,000 grant from the Gannett Foundation, are microfilming old newspapers in the Islands. The Honolulu Star-Bulletin reports that work was scheduled to start first with copies of the Daily Bulletin, published from 1882 to 1895, the Evening Bulletin, published from 1895 to 1912, and the Honolulu Star, published from 1893 to 1912. All three publications were predecessors of the Honolulu Star-Bulletin, which was formed in 1912. The Star-Bulletin is now owned by the Gannett Newspapers, as are the daily newspapers on Guam.

The old newspapers will be pooled from several library and other sources. The bound copies of the newspapers need special care to preserve them, which limited their availability for use by scholars, students and others.

KHON BUYS STATION

The owners of KHON-TV in Honolulu have purchased a radio station in Portland, Ore., subject to approval by the Federal Communications Commission, it was announced in April.

Republic Broadcasting, Inc., reportedly signed a contract to purchase the assets of KLIQ-FM in Portland for \$100,000. Republic is a wholly-owned subsidiary of McCoy Broadcasting Company, which owns KHON, KHON's Neighbor Island satellites and KYXI radio in Oregon City, Oregon.--Honolulu Advertiser

MOVIE HOUSE BATTLES CABLE TV

The Ka'u News, a weekly on the Big Island of Hawaii, reports that the town movie house and modern cable television are locked in a bit of a duel, with Chinese movies used to attract audiences.

The Naalehu Theatre related how the movie house is countering the recent introduction of cable television (which greatly improves reception) by showing imported Chinese movies.

"Our patrons seem to really enjoy the Chinese films," Mr. Nakano, the theatre manager, told the Ka'u News, "especially those that have Kung Fu, sword-fighting and magic."

The theatre has 556 seats, and Nakano said he has to gross more than \$50 a night if he is to break even, at \$1.25 per adult ticket.

"When television first came, our business really took a nosedive...I'd guess our gross income dropped by 70 per cent," he said. But business picked up over the years, and he felt the theatre was there to stay. And then cable television was introduced, making that medium more attractive and a new fight for audiences began.

Nakano said "good samurai and western movies almost always draw good crowds," but that he loses money on most Walt Disney films because the children get in for 35 cents, and it takes a lot of kids to break even.

FIJI BROADCASTER VISITS

Hugh Leonard, general manager designate of the Fiji Broadcasting Commission, visited communication researchers and practitioners during a short stop in Honolulu in April. He was enroute home spending two months on the U.S. mainland visiting broadcast facilities.

Leonard spent April 9 with the East-West Communication Institute, visiting Robert Hewett, public affairs officer; John Brownell, acting chancellor; Robert Worrall, assistant director, EWCI; and Jim Richstad and Robert McClelland, who are working on Pacific Islands communication materials.

Leonard also participated in a radio interview for the East-West Center radio station and sat in on a Peacesat discussion on journalism the next day. He also met with EWCI students and visiting Asian journalists.

KHSV-TV CHANGING HANDS

The Federal Communications Commission has approved the sale of KHSV-TV, Honolulu, to Starr Broadcasting Group, Inc., of New Orleans. Lawrence S. Berger, president of Western Telestations, Inc., present owner of KHSV-TV, said the transfer of ownership will take place August 1.

The sale includes two satellite stations, KHVO-TV in Hilo and KMVI-TV, Maui. Berger, who has operated the stations since 1964, will retain ownership of KHSV radio. The sale price was not disclosed but has been estimated to be more than \$3 million.

20 HOURS 'LIVE' TV SATELLITE SET

Twenty 50-minute television programs originating in Las Vegas will be seen in Hawaii at the same time they are broadcast on the U.S. Mainland during the Labor Day weekend in September.

The programs, which are to be part of this year's Jerry Lewis Telethon for the Muscular Dystrophy Association, will be brought to Hawaii by satellite.

The total amount of satellite broadcasting is about five times as much as has ever been aired to Hawaii at one time.

Five consecutive hours of college football games is the most satellite-live broadcasting which Hawaii viewers have received in the past.

With a few exceptions--news events and, notably, network coverage of the first moon walk--broadcasts brought to Hawaii by satellite have been sports programs.

And most of the latter have been professional football games.

The first U.S. Mainland broadcasts live by satellite to Hawaii were in November 1966.--from Honolulu Star-Bulletin

Honolulu Star-Bulletin

NEW WEEKLY, IGASETA, APPEARS

From Micronesian News Service

A new weekly newspaper made its appearance on Saipan in March. It is called I Gaseta, which means "The News," according to its editor and publisher, Victor M. C. Pangelinan.

Pangelinan is no newcomer to the Saipan newspaper business. He was for a time the editor of the island's other weekly paper, the Marianas Variety. He said there are two important reasons why he has decided to launch his own publication.

"One, and this is probably the most important, is that there are a lot of people here on Saipan who don't get the news because they don't understand English," Pangelinan explained. I Gaseta, which will publish both English and Chamorro, will be aimed at those readers. At present the Marianas Variety does not regularly publish articles in Chamorro, although it has in the past.

A second reason, Pangelinan said,

is that "this paper is really a Marianas paper. We want to concentrate on the Marianas." He said I Gaseta will cover other Trust Territory news at times, but will deal primarily with the Marianas.

The first edition of the new publication was with a press run of 300 copies and was largely distributed free, according to Pangelinan. The regular newsstand price will be 10 cents, he said.

Victor Pangelinan is putting out the paper in cooperation with his father, Jose S. Pangelinan, who is listed on the masthead as a co-editor. In a statement to readers on page one, I Gaseta says: "On any controversial but newsworthy issue this publication will attempt to get all sides of the story before it presents it to the public..."

Pangelinan said that, in addition to English and Chamorro, he hopes eventually to also publish in Carolinian, which is spoken by a large minority of Saipan's residents.

[NOTE: See Bulletin on p. 1]

MICRONESIA JOINS PEACESAT

From Highlights

Micronesia entered the age of satellite communications in April when, with the flick of a switch in the Broadcast Center on Saipan, the Trust Territory of the Pacific Islands became affiliated with the Pan Pacific Education and Communications Experiments by Satellite.

Professor Kitashi Nose, PEACESAT technician from the Physics Department at the University of Hawaii, and George T. Callison, Chief of Broadcast Division, Department of Public Affairs, conducted the initial tests on the Saipan ground station.

Several persons witnessed the testing of the equipment, involving both voice and telecopier. Among them was Dr. Masao Kumangai, Director of Health Services, who held two satellite conversations, one with Dr. Richard Seamen of Tripler Memorial Hospital in Honolulu and the other with PEACESAT officials with health officials in American Samoa. A station in Truk is also due to join PEACESAT soon.

The TT Government indicated its

first official interest in PEACESAT in mid-June of 1972 when High Commissioner Edward E. Johnston wrote to Harlan Cleveland, President of the University of Hawaii, to say that the Trust Territory government was "enthusiastic over the prospects of participating in the PEACESAT project." Through the Communications Division, Department of the Interior's authorization to proceed with the project on an experimental basis was received in late September.

It took over a year to bring Micronesia's participation in the project to full realization. The "bird" worked without a flaw during the April tests. As dozens of onlookers watched and listened, Professor Nose, Dr. Kumangai and Callison talked in rapid succession with Honolulu; Maui; American Samoa; Alaska; Wellington, New Zealand; Suva, Fiji; and Papua New Guinea. Later in the test, through the use of the telecopier, a page of typed and written material was received from Honolulu and a similar page of printed material was transmitted to Hawaii.

GUAM PAPER GETS NEW STRINGER ON SAIPAN

Diane Maddex has replaced Mike Malone at mid-year as the Saipan correspondent for the Pacific Daily News and Pacific Dateline newspaper of Guam, Micronesian News Service reports. Ms. Maddex has been associate editor of the Marianas Variety, a Saipan weekly. She is an American, and went to Saipan from Washington, D. C. Malone, a former Peace Corps Volunteer, helped found the Micronitor newspaper when he was in the Marshall Islands from 1969 to 1971, and helped re-open the Micronesia Star weekly in 1971. He said he intends to live in Ponape.

'PRESSURE' CITED IN CLOSURE OF PALAU PAPER

From the Marianas Variety

Tia Belau, a biweekly newspaper in Palau, was closed in March by "local pressures" and moved to Guam, according to the editor.

The bilingual newspaper was closed because of "political pressure from local Palauan leaders," according to Moses Uludong, the 23-year-old publisher and editor of the paper. The paper has been publishing articles critical of not only local leaders in Palau but also members of the Congress of Micronesia from Palau.

The newspaper is housed in a building owned by Modekngai, a religious-economic group in Palau that supports the Liberal Party, the dominant political party in Palau. The party controls both the Palau District Legislature and the congressional delegation.

In its last issue, Tia Belau ran editorials and news stories critical of most of the Liberal members. It is reported that the Liberal Party had pressured Modekngai to close the newspaper office.

"I went to my office one afternoon and I saw another lock on the door," said Uludong. "Our leaders are not used to public criticisms and discussion, especially if it comes from the younger generation. Even our congressmen who are supposed to be more enlightened about the role of the press get all (angry) when someone questions their actions."

Tia Belau, which in English means "This is Palau, This is our land, this is our nation," will continue to publish; printing facilities were arranged on Guam, and at least one edition was issued from there.

What threat is posed to local newspapers by a much larger newspaper firm from outside the community or country? When is such competition "unfair"? These were some of the major questions discussed in Saipan recently when the Marianas Economic Development Board turned down on May 5 the application of Guam Publications, Inc., to do business in Saipan. The Board found that the entry into Saipan of the publications firm, which is part of the Gannett Newspapers group in the U.S. and which publishes the Pacific Daily News and Pacific Dateline on Guam, would represent "unfair competition" to the two local weeklies in Saipan (the Marianas Variety and I Gaseta, a new publication.) The Board said, as reported in the May 11 Marianas Variety:

"There are already two active local newspapers, wholly owned by Micronesians, which are entirely dependent on local advertisers and subscribers for their support.

"The Guam papers would definitely impose an unfair competitive environment to the two local newspapers in advertising.

"The board feels that to allow GPI (Guam Publications, Inc.) to solicit business here will force the two local newspapers to declare bankruptcy."

Earlier, the board held a hearing on the issue, listening to the arguments for and against. The April 27, 1973, Marianas Variety contained a detailed story of the hearing, bringing out many items of interest to journalism observers, and hence the story is reprinted here in almost its entirety.

From the Marianas Variety

Is Saipan really a three-newspaper town?

This is one of the major questions that emerged during Monday's hearing at the Marianas Economic Development Board on the application of Guam Publications, Inc., for a permit to do business here.

The firm publishes the Pacific Daily News and Dateline and is a wholly owned subsidiary of the large Gannett newspaper chain in the U.S.

Although GPI's actual plans appear as vague after Monday's hearing as they did when its application was first made public, the general long-range objective is to start publishing another newspaper on Saipan.

At present, GPI prints, on Guam, a special "Saipan edition" of Dateline and also exports the Daily News for readers here. There are now 300 Dateline subscribers and 700 Daily News subscribers on Saipan.

If GPI receives its sought after business permit, and when--or if--the paper's subscription here reaches 5,000, said Publisher Robert E. Udick on Monday, they will start a wholly new paper.

"With the way the district is prospering," said Udick, "perhaps this is not really so long-range." It could come within possibly two years, he added, explaining that its coverage would be TT-wide.

The effect that such a newspaper--owned by one of the giants in the newspaper business, backed by a huge international staff--would have on Saipan's local newspapers occupied most of the discussion period during the public hearing.

"This newspaper will be no competition whatsoever," categorically stated G. Dudley Dambacher, Chief of Economic Development for the TT's Department of Resources and Development, who was at the hearing as an observer. The R&D Department is responsible for reviewing this and similar applications for foreign business permits, and giving its recommendations to the High Commissioner along with those of the Economic Development Board.

"It's not a matter of life and death" (for Saipan's small newspapers), said Udick. "We can both go along together."

"It's a business," added another GPI official.

"But do you expect to make money here?" asked Joaquin Torres, the Legislative Liaison Officer for the Marianas.

"Not for a long, long time," said Udick.

He told the board that GPI needs a business permit essentially to allow it

to solicit advertisements and printing jobs here. Although printing presses (including color) might be brought in sometime soon, all such printing jobs accepted would at first be sent to the GPI plant on Guam. A permit also would enable GPI to import the Daily News and Dateline into Saipan should something happen to the present distributor, who now has the sole authority to bring in the newspapers. All this, said Udick, would "regularize" GPI's operations here, which at present are confined to a news bureau (for which no business permit is needed).

Whether the local newspaper could survive this competition for printing jobs, competition for newspaper advertisements and competition for news was a concern voiced by several persons at the hearing.

"What monetary benefits will come to Micronesians from printing jobs done on Guam?" "How many Micronesians will be employed?" "Why do you need a business office here just to send work over to Guam?" asked Paz Younis, owner of the Marianas Variety.

"If a big newspaper comes here, with special advertisement rates, with daily issues, our advertisers would leave. I'd have to close down the Marianas Variety," added Abed Younis.

Pedro A. Tenorio, a member of the Economic Development Board, asked Udick, "Have you studied the feasibility of incorporating with the local newspapers?"

"We are wholly owned by Gannett," Udick said, "so we couldn't do that."

"We want to serve the Marianas in two ways," he also explained. "We want to expand our coverage of the Marianas, and to better serve the district." When asked, he responded that the newspapers' Guam staff is made up of about three-fourths Guamanians, and GPI attempts to restrict the number of expatriates on its staff there.

"Who will speak for the Micronesians?" asked Paz Younis.

"If a newspaper fails to do this," said Udick, "it will fail. Our goal is to serve the community and we can serve only by being sensitive to its views."

Mike Malone of GPI's Saipan bureau (and former editor of the Micronesia Star, predecessor to the Marianas Variety) was asked by Economic Development Board Chairman Pedro Q. Dela Cruz, "How do you think the local people accept their local newspapers?"

"I think they are very well received," he answered.

**MARIANAS
VARIETY & NEWS
VIEWS**

COMMERCIAL RADIO APPLICATION

The Micronesian Broadcasting Corporation asked in May for a permit to construct and operate a 1,000 watt commercial AM radio station, a 250 watt FM station and a community antenna cable TV system, the Marianas Variety reports.

The Saipan weekly notes the corporation already operates WSZE-TV on Saipan, Micronesia's only television station. MBC at the same time asked for a 10-year renewal of its TV station permit.

Earlier, a company headed by Lee Holmes of Guam submitted an application for a cable TV system throughout all six districts of Micronesia. Holmes is owner of the Marianas Communications Systems on Guam, which provides the only cable TV service there. The

service has about 5,500 subscribers who pay \$13.75 per month for the service.

In April, the Marianas Economic Development Board told Pacific Broadcasting Company (Micronesian Broadcasting Corporation) of Guam to re-submit its application to start an AM/FM radio station here when its present license for WSZE-TV comes up for renewal.

The Marianas Variety reports that "the company has hopes of becoming the first commercial radio operator in the Trust Territory, although it said initially the station would be non-commercial. It contends that from an economic standpoint, it would be beneficial to have both radio and its present TV stations run from a single location with the same personnel."

was the first part of the overall facelift. The broadcast trainer was brought from Majuro, where he had been living for one and a half years, and was assigned the task of setting up a training school and program for Micronesian broadcasters; several classes have been held to date.

MBS NEWSLETTER

Broadcast Center, Saipan central point for the six Trust Territory Broadcast stations, now publishes a weekly newsletter, featuring news from all stations, for distribution throughout Micronesia.

STAR BULLETIN'S RIGHT TO PUBLISH UPHELD

The Honolulu Star Bulletin won a court test of its right to publish a series of stories dealing with organized crime in Hawaii when Circuit Judge Robert W. B. Chang dissolved on August 7 a temporary restraining order issued four days earlier.

The temporary order was issued at the request of the Honolulu prosecuting attorney's office, which contended that the articles, based on interviews with an underworld informer, Alfonso Molcilo, contained material that would prejudice the forthcoming murder trial of the alleged leader of a so-called gun-for-hire gang, James K. Pokini. The Star-Bulletin agreed to postpone publication of the stories pending the outcome of a hearing on the prosecutor's request that the restraining order be made permanent.

Following a day-long hearing, which centered on questions of freedom of the press and the rights of the defendant and the State to a fair trial, Chang ruled that publication of the articles would not completely destroy the defendant's right to a fair trial and would not make it impossible to impanel a jury. The judge said, however, that he hoped the newspaper would "use its sound discretion and determine for itself . . . and perhaps the press will see that these articles can wait for a while."

The six-part series began appearing in the Star-Bulletin August 10 with the notation that, "Respecting concerns of the court, certain deletions have been made in the original manuscripts. These have to do with specific allusions to the individuals who may or may not be accused and tried for murder."

SPECIAL ENGLISH' BROADCASTS

A series of 25 15-minute programs, have been produced by the Broadcast Center, Saipan, for use by six radio stations within the Trust Territory of the Pacific Islands. The programs, all original scripts, deal with information on everyday things like banking, insurance, health, nutrition and agriculture. The programs are informational in their content and presented in "special English."

JOHNNY NAMED WSZD MANAGER

Halvorsen Johnny is the new station manager for WSZD in Ponape, Micronesia. Johnny, formerly program director at the station, replaces Dusty Fredrick, who resigned several months ago. The new station manager attended the 1971 Pacific Islands Radio Development Seminar at the East-West Communication Institute.

MICRONITOR EDITOR FACES LIBEL SUIT

The Micronitor weekly (operating in the Marshalls, Truk and Ponape in Micronesia) was faced with a libel suit brought by the Public Defender, Roger St. Pierre, in early 1973. The suit involved articles that appeared in the Micronitor. The case was being heard in Saipan, and the Micronitor asked first for dismissal and then for a change in venue from Saipan to Majuro in the Marshalls, where the newspaper is published. Saipan is about 2,000 miles from Majuro. An account of these actions was carried in the April 20, 1973, Marianas Variety.

On May 29, Chief Justice Harold Burnett granted a motion of the Micronitor publisher and three editors for summary judgment, relieving them of responsibility in the case. This left the editor in Majuro, Joe Murphy, as the sole respondent.

Chief Justice Burnett also heard a request for change of venue and one for a jury trial, according to the June 15 Marianas Variety.

NEW NAME FOR TT BROADCASTING

Trust Territory broadcasting is now designated as "The Micronesian Broadcasting Service." The change is part of an effort by the Broadcast Center to mold all six district stations into a more homogeneous organization. The name change

VOICE COMMUNICATION IMPROVED

Better voice communication among the islands of Micronesia is underway, according to the June 1 issue of Highlights. New equipment has been installed in each of the six district centers. The Marshalls and Ponape Districts were operational before June, and the rest by the end of June. The new equipment eliminates the "over and out" system of communication and replaces it with more conventional telephone type of system.

RADIO VILA BROADCASTS MORE

Radio Vila, New Hebrides Broadcasting Service, stepped out with an increase in "on air" hours--up from 3 to 4 1/2 a day--late last year. It may not sound like much, but with only two trainees as extra staff, and studio facilities strictly limited, it represented a considerable strain on resources.

Several new programs were introduced in the English and Bislama (Pidgin) language sections at the same time. These included a program of ideas for youth, sports magazine, and current affairs in Bislama. More and more accent is being placed on rural and developmental topics. The French language section is based on transcriptions from ORTF.

In conjunction with Criscom (an arm of the Pacific Council of Churches), Radio Vila held a weekend course in basic broadcasting techniques for pastors and others interested in religious programming.

New Zealand volunteer John McNeil ended his two-year assignment as Broadcasting Officer and returned home at the end of last year.

January saw the departure to New Zealand of young Information Assistant Epeth Tavoia, who is undertaking a one-year course in journalism at the Wellington Polytechnic. He finished secondary school a year ago and has since been assisting with the preparation of the British Newsletter.

A completely new broadcasting structure in New Zealand has been announced by the Government. The present Broadcasting Corporation will be replaced by three separate and independent public corporations with smaller boards: one to operate the existing television networks; one to operate the projected second channel network; and one to operate radio. The plans also call for replacement of the Broadcasting Authority by a body which will be responsible for the provision of common services (including the news service) that cannot economically be divided, for broadcasting standards and for other matters outside the proposed scope of the three corporations.

Making the announcement, the minister of broadcasting, Roger Douglas, said two guiding principles in the restructuring were decentralization and the introduction of competitive enterprise. Over the years, said Douglas, there had been increasing centralization of creation, production and administration and this had had an inhibiting effect on all broadcasting--particularly on radio, which had been treated more and more as a poor cousin of television. He said the setting up of a separate radio corporation would reinstate radio in the scheme of things.

So that decentralization and regionalism would have full play, the two television corporations would be based

in different parts of the country: one in the capital, Wellington, with links to Dunedin in the south of the South Island; another will have its head office in Auckland, and responsibilities in Christchurch, also in the South Island.

Douglas said in his statement: "Regionally based competing public corporations will offer a variety of careers and a choice of opportunities in television and radio which have not existed in New Zealand hitherto."

He also said a goal of up to 50% national content "will be a guarantee towards New Zealand's own cultural and social growth."

Of the news, which would be gathered and provided by the central body, Douglas said it was essential that all three working corporations should have access to a full news service which could utilize one staff, trained and promoted as gatherers of news on film, video tape and sound tape, with no partiality in news presentation. The three corporations would have to develop current affairs teams and programs which would go beyond raw news and explore background and meaning. Thus, while the news would be a common service, there would be complete freedom for the three outlets to evaluate, interpret or illustrate it by interview, feature programs and in-depth reporting.

EAST-WEST CENTER PROGRAMS INVOLVE 40 ASIAN, PACIFIC COUNTRIES

THE EAST-WEST CENTER is a national education institution established in Hawaii by the United States Congress in 1960. Formally known as "The Center for Cultural and Technical Interchange Between East and West," the federally funded Center is administered in cooperation with the University of Hawaii. Its mandated goal is "to promote better relations between the United States and the nations of Asia and the Pacific through cooperative study, training, and research."

Each year about 1,500 men and women from the United States and some 40 countries in the Asian/Pacific area exchange ideas and cultural insights in East-West programs. Working and studying with a multinational Center staff on problems of mutual East-West concern, partici-

pants include students, mainly at the postgraduate level; Senior Fellows and Fellows with research expertise or practical experience in such fields as government, business administration or communication; mid-career professionals in non-degree study and training programs at the teaching and management levels; and authorities invited for international conferences and seminars. These participants are supported by federal scholarships and grants, supplemented in some fields by contributions from Asian/Pacific governments and private foundations.

A fundamental aim of all East-West Center programs is to foster understanding and mutual respect among people from differing cultures working together in seeking solutions to common problems. The Center draws on the resources of U.S. mainland universities, Asian-Pacific educational and governmental in-

stitutions, and organizations in the multicultural State of Hawaii.

Center programs are conducted by the East-West Communication, Culture Learning, Food, Population, and Technology and Development Institutes; Open Grants are awarded to provide scope for educational and research innovation, including emphasis on the humanities and the arts.

THE EAST-WEST COMMUNICATION INSTITUTE concentrates on the use of communication in economic and social development and in the sharing of knowledge across cultural barriers. These themes are explored through cooperative study, research and professional development programs involving graduate degree students, Institute staff, and visiting scholars in a variety of communication fields.

TWO STATIONS OPENED

In Our News

More than 17,000 people came to celebrate the opening of Radio Chimbu in Kundiawa and the opening of Radio Western Highlands' new building.

More than 10,000 people from all parts of the Chimbu District came to see the opening of Radio Chimbu.

The new station was built at a cost of more than \$218,000.

Many Members of the House of Assembly talked to the people at Kundiawa. The Minister for Information, Paulus Arek, said the Chimbu people should make full use of their new radio station. He said it was important that the Papua New Guinea Government tell the people everywhere of the work it was doing to make this country go ahead. It was also important, the Minister said, for the people to give their ideas to the Government so the Government knows what the people are thinking.

Iumbakey Okuk, Minister for Agriculture and member for Chimbu Regional, said the radio station would speak the people's messages. He said the radio station would help unity in the country.

Many of the 7,000 people who came to the Radio Western Highlands opening wore traditional dress.

The Minister for Works and member for Jimi Open, Thomas Kavali, said the new building would help the people to broadcast their traditional singsings, stories and legends. The radio station would help people to know quickly about the changes happening in our country.

NEW RADIO MANAGERS

Two broadcast officers with the Department of Information and Extension Services have been appointed radio station managers for two new radio stations in Papua New Guinea.

They are Kahi Vila from Keremai in the Gulf District, and Joseph Gohan from Buka in the Bougainville District.

Kahi Vila is the station manager for Radio Kimbe in the West New Britain District, and Joseph Gohan is station manager for Radio Mendi in the Southern Highlands District.

The controller of broadcasting, Jim Leigh, said the two new radio stations had not started broadcasting at the time of the appointments.

He said it was important that the two managers should work in their areas for six months to meet the people and learn about their areas and set up equipment for the stations.

Kahi Vila and Joseph Gohan spent seven weeks in Australia, visiting various broadcast stations. --Our News

EX-A. B. C. MAN JOINS CITY COUNCIL

A former broadcast officer of the Australian Broadcasting Commission, Maua Kemo'o, has been appointed communications and public relations officer with the Port Moresby City Council.

Maua Kemo'o will be responsible for collecting news, as well as explaining the work of the council to the people. He will also translate the work of the council from English to Motu and Pidgin and do other work as well. --Our News

RADIO FOUGHT FAMINE

The Australian Broadcasting Commission played a key role in the recent fight against hunger in the drought and frost ravaged areas of the Papua New Guinea Highlands, according to the January issue of "RadioActive," the ABC staff journal.

The Commission's Papua New Guinea Service conducted a phon-a-thon (radio's equivalent of a telethon) and succeeded in raising more than \$8,500 for the national famine relief campaign.

WORLD NEWS IN PIDGIN

by William Miki

Solomon Islands Broadcasting Service

Excerpted from ABU Newsletter

Every evening at 6:45, from Monday to Friday, the World News in Pidgin English is broadcast from the Solomon Islands. On Saturdays at the same time we broadcast the summary of the week's news. It is a Solomon Islands Broadcasting Service (SIBS) Programme....

From Monday to Friday, the news from the BBC and the ABC, Australia are recorded daily at 0700 and 0745... The translation is done by a Programme Assistant and the translation into Pidgin is checked by an Information Officer, a Solomon Islander, after which the news is ready to be broadcast.

Pidgin is the most common language in the British Solomon Islands Protectorate, although it is still being standardised. The Solomon Islands Christian Association last year began the work of putting together a standardised Pidgin orthography for this country and a committee from all districts is working on a final version...

To read Pidgin, say it phonetically. Here are some examples:

IN ENGLISH: In South Vietnam the Communist forces have made two separate attacks on the South Vietnamese troops patrolling the Mekong Delta.

IN PIDGIN: Long Saot Vietnam olketa Kominist solodia i bin mekem tu fala fait long diferen taem long olketa solodia blong Saot Vietnam who i bin sedere long maos blong des fala Mekong riva.

IN ENGLISH: Britain's Prime Minister, Mr. Heath is to visit China next week.

IN PIDGIN: Des fala Paraem Minista blong Iglan Mr. Heath i bae bae visitem Saina nex wik. Saina nao i big fala kadera long wol an i garem plade pipoltumas wea i kasim 769,000,000 long 1970...

Our department's main aim is to get information from overseas across to our own people in a way they can understand as well as information about local things in which they are

(continued, p.16)



OUR NEWS

Registered at the General Post Office, Konedobu, for transmission by post as a qualified publication. **FREE**



TONGA

RADIO TONGA MAY GO INDEPENDENT

Radio Tonga may soon be operating independently of the government, a recent notice in the Tonga Chronicle indicated. The April 12 Chronicle carried a notice for a new manager for the Tonga Broadcasting Commission and toward the end of the column noted:

"At present the Commission rates and functions as a Government department. It is, however, the intention that such control should cease so as to enable it to operate independently."

The position of manager was to be vacant on June 16, 1973, and carries a salary of T\$3300 fixed. Responsibilities include total program output, maintenance and security, staff training and sales promotion and advertising. Knowledge of both Tongan and English were required. Application deadline was April 30.

John Hunt, manager of the Fiji Broadcasting Commission, which operates independently of the government, was recently invited to Tonga to advise on the broadcast situation.

World News (continued from p. 15) naturally interested. Some items from the BBC and the ABC news are not relevant to the village people of the Solomons, who form the great majority of our country's population. For example, news on cricket and hi-jackings. These are quite complicated to explain and not much value is obtained from such news by the people.

What we do is get more news which is interesting and simple to explain. So, first of all, we try to pick up items

on events and people of the Pacific such as Fiji, New Caledonia and Papua New Guinea.

Our biggest problems are getting enough information (because the SIBS cannot afford to buy news from the world news service) and, at present, to give enough time to staff to write and background the news as well as we would like.

TONGA PAPERS ENTER 10TH YEAR

Siosua Fonua, editor of the Tonga Chronicle and Ko e Kalonikali Tonga, took the occasion of the papers entering their 10th year of existence to reflect on the role of the newspaper in the Kingdom. He said that perhaps two of the most important functions of the papers were to "disseminate topical news items to the readers in such a way as not to be boring to the learned readers and at the same time digestible by the average reader" and "the recording of historic events in Tonga for future reference." He also said the paper should carry accounts of "local events that would be of interest to our overseas readers."

He notes the paper started in 1964 with eight pages and only this year has been able to increase to 14 and sometimes 16 pages, through tight scheduling and overtime by the staff.

AUSTRALIA ASSISTS RUGBY REPORTER

A contribution of A\$500 toward expenses from John Fairfax & Sons Ltd., Sydney, made it possible for Tonga

Chronicle reporter Hopoate Moengangongo to cover the June rugby football tour of Australia by a Tongan national team.

Australian newspapers also helped the Kingdom's only newspaper by cabling reports back to Tonga at the end of each game and by arranging for pictures to be transmitted, through Fiji.

WESTERN SAMOA

LINDER ASSIGNED TO INDONESIA

Kjell Linder has left the UNDP's Agricultural Development project in Apia for assignment in Djakarta with the Development Support Communication Service. Linder did extensive work in agricultural communication while in Western Samoa.

NEW HOME FOR PICN?

The Pacific Islands Communication Newsletter was started in 1970 by the East-West Communication Institute because of what seemed to be a need for information about Pacific Islands communication and journalism, and there was no other publication or organization meeting the need. Now three years later, perhaps there is another organization that would like to cooperate in the publication of this newsletter, or even take over the whole job. If interested, please write to Jim Richstad at the Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822, USA

