PEACESAT LINKS ‘ELECTRIC PACIFIC’

A "live" three-hour program on "The Electric Pacific" will originate in New Zealand on Sunday, April 4 (April 3, Honolulu). The educational experiment will link 10 Pacific Island areas with one another. The program will be carried nationwide on Radio New Zealand's Concert Programme Network.

The program will examine the importance of the "electric age" to countries bordering the Pacific.

The brief will cover surveys of the present status of communications, the impact of electronic media on the culture and thinking of village people in the Pacific, the use of sophisticated electronic hardware as a means of communication in the region and the best uses to which that equipment can be put—plus, an in-depth look at the future role of communications, the software and the hardware.

One object of the exercise is to create an international forum of debate in a geographical area which is now heavily reliant on "electric" communications.

Martin Hadlow, Senior Current Affairs Producer, is producer of "The Electric Pacific."

Prospects For A Free Private Press In Micronesia: Cautious Optimism

By FLOYD TAKEUCHI

Can a private press survive in Micronesia? This question is receiving greater attention from journalists in the Trust Territory of the Pacific Islands as the area determines its future political status.

The first Micronesian Constitutional Convention, concluded last November, gave Micronesians full press freedom in the proposed constitution. Article IV, Section 1 states, "No law may deny or impair freedom of expression, peaceful assembly, association, or petition."

The question, however, arises in Article V, which deals with traditional rights. Section 2 says, "The traditions of the people of the Federated States of Micronesia may be protected by statute. If challenged as violative of Article IV, protection of Micronesian traditions shall be considered a compelling social purpose warranting such governmental action."

Joan King, the Pacific Daily News Saipan correspondent, is not optimistic about the future.

"A free press doesn't fit into Micronesian customs," she says. "There are some areas which would not 'support' an active press, regardless of what the constitution says."

Lawyers have told her, she adds, that if the section on freedom of expression were challenged in the courts there is a very good possibility that "traditional rights" might take precedence over "free expression."

This claim seems to be further supported by a resolution attached to the proposed constitution which states, "It is not the intention of the Micronesian Constitutional Convention to affect adversely any of the relationships which prevail between traditional leaders and the people of Micronesia, not to diminish in any way the full honor and respect to which they are entitled."

A more optimistic view is taken by Bonifacio Bacillus, chief of the TT's Public Information Division. Bacillus says that there is a need to create an international forum of debate in a geographical area which is now heavily reliant on "electric" communications. Those expected to participate include: New Zealand Broadcasting House, Wellington: Ian Johnstone (Chairman), broadcasting House, Wellington: Ian Johnstone (Chairman), broadcasting House, Wellington: Ian Johnstone (Chairman), broadcasting House, Wellington: Ian Johnstone (Chairman), broadcasting House, Wellington: Ian Johnstone (Chairman), broadcasting (continued pg. 2)
EDITOR’S NOTES
Jim Richstad

This issue of the Pacific Islands Communication Newsletter contains several changes. The newsletter, started in 1970 as the Pacific Islands Journalism Newsletter, has undergone several editorial changes during its almost six years of publication.

Changes in this issue include a greater emphasis on articles written expressly for PICN, rather than reprints or excerpts from other publications (although there will always be some of that); the start of a letters-to-the-editor forum for all the newsletter to keep the Pacific Islands press directory up-to-date, and use of the newsletter to inform readers in bibliographic annotations of articles about Pacific Islands communication appearing in other publications.

We also will attempt to fix the pages of the newsletter at 12 each issue. To get the most news in each issue, there will be tighter editing and a more concise writing style, with a news briefs format for much of the content. We also would like to keep regularly list opportunities for communication/journalism training both within and outside the Pacific, and for scholarship/educational opportunities. Notices of such opportunities are sought.

Examples of the articles generated by PICN include two important pieces by Floyd Takeuchi, assistant editor of PICN. One is on cinema in the Marshall Islands, and the other on the outlook for a free, private press in Micronesia. The articles are the result of a holiday swing through Micronesia, to visit his parents in Saipan. Takeuchi’s interest in cinema is related to his academic work at the University of Hawaii—his hopes to complete a much larger study of cinema in the Pacific Islands, a subject that has received very little serious attention.

The letters-to-the-editor column began naturally enough, with a letter taking exception to an article in a previous issue of PICN. As noted after the letter, we don’t intend to comment on every letter that criticizes articles in PICN (except perhaps to correct factual errors in the letters). Our policy is that we’ve had our say, the readers can have theirs (we don’t guarantee we will never respond). So, please send on in comment and questions—they are welcome.

Student interest in the Pacific Islands communication, at least in Hawaii, seems to be increasing greatly. In 1975, two field studies were conducted in the Pacific by students from the Communication Institute.

Dennis Olkowski spent several months in Fiji studying agricultural communications, under the guidance of the department of agriculture. He describes one aspect of his study in an article in this newsletter. Olkowski served as a Peace Corps teacher in Fiji before returning to school at the University of Hawaii. He is now interning at KOMO-TV in Honolulu, and will complete his degree work soon.

Curtis Madison studied telecommunications, particularly telephones, in Western Samoa and New Zealand. His views on what is happening are also included in this newsletter.

Upcoming field studies to the Pacific include one by Floyd Takeuchi, on cinema in the Pacific (see other comment on Takeuchi in this column). He will map the distribution patterns for films in the Pacific Islands, and examine the types of films. As much as possible, he will try to assess the role of cinema and change in various locations, and the views of the cinema house operators and others on what they perceive as the impact of films on island culture and society.

Jackie Bowen, a University of Hawaii graduate student in communications, will be working with me on an evaluation of the news exchange experiment undertaken by the South Pacific Commission. She will do her research in Honolulu.

A student who did research on Niue earlier, Sandi Carney-Rowan, is now an associate producer for news at KITV in Honolulu, as she finishes work on her master’s thesis on mass communication on Niue.

PICN is most interested in hearing about other communication research concerning the Pacific Islands. Please write to the editor if you know of any studies completed, planned or underway.

‘Electric Pacific’ Program Over PEACESAT
(continued from pg. 1)

Hawaii

Daniel Lerner, consultant, Communication Institute, East-West Center; Richard Barber, acting director, Center for Futures Study, University of Hawaii; John Bystrom, PEACESAT Director; Lasarusa Vusoniwailala, grantee at Communication Institute

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Western Samoa Developing High-Cost Phone System

By CURT MADISON

(Curt Madison visited Western Samoa for several weeks in late 1975. Below he presents his views of telephone development in that country. He is a graduate student in political science at the University of Hawaii and a degree scholar at the Communication Institute, East-West Center.)

"We're chocked. The overseas lines are always full. If you want to place a call, you better book it at least six hours in advance." That's how Tom Bratton, consultant on the Western Samoan Telephone Project, told me about telephones in Apia.

There is no way to judge demand for the telephone service when the lines are always full and 90 per cent of the villages don't have any kind of service at all.

It was this situation that prompted the Asian Development Bank to lend $2.6 million dollars to Western Samoa in 1972 to upgrade the telecommunication system.

The project was designed in two parts. The international side provides more circuits to New Zealand and American Samoa, while the domestic side is an automatic dial exchange for the capital, Apia. Both of these steps are natural ones in using capital intensive technology to solve urban information flow problems similar to industrialized countries, but as an attempt to provide better service to Western Samoa, they could only cause more problems by using the limited funds of the government to support a foreign directed lifestyle in the capital while ignoring the communication needs of the rest of the country.

For bankers, an investment in a telephone system is like any other public utility. It is blue chip. Guaranteed to expand, and almost undoubtedly pay off. But a telephone system is much more than a consumer item. Unlike water pipes or bus lines, it provides information as much as goods. It is a tool that allows access to information and speed of transfer of information. In a market economy this is power. It is not strange that Potlatch, Inc., an American multinational corporation harvesting tropical hardwood timber, demanded a telephone link from the capital to their headquarters on the far island of Savai'i as a condition to begin operations.

Implicit in the distribution of the telephone system is the equitable participation in the market economy.

In countries with nearly 100% basic coverage, this argument becomes one of scale of service, computer interlink, etc. In Western Samoa, coverage is slight. Telephone operators presently serve the capital town of Apia (15,000 people) on the island of Upolu, and the village of Asau (500 people). These are the two monetized areas of the country. Of the 200 some odd villages outside these areas, 13 are connected by remote VHF (radio) telephones to the main operator in Apia.

It is significant that in upgrading telephone service, designers did not produce a plan that would have tied the rural parts of the country together with the cheap, lightweight, simple, VHF remote stations or, perhaps, small manual exchanges that would employ local operators. Such a development would be compatible with existing hardware, maintenance capabilities, and climate condition. They did produce a plan for a highly centralized, capital intensive, electronically sophisticated system to serve the few people in Apia. Maintenance engineers will need at least four more years technical training in New Zealand or Japan. The equipment must be housed in an air-conditioned, humidity controlled room. Plus, after the project is completed and the switchover to the automated system is made, the 2,500 present subscribers will be reduced to 2,000 and the monthly rates will go up 500-600%.

Much of the logic for this situation comes directly from the Asian Development Bank, which is backing the project. The ADB's funds come mostly from Japan, with a contribution from the U.S. Its functions are similar to bi-lateral aid programs which have been shown to have the long range effects of returning to the granting country roughly twice the amount given. This return (repatriation of capital) is in the form of construction contracts, parts and maintenance of sophisticated machinery, and loan servicing. To qualify for a loan, the Asian Development Bank requires outside consultants to design the projects. In the case of the Western Samoa Telephone Project, as in most ADB projects, the consultants were Japanese. They designed a system that, under competing bids, could be most economically built by a (continued pg. 4)
John F. Gallien, managing editor of the Samoa Sun, told PICN he intended to let his contract expire in February and return to the mainland United States. Felise Va'a, associate editor, was to be acting editor.

"My plans," Gallien said, "are to get on with a good metro and then see if I can finagle a reporting through these islands in the future."

He also reported that the Sun has switched to a larger format, 17 x 11, to handle increased grocery advertising which is "about four times what it was when we planned the Sun nearly two years ago." The old half tabloid format, Gallien added, "was cramping us too much in the news hole."

Efforts to make the Samoa Sun a tri-weekly "have been shelved indefinitely," Gallien said.

Journalists of the Pacific might be interested to know that onetime journalist Francisco Uludong of Palau, Western Caroline Islands, is now employed as a public relations man for the Chase Manhattan Bank located on Guam.

KAKAMORA REPORTER TO RESUME?

By JIM RICHSTAD

The Kakamora Reporter, silent since mid-1975, may resume publication in April, Henry Raraka, publisher and editor, said in Honolulu in February. He said resumption of publication is dependent on his collection of outstanding bills on advertising in the newspaper.

Raraka, founder of the only private newspaper in the Solomon Islands, said that he will start the monthly paper again so the upcoming elections and issues concerning independence can be put before the people. The Solomon Islands became self-governing in January 1975, and independence is expected in early 1977.

Raraka was in Honolulu for an orientation tour of the C. Brewer firm. Brewer manages Brewer Solomons Associates, and Raraka is need of industrial relations.

The Kakamora Reporter publishes in English and Solomon Islands Pidgin. It was founded in 1970 as a mimeographed paper, with a format of 5-7/8 x 8-1/4 inches.

Raraka said he had to suspend publication of the Kakamora Reporter in June 1975 because of the demands of his job. He has taken on increasing management responsibilities, and strikes and demonstrations by union workers in the Solomons have created more demands on his time.

The editor expects to receive help from a recent college graduate, and plans to run the newspaper pretty much as before, relying on contributions of articles.

He said that Brewer Solomons Associates are aware of his newspaper plans, and are favorable toward them.

"They know I am doing my job," Raraka said, "so I can do the newspaper on my own time." He also noted the company would be starting a newsletter of its own.

The Drum, the government newspaper in the Solomon Islands, received high marks from Raraka. He said it was "very nice and well received by the public." The editor said The Drum was likely to continue under the government after independence but that the government would probably give it over to private publication if there were someone in the Solomons who could manage it privately.

Asian Development Bank Funds

W. Samoa Telephone Project

(continued from pg. 3)

Japanese contractor. The physical plant will need Japanese parts and Japanese servicemen.

Future expansion will probably be with compatible Japanese parts. I do not doubt the skill of the Japanese consultant, but as Mr. Bewley, project manager, told me, "The Japanese have developed certain technical specifications that have not been used in other parts of the world. These specifications were in the design."

It doesn't really matter that it is Japan caught with her kimono open here. It could just as well have been the U.S.A., U.S.S.R., Australia, or any other country exporting technology. The fact is that a system is designed that does not solve the problem of extending telephone service, that is not within present infrastructure capabilities, that promotes external dependence, and that creates a lasting outward flow of capital. Because this is done in the face of a ready alternative of using cheap lightweight radio phones and local labor, I must conclude that it is deliberate.

Lip service is paid to slowly diffusing the telephone system through the country, using sections of the old manual exchanges from Apia to service rural areas. This is a good idea, but it is years away and the funds are nowhere in sight. Obviously, this is a case of technology serving a few of the more wealthy foreign-oriented citizens at the expense of all, while promoting a division in the country of urban/developed and rural/under-developed.
The ESG Task Force has used journalistic formats, such as the radio interview program, to reach Micronesians.

"There are some young guys who come out here with their ideas about freedom of the press," Bacillus adds, "but you have to know the people." This is one theme that all of the Micronesian journalists seemed to agree on: Micronesians will be able to adapt Western journalism to the Micronesian setting.

The largest problem facing the press in Micronesia is not cultural but economic, says Derson Ramon. Once the Ponape correspondent for the former Micronitor, Ramon is now the assistant editor of the Trust Territory's quarterly Micronesian Reporter.

"The weak economic base of Micronesia will continue to affect press development." In addition to having few businesses to solicit advertising from, Ramon says, many Micronesian businessmen are reluctant to advertise at all. "Once in Ponape, I tried to get local businesses to take free advertising space," he says. "They still didn't want to."

Ramon sees the process of a growing community understanding and economic development as taking "at least a generation." The young will soon replace the older generation and they will bring with them new expectations. "Education must play an important part in developing this understanding," he adds.

Saipan, Trust Territory administration headquarters, is a unique case in Micronesia in that it supports three weekly newspapers. The Saipan business community has given the press growing advertising support in recent years.

"Local businessmen want to support a local newspaper," states Abed Younis, editor and publisher of the 5 year old Marianas Variety. "Saipan's rate of economic development and the growing community help make our operation viable."

Younis senses slowly growing support among Saipan's leaders and politicians. "This is a very sensitive point," he cautions, "because they do not always accept the fact that we can print things they do not like." He feels, however, that business support will help Saipan's press continue publishing—at least for the immediate future.

With American congressional approval for U.S. Commonwealth status for the Northern Marianas having come in late February, a separate constitution will have to be developed. Younis and other journalists will urge framers of the Marianas constitution to incorporate provisions guaranteeing freedom of the press.

In addition to the cultural and economic difficulties facing journalists in Micronesia, they must also deal with the reluctance government and political leaders have about talking with members of the press.

"I am not receiving as much support as I would like," says Micronesian News Service Bureau Chief Francisco Rosario. The head of the government's territory-wide wire service, Rosario says he often has a difficult time convincing administration officials to talk about their work.

"They just don't have a 'nose for news!"

Joan King complains that during the Constitutional Convention she received the wrath of delegates from all political persuasions.

"The supporters of Micronesian unity accused me of working against them, the supporters of a loose federation accused me of working against them and everyone attacked me on the floor of the convention," she says.

It will be several years, according to another American journalist, before political leaders will be willing to accept the presence of an active press. Rhonda Holland, who has worked for the TI's Public Information Division and the Marianas Variety, believes that the lack of any real Micronesian tradition of press freedom will hamper official receptivity.

However, unlike other Americans, Holland is extremely cautious about pushing quickly for freedom of the press. "You can't force this on the districts," she says. "I would rather see Micronesian cultures maintained."

While some Micronesian journalists feel that the government can play a role in encouraging the development of a private press, others, primarily expatriates, are adamant in their opposition to any "official interference."

The editor and publisher of the Micronesian Independent, Joe Murphy, says there "must be a degree of friction between the press and the government or something is wrong."

Murphy's weekly, which is based in the Marshalls, faces the Micronesian economic and cultural difficulties to a higher degree than its closest competitor on Saipan.

Most of the Independent's advertising is purchased on Saipan and he relies to a great extent on the Saipan-based Marianas News Service.

A current legal proceeding involving a Marshallese traditional leader highlights the cultural constraints the newspaper faces. After carrying a initial article on the incident involving the traditional leader, the Independent has not carried any further articles despite important recent developments.

The Independent, in contrast, devoted the front page of a recent issue to a full page photograph of...
A new newspaper has appeared in Yap, Micronesia. Vol. 1, No. 1 of the Yap Education News rolled off of its mimeograph press on November 7, 1975. Edited by Ben Ruan, a recent University of Hawaii journalism graduate and East-West Center grantee, the YEN is the product of the Audio-Visual staff of the Yap Education Department.

The YEN covers educational news although editorials have made it clear the staff hopes to expand the newspaper's coverage. The lack of an adequate staff appears to be the paper's biggest problem. "We have just lost one of our staff members and are left with only three," says editor Ruan.

The newspaper, which is issued "one month every other pay day," had its first two issues prepared on a borrowed typewriter.

In a recent editorial, Ruan notes that the YEN is one in a line of newspapers to appear in Yap.

"The Mogethin, an independent but shortlived paper started right after the Ral Review stopped. That was in 1968. Then it folded.

"After the original Mogethin closed, another attempt was made using a mimeograph machine -- Mogethin Jr. That, too, folded.

"The district administration started another newsletter, the Yap Monitor, in 1971. Due to lack of staffing, the paper did not last too long. Now the education department has joined the procession of Yap newspapers. Except this time, we hope to survive longer than the others."

Yap Education News

Yap Department of Education
P.O. Box 220
Colonia, Yap Western Caroline Islands 96943
November 7, 1975

monthly
English; no subscription charge
Three cols., 8 x 14; avg. 10 pp.
mimeograph
no advertising charge
Publisher: S. Kenrad
Editor: B. Ruan
Printer: J. Chomye

An older Micronesian said recently that the establishment of a free press would weaken the community and divide families and clans. Open and unrestrained criticism, which a free press affords, is not a value highly prized by those concerned with community as well as cultural cohesion.

But Micronesian journalists, and their numbers are growing slowly, are not pessimistic about the future. "I have never written anything that is culturally offensive," says a Micronesian journalist: "But journalism in Micronesia. Bonifacio Bacillus, trained in the Western tradition of journalism, says of his role as a Micronesian journalist:

He says that with a smile.
To Whom
It May Concern...

RADIO : FIJI FARMS

In two non-byline articles of the December 1975 PICN ("N.Y. Times covers Pacific," page 2; "Everything But Rain in Papua," page 7) comment is made on a UPI article from the Sept. 15, 1975 edition of the Honolulu Advertiser. The UPI article recounts the hiring of a rainmaker by Papuan secessionists to cause rain at the inauguration of Prime Minister Michael Somare, thus spoiling the celebration.

The gist of comment in the PICN articles is that the subject matter of the UPI article was inappropriate for the reporting and that the American press consistently reports this type of news in preference to more significant news.

To suggest that the hiring of a rainmaker in PNG for political purposes is inappropriate for reporting is to infer that the act is somehow politically less legitimate or less valid than the opening of the Hawaii state legislature by a kahuna, the California state legislature by a Buddhist priest, or the U.S. Congress by a clergyman of any faith. I could not disagree more strongly. The development literature of Political Science is rife with similar sorts of neopaternalism, and much of its failure to provide a comprehensive theory of development may be laid to that paternalistic attitude. Perhaps for all the wrong reasons (he probably considered it parody), the writer of the UPI article, I believe, stumbled upon exactly the correct fashion for covering the events: as a straightforward news story.

The immediate issue here is the inference of PICN editors that the Pacific Islands are being treated by the press as if they were an unwanted stepchild. If indeed, that is the case, then we are all stepchildren here.

Gary L. Williams
East-West Communication Institute

(EDITOR'S NOTE: PICN welcomes reader comment. As a policy matter, further comment by the editor will not generally be made, whether we agree or disagree with comment or particular interpretation of our articles. Factual points will be noted where appropriate. Letters should follow normal publication standards, and point should be made directly and concisely.)

By DENNIS A. OLKOWSKI

Radio broadcasting has become the primary media tool since 1962 for promoting agricultural development in the Fiji Islands.

According to a Ministry of Agriculture, Fisheries and Forestry (MAFF) spokesman, Suliasi Vatonga, radio is the only medium that can effectively reach farmers living among Fiji's scattered 300-island chain.

Officials estimate that 98 percent of Fiji's farming community owns radio sets and most listen regularly to farm broadcasts.

Each week the Information Section of MAFF is responsible for producing 3-1/2 hours of agricultural news and information.

Thirteen programs are broadcast throughout the week in English, Fijian and Hindustani, with an emphasis on vernacular programming.

Farm programs feature a variety of formats, including interviews with farmers, discussions, seasonal advice, market news, farmer's questions, and rural songs.

Localization of farm broadcasts has been an important step in gearing farm programs to Fiji's needs, priorities, and conditions.

The MAFF broadcast unit is stressing a form of "living media" in order to identify as closely as possible with the local farm community.

"Living media" calls for broadcasters and writers to visit rural areas on a regular basis instead of isolating themselves in urban-based media centers. MAFF officials feel that by documenting village life, they can help in promoting rural development.

Staff writers and broadcasters make weekly trips into the rural areas of Fiji to take photographs, gather news and record interviews with extension agents, farmers and members of farming cooperatives. According to Vatonga, field interviews with farmers are among the most popular items featured during agricultural shows.

In 1975 farm broadcasters visited the areas of Lautoka, Nadi, Sigatoka, Rewa, Ba and the islands of Koro, Lau, Taveuni, Serua and the Yasawas.

Transportation is one of the

(continued pg. 10)

SHORT TAKES : UPCOMING EVENTS

Hima Douglas of the South Pacific Commission was scheduled to participate in the Fair Communication Policy Conference at the East-West Center March 29 to April 2.

Douglas, educational broadcast officer for SPC, was asked to give his views on the PEACESAT system as a means of international communication.

The conference itself will be concerned with the flow of communications between Asia, the Pacific Islands and North America, the means of control used by various countries and institutions to promote benefits or reduce detrimental effects, and the uses/impact international communication has on cultures and political and economic systems.

Special attention will be given to methodologies suitable for the study of such concerns as cultural imperialism through use of international communication.

The project is an ongoing one for the Communication Institute at the East-West Center. Persons wishing more information can write to Jim Richstad, project leader, at the Communication Institute of Honolulu.

********

A conference on Communication Policies and Planning for Development will be held April 5 to 10 at the East-West Center. Ian Honeyman, planning officer for the University of the South Pacific, Fiji, will participate.

The meeting will bring together communication planners from Asia and the United States to examine how communication planning, based on national policies, can contribute to national development programs.

The project is under the direction of Dr. Syed A. Rahim, associate researcher at the EWC Communication Institute, and will be ongoing.

Persons interested can write to Dr. Rahim at 1777 East-West Road, Honolulu, Hawaii 96822, U.S.A.
An ambitious audio-visual education project is now underway in the Highlands of Papua New Guinea. The Centre for Audio Visual Action (CAVA), sponsored by the Catholic Bishops Conference of Papua New Guinea and the Solomon Islands, was established in 1974.

CAVA director Father Hubert Hueging, MSC, says that while about half the people of the South Pacific cannot read or write, practically all are able to hear and see. In an October address to participants in an inservice training course for South Pacific Church leaders, Hueging said:

"The imported catechetical and pastoral 'aids' from overseas are becoming more and more ineffectual as people get more sensitive to the value of their own culture and own ways of expression. The transmission of faith as well as the deepening of it demand today a total language by means of which the whole South Pacific Man is being addressed and involved."

The Center concentrates on developing sound/slide programs primarily for the purpose of evangelisation. A complete program on "The Life of Jesus" has been prepared. CAVA is also involved in developing a "Natural Family Planning" program. "The language of these programs is Pidgin," Hueging says, "in order to reach people at the village level as well as those students in schools and colleges."

No formal evaluation of CAVA has been undertaken. The Center relies on "comments made by pastors and leaders in the field which we hear from time to time." Hueging says that since their material is being asked for by villages and schools, "we assume that they are of some value."

One of the first large-scale projects the Center has produced is a calendar for Papua New Guinea. The CAVA-Kalenda uses large photographs of Papua New Guinea life with quotes from the scriptures as captions. One photograph, however, which shows workers clearing land, has a quote by PNG Prime Minister Michael Somare:

"At this point, I wish to remind all of us too that this is just the beginning. Now we must stand on our own two feet and work harder than ever before."

Those interested in the work of CAVA should contact Father Hubert Hueging, MSC, CAVA Studio, P.O. Box 133, Gorka, Papua New Guinea.

HONOLULU RADIO: "A WASTELAND"

The Honolulu Star-Bulletin on February 12 issued its second annual survey of radio stations on Oahu. There are 21 stations. The newspaper noted a number of changes which have taken place over the past year. These include: 12 instead of 9 stations broadcasting 24 hours; a reduction in the number of employees; the replacement of eight general managers; and, four major ownership changes.

There is apparently a greater number of stations broadcasting the same format -- "Beautiful music," that is, "the same pop music, ranging (if that phrase can be used meaningfully) from Golden Oldies to popified mellow rock." Janos Gereben, the reviewer, noted that "an astonishing total of 12 stations" are involved in broadcasting a "musical vast wasteland."

The simple answer to this increase, Gereben said, is ratings. "If people want to hear the same (12 times over?), that's what we have to do, businessmen will tell you, otherwise we have no money to pay for the station staying on the air."

| On the Air | Total | Power in Kw | Broadcast hrs/wk | News hrs/wk | Public Affairs hrs/wk | Commercials | Number of employees | Total assets Program format |
| Dist | Station | | | | | | | |
| AM | 59 | KQMB | 5 | 168 | 14 | 1 | 26 | 49 | $7.1 million Middle-of-the-road |
| | 65 | KOIL | 10 | 168 | 9 | 6 | 22 | 18 | 700,000 Personality Top 40 |
| | 69 | KIKU | 10 | 168 | 11 | 1 | 17 | 21 | 380,000 Contemporary |
| | 76 | KOBU | 10 | 168 | 30 | 4 | 14 | 24 | 100,000 Contemporary Progressive |
| | 83 | KIHI | 10 | 168 | 5 | 5 | 10 | 9 | 200,000 Progressive |
| | 87 | KISU | 5 | 124 | 14 | 3 | 3 | 12 | 320,000 (1) Religious/Classical |
| | 94 | PASH | 10 | 162 | 12 | 6 | 19 | 14 | 430,000 Country-Western |
| | 104 | KOYH | 5 | 162 | 150 | 20 (3) | 13 | 20 | 636,000 All news |
| | 108 | K-HIBB | 5 | 168 | 7 | 10 | 6 | 14 | 140,000 Adult rock |
| | 113 | KIEL | 10 | 131 | 9 | 3 | 10 | 12 | 80,000 Contemporary |
| | 117 | KOKO | 5 | 137 | 13 | 11 | 15 | 32 | 186,000 Japanese |
| | 121 | KDQO | 5 | 139 | 19 | 24 | 17 | 32 | 84,000 Japanese Education/Religion |
| | 138 | KPOI | 5 | 168 | 3 | 30 | 3 | 18 | 33,000 "Beautiful music" |
| | 142 | KCCN | 5 | 140 | 10 | 3 | 10 | 14 | 350,000 "Beautiful music" |
| | 150 | KUMU | 5 | 168 | 15 | 1 | 7 | 12 | 256,000 (2) "Beautiful music" |
| | 154 | KUSA | 5 | 82 | 7 | 2 | 4 | 11 | 120,000 Filipinos/other |

FM

| On the Air | Total | Power in Kw | Broadcast hrs/wk | News hrs/wk | Public Affairs hrs/wk | Commercials | Number of employees | Total assets Program format |
| Dist | Station | | | | | | | |
| AM | 93.1 | KQMBG | 100 | 168 | 6 | 2 | 6 | 12 | 350,000 Mellow progressive "Beautiful music" |
| | 94.7 | KUMU | 60 | 168 | 9 | 1 | 7 | 12 | 200,000 (2) Classical/Religion "Beautiful music" |
| | 95.5 | KUMU | 37 | 116 | 10 | 3 | 2 | 9 | 1 (1) See AM "Beautiful music" |
| | 97.5 | KUMU | 100 | 168 | 6 | 2 | 7 | 12 | 400,000 "Beautiful music" |
The movies are big business on Majuro atoll in the Marshall Islands. There are some 2,000 theater seats for the roughly 10,300 people who live in the district center. These seats are divided among five theaters which have seating capacities ranging from 250 to 600. Two additional movie houses were not in operation -- one was being expanded and the other was no longer in business.

Going to the movies has apparently always been a favorite pastime of the Marshallese. Of the six administrative districts in the Trust Territory, Majuro has always boasted the greatest number of theaters. In 1973, for example, there were 11 movie theaters in the Marshalls out of a total of 33 in the Territory.

The screening facilities have become more sophisticated since the earlier days of films being shown against warehouse walls and outdoor screens. The movie theaters on Majuro today, some of which have individual seats, all have 16 mm projectors as standard equipment. Three of the theaters also have 35 mm projectors, although they are used infrequently.

The most popular films shown on this mid-Pacific atoll are the "kung-fu" movies. The oriental martial-arts mania is so popular that film entertainment has been moving toward this form of entertainment. The martial-arts mania is so popular that film entertainment has been moving toward this form of entertainment.

"Kung-fu" films, "Revenger of Bruce Lee," brought the largest crowds and highest profits to one theater owner.

Distribution for almost all of the films shown on Majuro come from two sources -- L and T Film Distributors on Guam and John Matsumoto, who has his own movie house, on Saipan. Kung-fu films, according to theater owner Atiri Laneo, cost anywhere from $500 to $550 for an average rental period of two to three weeks. American films, he said, cost Majuro theaters from $75 to $250, depending on their quality and appeal.

Theater owners all stressed that action films clearly were the most popular. Old West fist fights and shoot outs have been replaced by kung-fu kicks and chops. While their arms and kicking their short legs at each other. They seemed to be having a great time.

Whatever the effects, one can be certain that the movies play some role in shaping the perceptions and habits of the Marshallese people. After driving the length of the Laura road, an hour drive from any theater, I came across two young boys both of whom were about 4 years old. With large hats on their heads, they stood next to the road swinging their arms and kicking their short legs at each other. They seemed to be having a great time.

Floyd Takeuchi is a graduate student in Pacific Islands Studies at the University of Hawaii, and a degree scholar with the Communication Institute. Material for his article on cinema in the Marshalls was gathered during a visit to Micronesia in December and January.

* Marshallese headline, means Let's Go To The Movies.
RADIO LINKS
RURAL AREAS
IN FIJI

(continued from pg. 7)
biggest obstacles facing the five-
man broadcasting staff of the MAFF
in their efforts to tape "actual-
ities" with farmers in the field.

Travel is difficult on Fiji's
system of gravel roads. Flash
floods are common in the sugar cane
growing areas of Western Viti Levu,
Fiji's largest island. Severe
storms in November 1975 put sections
of the country's major road under
four feet of water, bringing traffic
to a halt between the nation's cap-
ital and outlying districts.

Restrictions imposed since the
oil crisis of 1974 have also cut
don down on rural visits.

Travel to Fiji's outer islands
is both costly and time-consuming.
Only a few of the islands have air-
port facilities. Most inter-island
travel is done by copra boat. Ship-
ping schedules are irregular, how-
ever, and visits to even a few of
Fiji's 100 inhabited islands often
takes weeks.

To augment the broadcast sched-
ule, MAFF relies upon other govern-
ment departments and commercial
firms for up-to-date farm news. The
Fiji Sugar Corporation, Women's In-
terest Officer and the Cooperatives
Department often supply farm related
information to the MAFF broadcast
unit.

Training for the staff of the
broadcast unit has come from a num-
ber of places. They include intern-
ships with the Fiji Broadcasting
Commission, training seminars spon-
sored by UNESCO in Suva, on-the-job
training and media study programs
in London, India and Malaysia. There
is no formal journalism training at
the University of the South Pacific
or elsewhere in Fiji.

Efforts are currently underway
by the Pacific Islands News Associa-
tion to establish regional media
training seminars to serve Fiji and
other countries in the South Pacific.

(Dennis Olkowski spent several
months in 1975 studying agricultural
communications during field study
sponsored by the East-West Communi-
cation Institute, where he is a
degree scholar.)

Farmers in Fiji receive important information via radio. (Fiji Information Ministry photo)

UNESCO PROJECT BEGINS TRAINING IN APIA

The UNESCO Broadcasting Training
Project (PICN, December 1975) in
Western Samoa began full operations
in early February. Graham Thomas,
Training Project Adviser, told PICN
that the Training Center hoped to
have 14 trainees in the initial pro-
gram.

"As soon as we have them fami-
iliar with the equipment," Thomas said,
"we will be producing programs for
broadcast: magazines and features
on development topics in agriculture,
health, and rural matters generally."

The undp-sponsored project also
hopes to help Western Samoa implement
its new five-year plan.

"The plan puts stress on local
planning by villages and I'm sure we
can help stimulate this," emphasized
Thomas.

NEW FIJIAN DICTIONARY PROJECT STRESSES
FIJIAN LANGUAGE FOR FIJIANs

A long tradition of Fijian
language research strictly by and
for outsiders is drawing to a close
as the Fijian Dictionary Project
continues in its second year in
Suva. Starting in the first decade
of the nineteenth century, sandal-
wood traders, explorers, mission-
aries, scientists, colonial civil
servants, and graduate students have
all had a hand in producing word
lists, dictionaries, and grammars
with a common interest: to explain
the Fijian language to speakers of
European languages. In doing so,
the analysts could not help but
approach the topic with various
levels of ethnocentric bias, the
epitome of which is this now-classic
definition in the recently reprinted
Fijian-English dictionary:

"toralala, a modern variety of
make, based on European
models, danced at night
by both sexes, and often
giving rise to immorality."

The move away from this pattern
started with a lexicographic confer-
cence in 1971, sponsored by Raymond
Burr and the American-Fijian Founda-
tion. At that time it was decided
to compile a new dictionary, but
this time, a monolingual one—that
is, Fijian words explained in Fijian.
An Editor was chosen, and was trained
in linguistics and lexicography at
the University of Hawaii as part of
the Pacific Language Development
Program, a co-operative effort among
the East-West Center, the Department
(continued pg. 11)
SHORT TAKES : ELECTRIC MEDIA

Cable television, introduced in the Marshall Islands last October, will soon begin servicing Saipan. The Micronesian Cable TV Company was reported to be installing 32 miles of cable on the island.

According to the Marianas Variety, the new cable system will begin broadcasting programs shown on WSZE, Saipan's present television station. Leo Holmes of Micronesian Cable said that as the station's technicians gain experience, three additional channels will be added. The Pacific Daily News reported that these may be educational, news, and FM programming.

PDN also stated that the subscription rate may be about $15 a month. The all-color system was scheduled to operate as follows: Monday through Thursday, 4 p.m. to midnight; Friday, 4 p.m. to 2 a.m.; Saturday, 8 a.m. to 2 a.m.; and Sunday, 8 a.m. to midnight.

SHORT TAKES : PEACESAT

The PEACESAT terminals in Honolulu and Saipan conducted a preliminary test on February 20 to assess the feasibility of hooking up the satellite system to the Trust Territory's present radio telephone network. Atmospheric interference, according to Carol Misko, Honolulu terminal manager, hampered the efforts.

While reception between the two terminals was generally adequate, the two test participants in Palau and Ponape were unable to hear questions asked by the Honolulu station. George Callison, Saipan terminal manager, had to relay the question to both districts. Only one question out of an hour session was clear enough to be heard without assistance from Saipan.

A second test was expected to be run soon afterward, Misko said. She is considering the possibility of sending Saipan a hybrid phone patch coupler which may improve reception. The Rarotonga terminal, managed by Stuart Kingan, also participated in the test.

The effort is an attempt to boost PEACESAT's potential coverage area with existing technology. If the state legislature to help fund the project.

Dr. Mary Bitterman, executive director for the authority, said the new radio system would help meet the specialized needs of such groups as the blind, new immigrants, people who do not speak English and those who want educational courses for high school and college courses.

A California-based corporation has received Trust Territory approval to construct an AM and short-wave radio station on Saipan. The Far East Broadcasting Company, which has similar facilities in the Philippines, Okinawa, and Korea, said programming will be "for the spiritual betterment and enjoyment of the general public in Micronesia as well as the countries of the Far East."

The Marianas Variety reported that FEBC stated that a studio on Saipan was necessary to develop "a broadcasting facility close to far eastern countries (Japan, Russia and China) for which it desires to proclaim the Gospel of the Lord Jesus."

At last report, FEBC was waiting to receive its frequency allocation as well as find 10 hectares of land on which to build its studio and transmitter.

Cook Islands News reported Nov. 17 that USP has run several extension courses and seminars over the satellite network.

Most of these courses have been in education. A Secondary Curriculum Development Course, for example, included participants from the Cook Islands, Niue, and Tonga. The course instructor was in Fiji. The course ran for 12 sessions one hour a week. At the end of the course, participants were tested over PEACESAT.

SOCIAL SCIENCES UNIT

(continued from pg. 10)

AIDS DICTIONARY PLAN

the Fijian language and culture in their own terms and to their own participants. The challenges are great, especially that of developing a Fijian terminology for linguistic description. But the Editor has been especially resourceful in his use of terms from such domains as house-building and social organization, reflecting the interrelationships and various levels of grammar.

Besides its part in the training of the Editor, the Social Sciences and Linguistics Institute has continued its support through a half-time research position for the Project Director, Albert J. Schütz, of the Department of Linguistics.
The following is an annotation of an article concerned with the development of Radio Bougainville.


Author outlines the history of Radio Bougainville from its beginning in 1968 to the present. He deals at length with programming efforts by Radio Bougainville to involve listeners in programs. Special attention is paid to the development of Kivung Bilong Wailis (Melanesian Pidgin for Radio Forum), a highly successful radio program from 1971 to mid-1973. The sensitive role a government-sponsored radio station must play in a highly charged political situation is highlighted.

RIGHT TO COMM.

A series of community dialogues on the Right to Communicate were underway in Hawaii during March. Meetings were scheduled for the Island of Kauai on March 4, Oahu on March 11, Maui on March 18, and the Big Island (Hawaii) later.

The project is intended to build understanding through community dialogue of the emerging concept of a multicultural Right to Communicate, and to relate such understanding into communication public policy discussions in Hawaii. The Right to Communicate, actively under study by UNESCO and the International Broadcast Institute on a world scale, embraces traditional concepts such as free expression and free press, but also an attempt to accommodate new technological capabilities with the felt need for a participatory, two-way communication mode, rather than the one-way mass media model.

The Hawaii dialogues will look at "grass roots" issues in communication and try to relate them to the more general concerns of a Right to Communicate concepts. Persons interested in the idea can write to Dr. L. S. Harms, 704H Porteus Hall, University of Hawaii, Honolulu, Hawaii 96822, U.S.A.

PEACESAT LINKS 'ELECTRIC PACIFIC'

(continued from pg. 2)

From Fiji: Tavaki Fusimolona, University of Hawaii Student from Tonga; Jim Richstad, research associate, Communication Institute.

Solomon Islands

Mostyn Harbu, PEACESAT Terminal Manager; Dick Hosking, Senior Broadcasting Officer, Solomon Islands Broadcasting Service; plus others.

Tonga

Anau Fanua, PEACESAT Terminal Manager; David Porter, Manager, Tonga Broadcasting Commission; Siosiua Fonua, Programme Supervisor, Tonga Broadcasting Commission.

Port Moresby

Coleman Mont, PEACESAT Terminal Manager; Sam Paur, Chairman, National Broadcasting Commission; Keith Jackson, Head of Research Unit, National Broadcasting Commission; Israel Edoni, Director, Department of Posts & Telegraph; representative of the Post Courier newspaper.

Saipan

George Callison, PEACESAT Terminal Manager; Elias Thomas, Chief of Broadcast Division, Office of the High Commissioner.

P.I.N.A.

L.G. Usher, organizing director of P.I.N.A., has requested that association members respond to proposals involving plans for a draft Constitution and training officer.

In a November letter to association members, Usher outlined proposals for journalism training programs involving the assistance of Dr. Ralph Barney, Associate Professor in Communication at Brigham Young University, Utah. Dr. Barney will be available for workshops dealing with newswriting reporting, editing and production sometime in the second half of 1976. P.I.N.A. members are encouraged to contact the association's organizing director as the first step in planning workshops in their areas.

The letter also outlined a draft of the P.I.N.A. Constitution concerning guidelines, membership and association goals. Usher said there is an "urgent need" to get the Constitution approved, and he requested that members mail suggestions involving the Constitution to: Organizing Director of P.I.N.A., Private Mail Bag, Raiwaqa Post Office, Suva, Fiji.

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Development, February 7-18, 1972, 46 pp. This report summarizes the papers and discussions of participants from 10 countries. Subjects include the role of information in national development, communication systems, the role of the government and the media in development, communication and association goals. Usher said there is an "urgent need" to get the Constitution approved, and he requested that members mail suggestions involving the Constitution to: Organizing Director of P.I.N.A., Private Mail Bag, Raiwaqa Post Office, Suva, Fiji.

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