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Marshalls

Eastern Carolines

Western Carolines

Pacific Islands Communication Newsletter

EAST-WEST COMMUNICATION INSTITUTE

American Samoa

Marianas

Western Samoa

RESEARCH INFORMATION SERVICES
EAST-WEST CENTER
1601 EAST-WEST ROAD
HONOLULU, HAWAII 96848 1601

MAY 10 1974

Up, over the Pacific Ocean, a tiny satellite rests in stationary orbit, as though waiting, while below humans scurry to provide it with a job--one of instantly linking education in Hawaii with counterparts across the ocean.

Hawaii's state and University officials are now "awaiting formal approval" from the United States' National Aeronautics and Space Administration (NASA) for permission to use that ATS-1 satellite as the pilot for a proposed Pan-Pacific Educational Satellite Communications System to connect institutions of higher learning in the Pacific through two-way voice communication.

When the approval comes and if an initial Hawaii experiment--set for mid-February--is successful, invitations will be extended to the University of the South Pacific in Fiji, the University of Guam and other Pacific universities to join.

The idea for such a utilization of the ATS-1, which NASA is encouraging for use in educational communications demonstrations, originated with Dr. John Bystrom, University of Hawaii professor of speech-communication. In August, Hawaii Governor John A. Burns asked University President Harlan Cleveland to chair an ad hoc committee to investigate the project's feasibility.

In late fall, the committee members agreed that the governor should apply for NASA permission and approved a subsequent technical demonstration of the system. The committee members included East-West Center Chancellor Everett Kleinjans; Dr. Shelley M. Mark, director of the Hawaii Department of Planning and Economic Development; Dr. Fujio Matsuda, director of the Hawaii Department of Transportation, and William Waters, then acting Hawaii superintendent of education.

The projected communications network would permit "information sharing and joint activities in instruction, research and community development," initially in voice exchange, and possibly also in facsimile, teletype and data transmission, according to a project fact sheet.

Although the ultimate specific uses would be up to a planned consortium of participating institutions, the outline lists such possible activities as specialist seminars, professional and teacher training, classroom instruction, personnel training and library exchange--covering a wide range of fields, from public health to fisheries.

Dr. Bystrom also foresees a possible "further phase" in the project: a network of radio stations in the Pacific. This would be two-way, he emphasizes, with individual commercial stations originating signals as well as receiving them.

Preliminary estimates of costs, the fact sheet states, would include (use of the satellite being free) \$7,000 for each location's equipment (including voice, facsimile and data transmission) and \$40,000-\$50,000 for central management and other staff and administrative costs. "An effort will be made to secure foundation support to reduce institutional participatory costs," the sheet continues.

University officials, Dr. Bystrom in particular, are "currently discussing appropriate times with NASA" for use of the satellite. "We're trying to adjust times with other users, like the U.S. Weather Bureau," he explains. Once that is worked out, a ruling is necessary from the Federal Communications Commission, which controls transmission frequencies.

The next step will be an experiment, aimed for February 15, at Hawaii's Manoa and Hilo campuses (on two different islands) transmitting voice and facsimile. The College of Engineering, headed by Dr. Paul Yuen, is building the ground stations, using off-the-shelf materials and an antenna developed by the College.

If the experiment works, the next development "depends on the interest of people in the Pacific," Dr. Bystrom says. He and also President Cleveland have been in contact with University of the South Pacific and Guam in particular in the past years. "They (officials there) can't believe that this system can be initiated at the costs we quote," Dr. Bystrom says. "We have to have something to show them that it works."

The ATS-1 satellite has an indefinite life of perhaps a year, but NASA has several similar orbiters programmed to go up within the next year.

By Jennifer Seidenstein
Assistant Editor

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Why do people go into newspaper work? One study on the U.S. Mainland showed that 57 percent of the newsmen who answered that question in a survey said they entered newspaper work to find self-fulfillment, and 47 percent said they wanted to write.

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Pito Faalogo (Pacific Islands Journalism Seminar 1970) of the Samoa Times found things picked up considerably after he returned to Western Samoa last July. The editor of the paper resigned, and Faalogo has been working as editor, reporter, photographer and general "bum-boy" ever since, in English and Samoan. (He notes the task is considerably eased by the assistance of "five beautiful young ladies" who do the typing, layout and collect advertising.) Faalogo passes along word that another Seminar participant, Aualii Kalati, is doing well. Kalati is an information officer in Western Samoa.

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The Indonesian news agency Antara is seeking to establish an Asian news center at Djakarta that will serve as a radio link among national news agencies, Unesco Features reports.

The Organization of Asian News Agencies--including members from Ceylon, the Republic of China, India, Indonesia, Japan, the Republic of Korea, Malaysia, Pakistan, the Philippines and the Republic of Vietnam--now distributes features through the mail.

Under the news system, the Djakarta center would provide faster service. OANA emphasizes cooperative-action stories.

* * *

An intensive six-week training program in radio journalism and educational programming is being offered to broadcasters in the Pacific Islands from March 29 to May 8, 1971, at the East-West Center.

The Communication Institute is sponsoring the program, which is similar to the 1970 Pacific Islands Journalism Seminar, only this time the entire seminar will be devoted to radio broadcasting.

Elias H. Thomas, Broadcast Administrative Officer of the Trust Territory of the Pacific Islands, requested such a program as a follow-up to successful radio development programs of several years ago at the Center.

A Prospectus has been sent to appropriate government officials in Pacific Island areas. Newsletter readers can obtain the Prospectus by writing to the Communication Institute.

The purpose of the program is to provide intensive skills training in radio news and educational program development and production, and on management of small radio stations, as well as broader communication aspects. Program source material will be examined.

Project coordinator and chief trainer will be Jack Towers, assistant chief of the Radio and Television Service of the U.S. Department of Agriculture. Towers will be with the participants for the six weeks, and live with them in Hale Manoa dormitory at the Center.

All candidates must be presently employed in radio work or definitely scheduled to be, and have a thorough working knowledge of the instructive language, English. Generally, the Communication Institute furnishes the training and living expenses while at the Center, and the participants or his employer or his government pays for international travel. Full details are contained in the Prospectus.

Up to 20 participants will be invited for the program.

* * *

Dr. R. Lyle Webster, director of the Communication Institute, will visit Guam and Saipan in late February and early March as part of a three-week trip to the Philippines, Malaysia, Singapore and Indonesia. Dr. Webster will be particularly interested in discussing the Pacific Islands Radio Development Seminar with Elias Thomas and others in Saipan.

Dr. Hidetoshi Kato, a Senior Fellow at the Communication Institute, also plans to stop in Micronesia on his return to Honolulu from Japan in March.

* * *

Rudy Sablon of Micronesia writes that he was temporarily assigned in September to Saipan headquarters Public Information Office to work under Patrick Mangar, James Manke and A. M. Ashman. He noted that Larry Sakamoto, formerly of the Honolulu-published Hawaii Hochi, transferred to another department. Sablon said he was using some of the recordings he made while at the Pacific Islands Journalism Seminar in June 1970 for a special new program. Two of the best received were with John Griffin on the politics in the Pacific and Robert Higashino on the Palama Settlement.

* * *

The Honolulu Star-Bulletin announced purchase January 25 of the Huntington (West Virginia) Herald-Dispatch, the Huntington Advertiser, and the Sunday combination Herald-Advertiser. The combined daily circulation of the newspapers is more than 70,000, and the Sunday paper has a circulation of 60,000. The West Virginia purchase is the third newspaper acquisition by the Star-Bulletin and associated investors in the past year. Others include the Guam newspaper and the Dickinson Press in Dickinson, North Dakota. The Guam morning and Sunday papers were purchased and an afternoon newspaper was started by the Star-Bulletin and its associates. (See Pacific Islands Journalism Newsletter, September 1970, 1:2, for fuller details on Star-Bulletin activities.) The firm also started the Pacific News Service last year.

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Eleven Asian and Pacific newsmen and newswomen have been selected as 1971 Jefferson Fellows, and are now studying at the University of Hawaii. The Fellowships, sponsored by the Communication Institute with support from the Hawaii Newspaper Agency, Time, Inc., and the Asia Foundation, provide for a semester of study in development and communication courses.

The journalists also will take a two-week trip to the U.S. Mainland.

This year's program emphasizes social and economic development study, and is designed to give mid-career professionals a stimulating intellectual breather from the daily deadlines of journalism.

Joseph Hurley, a New York film and television writer, is project coordinator. The Fellows are taking courses in such departments as economics, speech-communication, history, journalism, political science, sociology, human development, anthropology, Asian studies and others.

The program is annual, and journalists and broadcasters from the Pacific Islands are eligible to seek the Fellowships. This year there were 168 applications and 11 selected, making competition obviously quite tough.

This year's Fellows include:

Mrs. Ramphai Charumas, 44, Chief of Information Section,
News Division of Thai TV Color Channel 3, Bangkok.

Mr. Neville de Silva, 33, Agricultural Columnist and
Political and Diplomatic Correspondent, Ceylon Daily News,
Colombo.

Mrs. Jae-hee Kim, 35, Senior Editor and Columnist, Citizens'
Weekly (Chugan Shimin), Seoul.

Mr. Abul Bashar Mohammad Musa, 39, News Editor, Pakistan
Observer, Dacca.

Mr. Brian M. Peck, 29, Senior Journalist, Australian
Broadcasting Commission, Sydney.

Mr. Abdul Razak, 30, Desk Editor, Economic News Section,
Antara News Agency, Djakarta.

Mr. Zacarias B. Sarian, 33, Agriculture Editor, Manila
Chronicle.

Mr. Yo-heng Shang, 32, City Editor, Ta Hua (Great China)
Evening News, Taipei.

Mr. Tiang Keng Soh, 30, Senior Reporter-Staff Writer,
Straits Times, Singapore.

Mr. Janardan Thakur, 34, Assistant Editor, Indian Nation,
Patna, India.

Mr. Hisashi Ujiie, 32, Staff Correspondent, Economic Section,
Asahi Shimbun, Tokyo.

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Educational television in Hawaii is expected to broadcast in color starting in May 1971, and by December 1971 new color-capable studios should be ready.

* * *

Local newspapers are the best follow-up to intensive reading training in many of the world's underdeveloped countries, Tor Gjesdal, a Unesco consultant, said in December at an East-West Center talk.

Gjesdal said "there is an interesting correlation between the growth of newspapers and the growth of literacy" in developing countries.

He noted that in one literacy project there was no follow-up reading material available and the participants "forgot" how to read within six months.

Pacific Island journalists are invited to apply for the 1972 Jefferson Fellowships at the East-West Communication Institute. This year's program will bring eight Asian and Pacific Journalists and two Americans to the East-West Center for a semester-long program of study and research, focusing on the use of communication in economic and social development programs.

The program is open only to full-time journalists with a minimum of five years full-time experience. The award provides round-trip airfare, a \$1,500 stipend, a dormitory room, tuition and books. A two-week professional visitation to the U.S. Mainland is included. The grants are not for training in journalism, radio or television techniques, but rather are for research and study by editors, writers and broadcasters to increase their knowledge of development, and to disseminate their own knowledge and experience in development communication.

A brochure with fuller details and instructions on how to apply will be mailed in a few weeks to all those receiving this Newsletter. Application deadline is October 1, 1971, and the fellowships run from January 10 to May 24, 1972.

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The Rev. J. William Matthews visited the Communication Institute July 22 to discuss mutual concerns. He is director of the Christian Communication Programme of the Pacific Conference of Churches and the World Association for Christian Communication, Suva, Fiji. Rev. Matthews has been in Fiji for about six months, and spent three weeks in Micronesia before coming to Hawaii (he visited with Halverson Johnny of the Pacific Islands Radio Development Seminar), and also visited Papua/New Guinea. He planned to visit Tahiti and Samoa before returning to Suva. The purpose of the group's activity is to 1) promote development of churches use of media and 2) develop churches understanding of media in society. Some immediate projects are a review of stations policy on religious programming and a source book on films.

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Dr. Wilbur Schramm and Dr. Lyle Nelson of Stanford University will be in Hawaii August 20-21 enroute to American Samoa. They serve as consultants on educational television there.

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Patrick Mangar of Saipan wrote in June that he interviewed the U.S. Deputy Solicitor General, Raymond Coulter, on "free-association" and independence for Micronesia. Mangar was on Truk 24 days to cover the May session of the Congress of Micronesia.

Mangar is now Assistant Editor of the Highlights, among other duties in the Public Affairs Office. He noted that James Manke, a former Honolulu television and radio newsman, was named acting chief of the office. Mike Ashman, the former director, moved to the Resources and Development Department as Trust Territory Tourist Director, Mangar reports.

Mangar reports that Rudy Sablan was promoted to Radio Station Manager after he returned from the 1970 Journalism Seminar at the East-West Center. Mangar closes with "Kefel," Yapese for good-bye.

* * * *

Jack Towers, coordinator and trainer for the Radio Development Seminar, sends his greetings to all connected with the seminar. He's back at his job as assistant chief of the radio and television section of the U.S. Department of Agriculture information section. Towers said he was making color prints of the snapshots he took at the seminar, and will be sending them to the participants. He was visited in May by Miss Jae-hee Kim, one of the 1971 Jefferson Fellows, when she was recently in Washington.

"I still catch myself at evening mealtime here," Towers writes, "imagining the hustle of the cafeteria at the noonhour there (East-West Center). So it goes." His address is 1417 Jefferson Street, Hyattsville, Maryland 20782, for those of you who might have lost it.

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Juan M. Sablan of the Radio Development Seminar sent along his Bulletin of Information, the MIDCAA's News. The six-page mimeograph newsletter carries stories on such things as the Head Start program, a new fishing company, training programs for Community Action Agency employees in the Philippines, a Micronesian Community Action Directors conference, a legal services program, senior citizens workshop, Neighborhood Opportunity Centers in the Mariana Islands, and self-help housing program. The newsletter also carries a listing of Job Vacancies. Sablan is editor.

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Items from the Fiji Beach Press of April 1, 1971.

"A Fiji Press Club has been formed, and visiting journalists who are interested in meeting members should contact the secretary, Leigh Martin, at the Fiji Times, Suva."

"Fiji Beach Radio, a visitor oriented closed circuit radio system, went into service in March 1971. The 24-hour service provides tourists and others staying in hotels with information on what to do.

"Lasarusu Vusoniwailala, who has his own program on Fiji's local radio station, tapes an hour and a half of local music and stories. The service plays commercials, with part of the revenue going to scholarship for locally born people in hotel management and catering. A similar scholarship arrangement applies also to the Fiji Beach Press, a tourist-oriented tabloid."

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"Writing Captions for Newspictures," by Dr. Chilton R. Bush, is available free from the American Newspaper Publishers Association. The eight-page booklet examines how readers look at news pictures and read cutlines, and provides guidelines for writing cutlines. Write for free copies from ANPA Publications Dept., 750 Third Ave., New York, New York 10017. Ask about the ANPA's series on "News Research for Better Newspapers," which costs a few dollars a volume. Much practical research is summarized by Dr. Bush, and could be quite helpful to busy editors and reporters.

* * * *

Samuel J. Jordan of WSZO-Radio Majuro, and a Radio Development Seminar participant, sent this account of operations to PICN June 15.

Presently WSZO-Radio Majuro serves the people of the Marshall Islands in only a limited way; soon this service will be expanded ten fold. Within the next three months WSZO will become the 10,000 Watt Voice of the Marshall Islands, a voice which will encompass a great area of the Trust Territory of the Pacific Islands as well as a great area of the Pacific. With the expansion in coverage areas WSZO will be moving in a modern, five studio broadcast facility and can continue in its efforts to serve the people of the Marshalls in a more effective way.

In expectation of our expansion we have enlarged our staff to 11 members, and have begun a complete revamping of our programming. At one point in time WSZO radio had a large part of its broadcast day filled with Armed Forces Radio and Television Programming, but today finds WSZO almost completely locally originated.

News has become our chief concern, especially local news, this reflected in our change to news every hour on the hour, both in English and Marshallese. More and more local news is taking up our news air time as is more and more Informational Programming. With our new facility we will have the capabilities to operate a true newsroom as well as produce Informational Programming in a professional way.

We at WSZO radio Majuro. are proud of the part we have played in the growth of the Marshall Islands. It is our hope that soon all the people within our coverage area will turn only to WSZO to be informed, and stay informed.

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Nineteen Pacific Islands radio broadcasters completed six weeks of intensive training at the Communication Institute on May 8, and have returned to their islands. The program is the first training project of the Communication Institute.

The seminar was designed to upgrade radio personnel in news work and programming, and to provide a broad perspective on broadcasting. The participants lived in a Center dormitory and most of their training was conducted at the Center.

There were numerous field trips, particularly to Honolulu radio stations, made possible through the cooperation of Honolulu radio people. University of Hawaii faculty offered additional instruction and insight.

At least one such training program is planned for the Pacific Islands each year by the Communication Institute--public information officers, agricultural information agents and radio station managers are possibilities for future programs.

Jack Towers, deputy chief, Radio and Television Services, U.S. Department of Agriculture, Washington, D.C., served as chief trainer and project coordinator for the seminar. Here is a portion of his report (full report and training schedule available upon request):

From the beginning the seminar established an understanding of radio, what it can do best, and what it has a difficult time doing in the way of getting messages across to people. This understanding set the ground rules on how to use radio and gave the participants the basis for planning and shaping their stories or programs.

The participants were familiar with the conventional tools of the broadcaster. The one tool and technique introduced to the participants during the seminar was the tape editing bar and the accepted method in the industry for editing taped programs.

The seminar hit the basic elements of radio programming--writing for broadcast, voicing, recorded interviews and radio documentaries. In these areas, the participants showed a wide range of familiarity. For some, the idea of writing to be spoken and to be heard was brand new. To others, it was an old story.

The elements of a news story (or other broadcast stories) and writing the news received considerable attention. Dr. Richard Rider, Chairman of Speech Communication, University of Hawaii, presented an exercise in judging news stories for relative news value.

The radio interview was more familiar to the participants than was writing a story. The participants learned a system for planning an interview--writing out an introduction with an ability to attract the listener, then jotting down basic questions to form a story outline. The group first interviewed each other, then people from the East-West Center staff, and others on subjects that could be broadcast on home stations.

In the radio documentary area, the group listened to several kinds of documentaries. After discussion of the various types, they attempted to sketch the start of a documentary story on the Honolulu pollution controversy.

In voicing exercises, Dr. Paul Heinberg, professor of Speech Communication, UH, introduced a method of using three people, one reading sentences to another, and a third person recording the results until the "listener" repeated verbatim the sentence. The number of times it took indicated the effectiveness of the speaker, and showed him how to improve--some participants indicated they will follow up the idea at home. Two of the experienced participants teamed up to conduct an effective discussion on voicing techniques.

A most significant talk session with a broadcaster was with Lawrence S. (Bob) Berger, General Manager of KHVH Radio and Television in Honolulu. Berger made the basic point of the seminar--that a radio broadcaster must program for the people listening to him, and not program for himself, a few Americans who might live nearby, or for the few people a broadcaster contacts daily.

Ideas on how effective radio can be in education were offered by Dr. Geoffrey Kucera, chairman of Educational Communication at the University of Hawaii. He offered some useful concepts for the participants, including a tip to "consider your audience as 'one person'--the person you are talking to."

The most encouraging feature of the seminar was the total cooperation of the radio broadcasters of Honolulu. Two days were spent at eleven stations, two or three participants at each. This gave each of the group the practical experience of seeing just how this job is handled by someone in Honolulu. Several of the participants were interviewed on the air. One handled the control board for over an hour.

Early in the seminar the participants were formed into four teams. A group leader was named for each project who marshalled the work until that project ended. Another member of the group did the same for the next project.

Perhaps the most significant story recorded for broadcast use by the seminar personnel dealt with the ATS-1 Satellite, and the low cost sending and receiving gear developed at the University of Hawaii.

Radio Seminar Participants:

Betty Mae Chanel
WVUV Radio
Pago Pago, Tutuila

Alfred Edoni
Department of Information &
Extension Services
Konedobu
Territory of Papua & New Guinea

Masami Elbelau
WSZB Radio
Palau District Administration
Koror, Palau
Western Carolines

Sione Tu'itavake Fusimalohi
Tonga Broadcasting Commission
Nuku'alofa, Tonga

Krispil O. Ikeda
WSZB Broadcasting Station
Koror, Palau
Western Caroline Islands

Dechuo Henry Jain
Radio Station WSZC
Moen Islands, Truk District

Halvorsen Johnny
Station WSZD
Kolonias, Ponape

Lavea Vui T. Levi
Samoa Broadcasting Service
Apia, Western Samoa

Esikiel Lippwe
Station WSZC
Truk, Eastern Carolines

Henry Muthan
Station WSZA
Yap, Western Carolines

Aneterea Pulestasi
Public Health Division
Medical Services
Pago Pago, American Samoa

John Sablan Rosario
KJQR Radio
Saipan, Mariana Islands

Manuel Somorang
District Broadcast Division,
KJQR
Saipan, Mariana Islands

John Tamangig
Station WSZA
Colonia, Yap

John Walter
Station WSZD
Ponape, Eastern Carolines

Daniel Webb
Cook Islands Broadcasting
Company
Cook Islands

(From Communication Institute Newsletter)

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Kalati Mose of Western Samoa writes that he is "still heading this division of the Prime Minister's Department as acting public relations officer, and editor of our Government newspaper 'Savali'." Mose said his division is five in number, with one undergoing in-service training in New Zealand, training in newspaper work and public relations. Mose said the trainee will be gone about 11 months, and return at the end of the year. The most experienced member of his staff is earmarked for similar training but for a shorter period. Here is part of his letter, describing his office's activities:

"Answering correspondence, mostly enquiries on Western Samoa, is getting to be a full-time job. At present the man in charge of this division normally does it. But since the visit here towards the end of last year of Pope Paul of the Roman Catholic Church, and since the visit this year of Prince Phillip, husband of the Queen of England, our division is so swamped with enquiries about this country from all over the world that I am getting to be unable to handle them besides the many other things we are supposed to do. This division was headed as Public Relations Officer by Allen Ripine whom I met at the EWC last year while he studied there for work in the Education Department of American Samoa. Since he left us in 1967, the position of PRO is still vacant."

Mose closes with goodbye and long live--Soifua.

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An encouraging development from this Newsletter has been spreading the word about the ATS-1 satellite, now called PEACESAT. Upon reading about ATS-1 in the February issue of PICN, Sir Charles Moses, secretary-general of the Asian Broadcasting Union, wrote to Dr. John Bystrom, the project organizer at the University of Hawaii, for more details of the tests and plans for a radio network. ARU's region covers as far as 170 degrees west, and has members in the area covered by the satellite.

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United Press International has advised its subscribers that rates for UPI News and Newpicture services will be increased by 10 per cent effective September 5 to meet a world wide increase in costs of operations, a news dispatch from UPI in New York reported recently. A letter was sent to the Honolulu Advertiser and other print and broadcast subscribers, saying the increase was unavoidable.

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Asterio R. Takesy sent a note reviewing political developments in Micronesia. He attended the Journalism Seminar in 1970.

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Henry Asugar of the Journalism Seminar is major reporter on the Met Poraus on Truk. He wrote to PICN in June about the meeting of the Congress in Truk, and then mentioned some journalism developments. Asugar said he went to the Marshalls (Majuro) a couple months ago to discuss with the editor of the Micronitor (Marshalls Independent Newspaper) the possibilities of merging their papers. "The result was that we are going to merge as soon as the legal agreement is completed," Asugar said. Since we are late with this note, we'd like to hear what resulted.

Asugar also said Met Poraus has Ophin Reselap as managing editor and himself as major reporter. He said their adviser, a Peace Corp Volunteer, left for home "so we are without an adviser now." He said Reselap was planning to go to the Mainland for school in the fall.

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The following article is from the Secretariat of the Asian Broadcasting Union, and was published in the ABU Newsletter. Pacific Island members of ABU include Tonga Broadcasting Commission and Samoa Broadcasting Service. Associate members include Fiji Broadcasting Commission, Pacific Broadcasting Corporation (Guam), and the Solomon Islands Broadcasting Service. The ABU Newsletter carries much valuable information about broadcasting, and may be obtained by writing to the editor, Mr. G.H. Jayasuriay, Asian Broadcasting Union, Box 3636, G.P.O., Sydney, Australia. Here's the article on farm broadcasting:

Mutual Help in Farm Broadcasting

"Fifteen members of the ABU, in countries spread over more than half the surface of the world, have agreed to help each other by supplying farm broadcasting material on request.

"This is not a project for the regular exchange of farm broadcasting programmes. The ABU's experience has already shown that there are problems about such exchanges because of the great differences in climate, farming methods and agricultural products that exist among the countries of the Union's members. But many members are keenly interested in farm broadcasting. They also know that their farming audiences need information about developments in other countries which may be relevant to their own problems.

"At the 1970 meeting of the ABU Programme Committee, the NZBC therefore proposed a new approach to this situation. Instead of attempting to organise programme exchanges, in which some of the contributions might not be of interest to farmers in the receiving countries, the NZBC suggested that members should state whether they are prepared to supply farm broadcasting material on request and should give the names and addresses of farm broadcasters on their own staff who would be ready to respond to such requests. Thus a member needing information from another country can ask for it with confidence, knowing that the person to whom the request is sent will be ready to help.

"The ABU Secretariat has now collected and distributed the names and addresses of farm broadcasting experts in 15 member organisations who are ready to provide this assistance to other members. In most cases, written reports or voice reports in English can be supplied but some of the members concerned are also prepared to provide reports on film with a script in English for translation, where necessary, into other languages."

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The second newsletter on Information, Education, Communication in Population came out late last month. It is produced as part of the Inventory-Analysis Project at the Communication Institute. The project is a world-wide inventory and analysis of family planning communication activities, and is directed by Dr. Robert P. Worrall, a research associate at the Institute. The newsletter goes to 450 different population organizations in 79 countries, and USAID distributes about 500 copies in mailings to overseas missions. Write to Dr. Worrall for more information. The Institute also publishes a general Newsletter. Those wishing to receive it should write to the director, Dr. R. Lyle Webster.

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A report on documentation in developmental communication is available from the Communication Institute. The report summarizes a conference at the Institute in October 1970, and is the basis for the collection of communication research and resource materials at the Institute.

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A Communication/Journalism Teachers Seminar was held at the Communication Institute in late June. Heads of departments from seven Asian countries attended the two-week pilot seminar, which was intended to help the Institute develop continuing professional study and training programs for teachers of journalism and communication in Asia and the Pacific. The teachers reviewed curriculum, textbooks, staffing, government relations, media relations and many other matters. Dr. Jack Lyle, then a Senior Fellow at the Institute, served as seminar coordinator. A full report of the seminar is expected soon, and can be obtained by writing to the Communication Institute.

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A two week pilot seminar on Communication for Family Planning opened August 9 at the Communication Institute. Representatives from seven Asian countries are meeting to discuss world population development, communication and adoption models in relation to population programs, research in population communication, examples of their own communication programs, materials used in population communication, and ways the Communication Institute can shape training programs in this field. A report of the seminar will be available upon request. Dr. Huber Ellingsworth, Senior Fellow at the Institute, is seminar coordinator.

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The April 1971 issue of ABU Newsletter carries a comprehensive article about the Samoa Broadcasting Service, written by Salma Netram, Broadcasting Officer, SBS. The article describes the history, programs, coverage of important events, and plans for expansion and development. PICN will try to reprint the article later, but is running into a space problem with this issue. And we welcome, of course, comprehensive articles about other broadcasting and print operations from anywhere in the South Pacific.

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John Rosario Jr., News Director of KJQR in Saipan and a participant in the Radio Development Seminar, wrote in late June that he's been very busy with his news work, and was detailed to the Micronesian News Service two weeks after he arrived home from Honolulu in May. Rosario said he found the Micronesian News Service experience a great help in his work. Rosario said he "was never really sure just how much pressure a newsman gets when coming to political issues.... Whether or not politicians like, this is... my job. Let them do their thing so long as I am doing a job that must be done."

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The World Administrative Radio Conference on Space Telecommunications, meeting in Geneva this summer, touched on a wide range of problems and challenges concerning the use of satellite communication. The ABU Newsletter carried remarks delivered by Lloyd Sommerlad of Unesco, for his director-general, that should be of interest to the Pacific area. Some excerpts follow:

"UNESCO is particularly interested in the phase of satellite broadcasting directly into community television receivers, which presumably must be accommodated in the "broadcasting-satellite" service. This type of reception, as you know, is expected to be feasible by the mid-1970's, and, indeed is the technology which will be first demonstrated in the Indian satellite experiment in 1974.

"The great significance of space communication, in its phase of direct broadcasting to community receivers, is its ability to deliver programmes beyond the range of the terrestrial television systems which, in most cases, serve only the centres of major population. A satellite can anticipate, in some cases by decades, the slow extension of a ground-based telecommunication network capable of relaying television programmes to remote areas. Indeed, a space system may be the only economic option available to secure full coverage of dispersed populations.

"Studies which UNESCO has made have pointed to the fact that educational television by satellite is potentially the most promising way to improve both the spread and the quality of education in rural areas. It probably constitutes the best practical solution to one of the most perplexing and crucial problems of the countries in development - the ever widening gap between the educational levels and opportunities of the rural and urban populations.

"We use the word education in its widest sense. We refer not only to lessons in the classroom by radio and television - important as these are - but also to programmes for adult audiences. Education is a life-long process; it is relevant to man's daily life.... Space communication systems devised for direct community reception may be used flexibly for school broadcasts at all levels, for 'open university' courses, for adult literacy, for the training of teachers, for programmes for adults on agriculture, health, family planning or similar development topics, and on current affairs and cultural subjects.

"As the radio spectrum is a scarce resource, it is not possible to make all the frequency allocations requested by the various services. The spectrum must be reserved for the most important uses....

"But for the developing countries, space communication may provide the only option, for decades to come, of reaching the millions of rural and isolated people, whose need is greatest, with the most powerful tool for development... that is a high priority objective, one which, we are sure, the present Conference will accord all the importance it merits."

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By this fall, ground stations in Suva and Papua-New Guinea will make University of Hawaii's satellite communication system---now a Hawaiian island reality---a definite pan-Pacific project.

Since receiving United States government approval for the use of the ATS-1 satellite to connect institutions of higher education in the Pacific through two-way voice and facsimile communication, Hawaii state and University planners have tested the system and fostered it into a useful hook-up between two Hawaiian islands.

Approval came in February. On April 24, the ground stations at the University of Hawaii's Oahu and Hilo campuses were ready, having been built by faculty and students of the College of Engineering. The first broadcast, a mundane list of suggestions for the system's use---but exciting nevertheless---beamed high into the air, where the ATS-1 hovered, then zoomed back down to earth to the sister station. Success!

Since then, the experiment has become a dependable worker for the University, sending voice and facsimile between the two islands. The library sends its inter-library loan requests between Oahu and Hilo every day by satellite facsimile. During summer school, an introductory speech-communication course was taught simultaneously at the two campuses, with the two teachers sharing information and the students practicing a "different" form of communication.

"We've gotten very good response," schedule coordinator Abeline Costa says.

The ground station for the University of the South Pacific in Fiji is definitely planned for October, followed by one at the University of Papua and New Guinea a month later. Those institutions have joined with Hawaii planners in studying communications needs and transmission possibilities.

Inter-University transmissions of anthropology and biology lectures and teaching English as a second language are the strongest needs and requests, Ms. Costa explains.

By December, the Hawaiian end of the system will also expand, with stations on the other islands of Maui and Kauai, where the concentration will be on elementary and secondary education as well as college.

Under discussion at present are further hook-ups with institutions in Saipan, American Samoa and Kwajalein in the Marshalls. Each of these has corresponded with Hawaii and all are weighing needs and finances.

Another use in the discussion stage is a possible non-commercial radio network for the Pacific Basin. An international frequency has been granted the project, Ms. Costa says, and technical capability is assured; only final plans with interested parties are necessary.

The Pan-Pacific Educational Satellite Communications System, as the project has been designated, is now one year old. Last August, Hawaii Governor John A. Burns formed a committee under University President Harlan Cleveland to investigate the project, following the idea of Dr. John Bystrom, University of Hawaii professor of Speech-Communication. Since then, Dr. Bystrom has been the force guiding the project through government red tape and technical hurdles to reality.

Meanwhile, the ATS-1 satellite itself, oblivious to the activity below it, floats out its remaining short life. But other orbiters will take its place to help Pacific communication proliferate.

Closed circuit television is improving teacher training in Papua and New Guinea, relates an article by Peter Jeffery, of the Territory's Department of Education, in Educational Television International magazine.

Use of television for the exchange of videotapes and experiences between four colleges began in 1969, after planning by the Educational Television Working Group, a coalition from several government departments and the University of Papua and New Guinea. That institution and Port Moresby Teachers' College were the first to experiment with the plan, with Madang Teachers' College and Goroka Teachers' College added later, the article reports.

The emphasis, Jeffery points out, is on the simplest high-quality equipment available for use by "the least sophisticated lecturer."

The closed circuit system is being utilized to spread programs by experienced teachers, practice student interview situations, make videotapes for future reference, evaluate teacher "performances," and videotaping children's development tests.

The project has had the expected problems of servicing, with a lack of trained technicians and distance-transportation problems. But Jeffery sees closed circuit television as a valuable tool in the overall effort in teacher education and educational materials.

The article is in the December, 1970, issue of the magazine, which is published by the Centre for Educational Development Overseas in London.

By Jennifer K. Seidenstein
Assistant Editor, PICN

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The Honolulu Star-Bulletin group of six newspapers will be sold to the Gannett company, a national communications firm, it was announced August 2. The Gannett group already has 45 daily newspapers in 12 states, and broadcasting interests. The Star-Bulletin papers include those under Guam Publications, Inc., publisher of the Pacific Daily News, morning, and Dateline, evening.

Circulation of the Star-Bulletin is 128,000 daily, with 179,000 in the jointly published Sunday Honolulu Star-Bulletin & Advertiser.

Paul Miller, chairman and chief executive of the Gannett group, said: "Today's proposed move is of historic significance not only for Gannett but I believe for American newspaper publishing in general. The Pacific area is alive with growth and promise. We count on being part of it and contributing constructively wherever we can."

A Star-Bulletin editorial on August 3 said it probably would "be a month or more before the agreement to transfer" the newspapers is complete. The editorial said it was Gannett policy to have local autonomy for its newspapers, and that the same policies the Star-Bulletin had followed will be continued. The editorial also said that the "program...of expanding into other parts of the Pacific is expected to continue."

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Graeme Kent, School Broadcasting Officer in Honiara, B.S.I.P., wrote to the Communication Institute in March in connection with the Radio Development Seminar, and passed along some information on their school broadcasting service. He said the service "provides 20 hours of broadcasts a week to schools, the majority locally written and produced. The staff consists of one expatriate, a local assistant under training and a volunteer cadet on a one-year attachment."

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A new group of Honolulu journalists was formed in July--the City Hall Correspondents Association. Members, as the title indicates, are regular reporters for the City and County of Honolulu. One of the first concerns of the new group is over the number of executive or closed meetings--at which newsmen are not admitted. Diane Mark, writing in the August 10, 1971 Advertiser, notes that the City does much to provide information "but some citizens contend that information which the government has collected should and could flow even more easily to the people." The president of the CHCA, John Knox, said: "It's understandable that government officials, being all too human beings, should want to work out many problems privately. But the greater the secrecy in government, the greater the chance that news coverage will be inaccurate or distorted."

Honolulu now has the Capitol Correspondent's Association, the Hawaii Newsmen's Association, the Honolulu Press Club, and the City Hall Correspondents Association as professional organizations. In addition, the Honolulu Community-Media Council, composed of community and news media representatives, meets monthly to discuss issues involving news dissemination, and the Hawaii Journalism Review is published by still another group of newsmen. And there is a campus chapter of Sigma Delta Chi, the national journalistic society, at the University of Hawaii.

The Honolulu Community-Media Council on August 5 passed recommendations urging a fuller flow of news from the State governor's office and better handling of state news by the media.

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Dechuo Jain of WSZC, Truk, noted staff additions, training and construction plans in his report sent to PICN in June. Here's his report, edited to account for the time difference:

George T. Gallison, public information specialist-radio, who has been a trainer-adviser for Station WSZC-Truk since last August, conducted brief, intensive training sessions with the personnel at Palau and Yap radio stations the last week of June and the first two weeks of July. He first conferred with Paul Severcool, public information specialist-radio, in Saipan, where Severcool has been conducting a short training session with the staff at KJQR, Saipan. Severcool is regularly assigned to WSZO Majuro, in the Marshall Islands.

A recent addition to the WSZC staff is Weith Kim, radio announcer, who graduated in June from Truk High School. Kim trained at WSZC throughout his senior year in school. Station WSZC was looking into the possibility of hiring one program producer and a news reporter, if such proposal could be approved by Headquarter, Saipan.

Early in FY 1972, construction will begin on a news transmitter room and generator room at WSZC. The station will go from its present 1KW to 5KW. The construction will involve some remodeling of the present studio building to provide, in addition to the new rooms, for a production studio and an enlargement of the main studio.

In observance of National Peace Corps Week, May 30 to June 5, the 10th anniversary of the Peace Corps and the arrival in Truk of four new PCV's from Micro-Ten, WSZC News Director Dechuo Jain and George Callison produced a two part (30-minutes each) documentary saluting the Peace Corps.

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A situation in American Samoa involving the government administration and the managing editor of the Samoa News is being given a lot of newspaper attention in Honolulu.

Briefly, the administration of Governor John M. Haydon Jr. has ordered the deportation of John P. (Jake) King, an American, and King has been resisting expulsion. The proceedings began before King became a newspaperman.

The story broke in the Honolulu newspapers July 20, 1971, with a dispatch from Washington by UPI that said King had been ordered expelled under the American Samoa Code limiting residence of foreigners, to protect the Samoans against cultural and other domination by non-Samoans. King has been an outspoken critic of Governor Haydon on several issues through the Samoa News, a bi-weekly.

Another aspect of the situation was brought out by Tom Kaser, a former information officer for American Samoa and now a reporter for the Honolulu Advertiser, in the August 8 Sunday Star-Bulletin & Advertiser. Kaser said that "at least three unfortunate conditions" in American Samoa are being "illuminated" by the Jake King case. One of the conditions is the government's role in news dissemination. Kaser wrote:

"The third improper condition, in my view, is the government's monopoly of news dissemination. There is only one daily newspaper in the territory, one radio station, and one television station (i.e. television news program), and all are owned by the government and operated under the public information officer.

"I know the current information officer, former Advertiser reporter Ed Engledow, to be an excellent newsman, but real and implied pressures are inevitably brought against the information officer by the governor.

"I know; they were occasionally brought against me.

"Usually, the government information officer is the only trained newsman in the territory, which leads to another unfortunate condition: the information officer in American Samoa is the only one filing stories to both United Press International and the Associated Press.

"If you read your Honolulu newspapers this past week, you saw two stories from Samoa -- one via AP, the other via UPI -- with essentially the same leading paragraph: "The three highest chiefs in American Samoa say that Governor John M. Haydon has done more for the people than any other governor in the history of the territory.

"Maybe they did say that. But this hardly balances what else has been said and done in Samoa over the King and Goss issues -- and what has not been filed with AP and UPI."

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Ed Engledow, the information officer for the government of American Samoa, responded to a Honolulu Advertiser editorial, which summarized some early stories and commented on the situation, with a letter to the Advertiser on August 24, 1971.

Engledow said he would like to give the correspondent job for AP and UPI to another person, but couldn't find someone to do the job. He said he doesn't get paid for it, and does it because he feels news coverage of American Samoa is needed.

Engledow asked for help in finding "someone here or elsewhere who would establish a reputable and creditable daily newspaper to keep our people informed," and said the government paper would be suspended if such a daily were started. He said the government would like to sell the radio station, too, since he doesn't want to be in the radio business.

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The Pacific Islands Communication Newsletter is published occasionally by the East-West Communication Institute. The first two issues were called Pacific Islands Journalism Newsletter, and were developed as a continuing follow-up to the June 1970 Pacific Islands Journalism Seminar at the Center, and now also for the Pacific Islands Radio Development Seminar in April and May 1971 at the Center. The new title reflects the broader communication interest in the Pacific Islands, with journalism continuing to be a strong but not only interest. Contributions to the Newsletter are welcome, and are needed to keep abreast of communication activities in various parts of the Pacific. Persons wishing to receive the Newsletter should write to the editor, Jim Richstad, at the East-West Communication Institute, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96822.

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