



PACIFIC ISLANDS

Communication Newsletter

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Social Sciences & Linguistics Institute
East-West Communication Institute

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kvzk-tv offer

TV STATION FOR WESTERN SAMOA?

Exploratory discussions by the United States have been held to consider giving Western Samoa without charge a complete television station now located in American Samoa. According to Jon A. Anderson, general manager of KVZK-TV in Pago Pago, the management of the American-run television station is willing to provide engineers to set up the station and will also train Western Samoans to operate the equipment.

"All Western Samoa has to do is say yes and prepare a site," Anderson told PICN in Honolulu in May.

Anderson would not elaborate on the specifics of the talks between the U.S. and Western Samoa. PICN has also learned that KVZK is considering a similar offer to Tonga. However, when questioned about that offer, Anderson would only say that formal negotiations between Tonga and the United States have not been held. He noted all talks were in a very preliminary stage.

The station under consideration was originally a part of the Samoan Instructional Television Project begun in the mid-1960's in American Samoa. KVZK-TV, which has cut back programming from six channels

to three, has no use for the equipment and apparently could not sell the black-and-white station elsewhere because the equipment is aging and obsolete. All KVZK programming is now in color.

NEW BROADCASTING

MANAGER FOR TONGA

Sione Tu'itavake Fusimalohi will be the new manager of the Tonga Broadcasting Commission, replacing David Porter.

Fusimalohi, for 10 years an announcer for TBC, was graduated in communication from the University of Hawaii on May 16 this year. He has been studying at the University since 1972. He planned to return to Tonga with his family June 5, and then work with Porter for several weeks before Porter leaves. The announcement of the appointment was made just prior to Fusimalohi's graduation.

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RESPONSIBILITY IN FIJI PRESS

By Lasarusa Vusoniwailala

The present structure of the mass media in Fiji is highlighted by the lack of communication between the two major races--the Fijians and the Indians. They comprise 94% of Fiji's population with the Indians comprising about 51%,

or roughly 50,000 more than Fijians.

The history of cultural separation between the two races is long. The Indians came to Fiji as indentured labourers for the sugar cane fields. They lived in huts by the farms while the native Fijians lived in their traditional village communities. The British Adminis-

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MARIANAS HIGH SCHOOL OBSERVER



Experience on high school newspapers, such as the Marianas High School Observer, is one of the primary means of journalism training in the Trust Territory. For the full story on training in Micronesia, turn to page 3.

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EDITOR'S NOTES

Jim Richstad

American Samoa is the focus of two important articles in this issue of the Pacific Islands Communication Newsletter. Both the stories should provoke discussion, each in their own way.

The first concerns the offer to give Western Samoa a television station that is surplus in American Samoa. Talks are very preliminary at this point but never-the-less under way. PICN editors learned of this development late last year, from various sources, and tried to

(SEE ARTICLES ON PAGE 1 & 5)

get enough information to write an article for the March issue of PICN. We talked with Jon Anderson and Bob Berger about the article, but it was felt then (February) that the talks were too preliminary. They may still feel it is too early to publicize the developments, and we had to think that one over. In the end, we felt the story was too

important to let sit for another issue; that what was happening was important to both the people of the U.S. and Western Samoa, and perhaps to other nations in the Pacific. So we ran two articles: The front page article concerns the facts as we could put them together, the second is an opinion piece by Curtis Madison, a graduate student at the University of Hawaii and also is a degree scholar with the

Communication Institute. Madison, whose article on telephone development in Western Samoa appeared in the March PICN, raises some very basic questions about giving a television station--and particularly the one that would be given--to Western Samoa. He objects on several grounds. We don't think his view is the only one but we think the issues he raises have to be addressed. We welcome other comments.

The other story from American Samoa is a sad one, of a newspaper

that failed, and the woman who started it two years ago, and the conditions under which she left Samoa. There is a great mix of personal matters in the situation that developed, but there is no denying that the newspaper is no longer publishing. How closely the incidents are tied cannot be assessed with any certainty. It is an extremely difficult story to report from

Honolulu, and PICN had to rely on the Underground Monthly account of its demise and two articles in the Honolulu Star-Bulletin on the matter. We also talked with persons who had been in American Samoa recently. And, to add another bit of news from American Samoa, the Samoan Sun has been discontinued, but on more routine economic grounds.

But we have lots of good news in this issue. One in particular that is pleasing is the selection of Tavake Fusimalohi as manager of the Tonga Broadcasting Commission. We have known Tavake since 1971 when he came to Hawaii to attend the Pacific Islands Radio Training Sem-

inar at the Communication Institute. The experience was catching, and the next year he showed up on his own in Honolulu ready to begin the study of communication--first at Leeward Community College and then at the University of Hawaii. The odds were mightily against him,

and there were many times when it did not seem like he could carry it through. But with hard determination on his part, strong support from his wife, Keiti, and backing from Professor John Bystrom at the University of Hawaii, and encouragement from many, many others, the problems were overcome, and he was graduated May 16. His appointment puts one more Pacific Island broadcasting system under the direction of a Pacific Islander, and we offer our warmest congratulations and encouragement to him.

Fusimalohi New

Broadcast Head

(continued from page 1)
Fusimalohi attended a six-week Pacific Islands Radio Development Seminar at the East-West Communication Institute at the East-West Center in 1971.



SIONE TU'ITAVAKA FUSIMALOHI

Fusimalohi is 37 years old and was born in Tonga. He spent a year in New Zealand at high school and another year attending an observation course with the New Zealand Broadcasting Corporation. He was educated at Tonga High School and Auckland Grammar School. He plays rugby football and tennis.

His wife, Keiti, and he have four children.

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UNDERGROUND PRESS FINISHED

Controversial Sherry O'Sullivan and her two-year-old Underground Press are no longer in American Samoa. The "Titanic" issue of the Underground Press was issued as the Underground Monthly and appeared on April 15, the anniversary of the sinking of the Titanic. O'Sullivan's account of the events which led to her leaving American Samoa comprises most of the issue's copy. She does not hide her bitterness and sarcasm. She arrived in Honolulu about May 1.

Apparently because of personal --not newspaper--differences between O'Sullivan and the members of an aiga, she was, in her words, "frightened half to death and later attacked. My hair was all hacked off and passed down a surrealistic 'bucket brigade' of Samoans, an earring was torn out and an attempt to either blind me or disfigure my face was narrowly aborted."

O'Sullivan's editorial position has been at odds with those in power. After saying that she has "no hope or faith in American Samoa," O'Sullivan accused "people in power" of doing "everything they can to get rid of people like me who rock the boat. . . who expose them, who attempt to teach flexibility and achieving thought. . . and who love independence and individuality.

The Underground has undergone many, many terrible experiences at the hands of these people in power... but...when I realized that the very people I have been trying to protect and inform...either haven't listened or don't care... then, what is the use?"

She went on to accuse the Government of American Samoa of being unwilling to prosecute her case and the Samoan people of being unfair to American citizens. "Until a respect for privacy, respect for individuality and a respect for personal achievement is established in American Samoa," O'Sullivan said, "you . . . and I . . . haven't a chance."

O'Sullivan's exploits in American Samoa recently were included in a book by Pulitzer Prize winner Garry B. Trudeau, creator of "Doodlesbury," and Washington Post columnist Nicholas von Hoffman.

In Tales From The Margaret Mead Taproom (Sheed and Ward, Inc.), the two called O'Sullivan the "Che Guevara of Samoa."

In an interview with the Honolulu Star-Bulletin in early May, O'Sullivan continued her attacks on government officials in American Samoa and on some customs. She said, however, that she does not

want to get "involved" anymore. "I just want to open a little lemon aid stand in Guam where I can settle down quietly and write down everything that happened."

The Underground Press published in an 8-by-10-inch format, and had a circulation estimated at 1,500. O'Sullivan said the paper was making a profit in its last few months.

TT JOURNALISM

TRAINING SCARCE

By Floyd Takeuchi

Formal journalism training in the Trust Territory is limited to small programs in the educational system, according to Steve Woodworth and Elias Thomas of Saipan. In a recent PEACESAT program between Saipan and Honolulu, Woodworth, a Peace Corps Volunteer at the Marianas High School on Saipan, said the journalism course he teaches at the school is limited to producing a newspaper which appears once every two months.

Of the 12 students in the class, Woodworth believes two or three could go on to become good journalists. But because the Trust Territory administration does not place journalism training high on its list of scholarship priorities, none of the students has indicated an interest in pursuing press work after they graduate or in studying journalism in college.

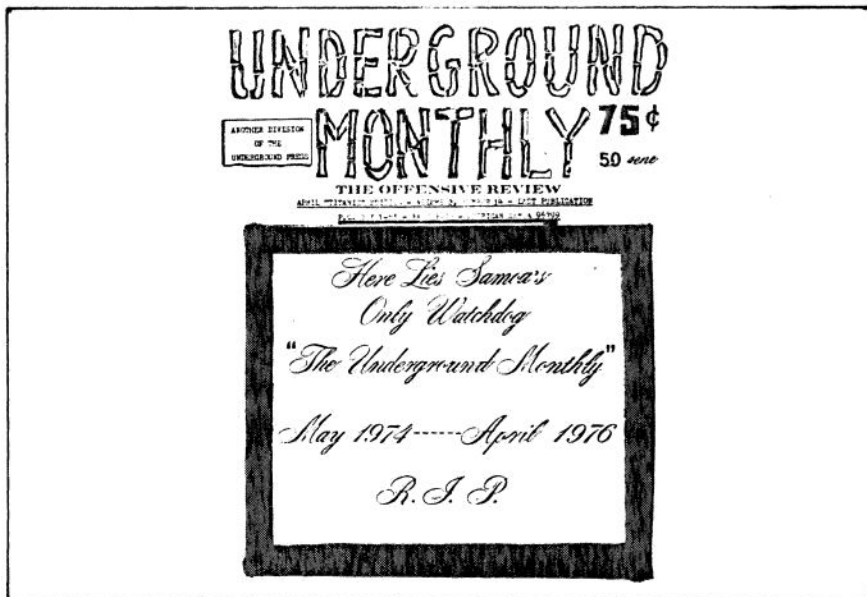
Woodworth says that the success of the program depends to a great extent on the commitment of individuals.

Other programs in Micronesia include a student newspaper at the Mount Carmel High School on Saipan and a journalism class at the Community College of Micronesia on Ponape.

Elias Thomas, Chief of the TT Broadcasting Service, said that there will not be a greater interest in journalism unless Micronesians are exposed to more and varied media.

Possible ways of encouraging this development, Thomas says, include the establishment of a territory-wide news service which is staffed with reporters in each of the six districts of Micronesia. At present, the Micronesian News Service has only one full-time reporter on Saipan. The government could also consider purchasing ad-

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Fiji's Cinema Use Varied

By Dennis A. Olkowski

Motion pictures have become one of the major communication channels for entertainment and information in the Fiji Islands. According to a 1975 market survey conducted by the Fiji Times, most adult males living in the country's urban centers attend at least one movie each week.

Throughout the country there are some 40 commercial cinema houses. Of that total, 24 are located in urban centers on the main island of Viti Levu, five on Vanua Levu and 11 on the outer islands.

In recent years rural populations also have been exposed to more frequent motion picture screenings. Rural communities have access to movies through local churches, schools and commercial film units, and more people of all ages are travelling to towns for film entertainment.

Villagers living on the remote islands of Lau, Kandavu and the Yasawas however, rarely have an opportunity to view movies unless they travel by copra boat to larger, more developed islands.

Twenty-nine of the commercial theaters in Fiji are equipped with 35mm equipment while 11 others, mostly on outer islands, feature 16mm films. Admission charges range from 20 cents to one dollar for most features. Films are often shown continuously from 10 a.m. to 11 p.m. throughout the week.

The scope of film topics is fairly broad. English language films from the United States or England have large followings among all ethnic groups in Fiji while Hindustani language films are primarily aimed at the country's Indian population. Commercial cinemas also feature newsreels from Australia, New Zealand and England as well as documentary films produced locally by the film unit of the Ministry of Information.

According to Alan Harkness, former director of Fiji's Ministry of Information Film Unit, government sponsored documentaries are designed to educate the public about development goals, create a climate for change, inform citizens of national news, and to create unity and national identity.

The government film unit has produced a series of color and black and white 16mm films. This

series includes 17 documentaries of 10 to 45 minutes in length and 20 newsreels of 10 minutes each. Thirteen films were in various stages of production during 1975. All but three of these films were produced in English, which is a barrier to understanding in rural areas. Cost factors, however, have prohibited translations in Fijian

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FIJI DAILY EDITOR:

'TIDE TURNS' FOR SUN

The Fiji Sun, which began publishing in October, 1974, has established itself as a strong press voice in Suva. Sun associate editor Mark Ebrey told PICN recently that "By adopting a bright format, giving full news and sports coverage, plus running a variety of competitions, the Sun has been able to attract a readership which encompasses all income groups, all races and all age groups."

An important part of the paper's success has been its emphasis on "entertainment and information," Ebrey said. "Because there is no television, people want a newspaper that will provide light relief in the evenings and on weekends. They do not want long discourses on the amount of Russian aid in Angola."

Ebrey feels that most Fijians "couldn't give two hoots" about reading a newspaper. Consequently, the Sun emphasizes letters to the editor, picture features and newspaper competitions.

During its first 15 months of operations, the Sun lost just under \$150,000. However, the paper's associate editor said that the "tide has now turned." But growth in classified advertising has remained slow in spite of growth in retail and national advertising revenues.

Efforts are being made to fill editorial and management positions on the Sun with Fijian locals, reported Ebrey. Of the five original executives, four have returned to New Zealand and the fifth is due to leave in July.

The paper ran its own in-house training program, but Ebrey said that the effects of the training effort "have been negated slightly due to a turnover in editorial staff." Ebrey said that the lack of competent journalists is a major problem facing the Fiji Sun.

MARSHALL ISLANDS RADIO BOOSTS POWER

By Dan Smith
Special to PICN

MAJURO---The Ides of March marked radio station WSZO's first regular broadcasting with its 10 kw transmitter and antenna. Unfortunately it cannot be said that it is a new transmitter since it has been on the atoll for more than five years awaiting a building and later parts for a frequency change. Other parts were borrowed to repair other transmitters in Micronesia.

Reception on nearby atolls is not reported to be much different but according to Sam Jordan, WSZO manager, listeners on atolls 200 to 500 miles away are reporting a greatly improved signal. Pocket radios, it is reported, can now be used where in the past an external antenna was a necessity.

WSZO, the Trust Territory's first broadcast station, is the last government station to obtain adequate power and a broadcast-type

antenna. The T.T. administration purchased the transmitter and tower while the Marshall Islands Nitijela (district legislature) provided the funds for the transmitter building and antenna installation.

The hero of WSZO's technical upgrading is Peter Boon who had to install a large transmitter with less than the normal complement of testing equipment.

With the new transmitter and antenna, listeners in the Gilberts, Nauru and Ponape should be able to receive a strong signal in the evening.

More importantly, Marshallese listeners on those atolls outside of the Majuro district center area will now receive news and information on a more regular basis. March 15th was also the first day of the Nitijela's annual session and WSZO carried the legislature's deliberations live.

A QUESTIONABLE GIFT

By Curtis Madison
A News Commentary

The proposed transfer of an obsolete television station from American Samoa to Western Samoa (see article on page 1) poses some difficult questions. First, why was the offer made? Second, what would be possible effects of Western Samoa's acceptance? This "free" television station is no mea alofa. Transportation of the equipment, preparation of the site, operation of the equipment, and production of program materials can be an expensive undertaking running into millions of dollars. This is a serious subject and should be discussed openly before negotiations are finalized.

The attitude of the American government toward television in American Samoa has shifted considerably since television was introduced in the early 60's. At first the world's largest open broadcast educational system, charges of "cultural imperialism" and only partial acceptance of the mediated teaching system by the Samoan teachers and people has led to a severe cutback in the number of programs broadcast and the number of channels used. When the system was first built, six channels were broadcasting as many as 185 programs a week. Now, three channels are used strictly for programs requested by the teachers themselves.

However, the equipment is still there, rusting on top of Mt. Alava. According to Jon Anderson, director of KVZK, the age and performance of the equipment makes it obsolete. "It cannot be sold anywhere in the world," he said.

But what is the impetus now to give it away? The American Government burned, pushed into oceans and lakes, and bulldozed obsolete equipment much newer than this all over the world. There is an official way to donate surplus federal equipment, but why go through all that hassle? Why not just let the junk die peaceably amidst tropical fungus and rust? The answer is in the move to commercialize KVZK. American Samoa's territorial governor,

Earl Ruth, has offered a management contract to Lawrence S. (Bob) Berger, who is part of a group that already runs the commercial Radio Samoa in Pago Pago and KHVH Radio News in Honolulu, to make KVZK as "close as possible to a commercial station." In a commercial environment those things which increase profits, not necessarily understanding, are done. The audience is a commodity to be sold to advertisers. In the United States, commercial control of the media has produced programming of general low quality praising high consumerism in an attempt to win advertising dollars. Even the nightly news shows bring in enough advertising money that an American network recently gave a woman broadcaster a million dollars a year salary because her presence would raise the audience rating. Here the competition is in style, not objectivity or reliability of the news itself.

KVZK would like to sell local advertising, but only if it would not jeopardize their Corporation for Public Broadcasting grant of \$202,183. If they can sell local ads, the number of advertisers and rates will depend on the size of the audience. Isolated in the Pacific, Western Samoa is the only possible place for KVZK audience expansion but that audience will only be available for direct KVZK broadcast if Western Samoa develops television along the American technical standard.

The European technical standard used by all the countries of Europe, Australia, New Zealand, and others, has 25% higher resolution than the competing American standard. This makes the systems incompatible. TV receivers are manufactured for one standard or the other. Video tapes made on one standard cannot be broadcast on the other.

Since most of Western Samoa is within the broadcast area of KVZK, a Western Samoan station on the American standard would be in direct competition with it. Whether viewers would prefer to watch low-budget locally produced black and white programs or slick, \$100,000/half hour American network productions must await a future survey.

We can only guess. And we can only

guess where the local business advertising dollars would go.

Looking at this from the Western Samoan side, what would be the advantage of beginning national television broadcast? This is a question for the Western Samoans to answer, but surely the advantage is not in training operators to use obsolete equipment, or in paying for parts and maintenance from the U.S., or in following the tendency of other third world countries to buy out-dated U.S. programs complete with commercials and consumerism messages as they are dumped on the world market. Surely a positive beginning of television broadcast must be based on reinforcing Samoan culture, disseminating news and promoting the welfare of the people of Western Samoa.

These positive aspects of television broadcast rely on local control of the content. If production is too expensive or talent too scarce (a severe problem in the United States) local control of content disappears and the negative aspects arise. These negative aspects are strong enough to create problems in much larger countries than Samoa. Foreign multinational corporations take over the advertising as in, for example, Latin America, Thailand, and Indonesia. Station managers become dependent on overseas sources for programming because it is cheaper than local production. Even New Zealand imports over 60% of all television programs, for example.

How could a station in Western Samoa be supported? Where could the programming come from? How effective could a Western Samoan station be in competition with KVZK? What technical standard would be most appropriate?

The answers to these questions tell whether bringing television into Western Samoa would be a positive development increasing local control over the environment by presenting relevant information while maintaining equitable distribution of wealth and power, or a negative development creating foreign dependence, alienation of culture, and concentration of wealth and power.

At this time the transfer of a television station from KVZK to Western Samoa is a negotiation between the sovereign states of Western Samoa and the United States. Now is an excellent time to fully examine the motives of those concerned as well as the merits of the proposal.

SHORT TAKES: PRESS

The Pacific Dateline, an afternoon paper on Guam, ceased publication on November 29, 1975. The Dateline and the Pacific Daily News are members of the Gannett group. Features and several popular syndicated columns were moved to the morning PDN.

Dateline and PDN publisher Robert E. Udick issued the following statement when the Dateline folded: "Excellent talent and great effort have been invested in Pacific Dateline over a period of five years. But the economic facts demonstrate that the island is just not that interested in an afternoon newspaper. Economic and other business realities, along with energy and newsprint problems, have led to the reluctant conclusion that we must close it down as of today."

The afternoon daily began publishing on July 7, 1970. When PDN received Trust Territory permission to establish a Micronesian based newspaper, many felt that the Dateline would become the new newspaper. The Dateline, however, has not resumed publication and PDN has not acted to establish a new Micronesian newspaper.

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Reports reaching PICN say that the Samoa Sun folded operations in February. The Transpac Corporation weekly, which had been edited by John F. Gallen, has been publishing since October 1974. Felise Va'a, former associate editor of the Sun, replaced Gallen when he returned to the United States in February (see PICN, 1976).

With the demise of the Samoa Sun and the Underground Press (see separate story in this issue) the seven-year-old Samoa News is the only private newspaper still publishing in American Samoa.

More details on the closing of the Samoa Sun will be printed when they are available.

#####

The most serious government clash with the private press in Micronesia to date occurred in February. Saipan's five year old weekly, the Marianas Variety, re-

ported on February 20 that the Congress of Micronesia leadership has asked Trust Territory High Commissioner Edward Johnston to remove all Palauan T.T. department directors.

During the second session of the Congress, which ended in early March, the Palauan delegation threatened secession from the proposed Federation of Micronesia if certain "demands" were not met. In addition, Palauans comprise a high percentage of the personnel in the Trust Territory headquarters administration.

The Senate President and House Speaker issued a joint statement which denied the Variety story. "...to say that the Leadership of the Congress has made a decision to request removal of department heads who are Palauan is false," they stated. The two members of the Congress of Micronesia also said that no press representative contacted them to verify the allegations.

"Such false and misleading stories," they said, "are deplorable, inflammatory in nature, and call into question the integrity of the writer and the editor who allowed it to be printed."

Marianas Variety editor and publisher Abed Younis said that the newspaper stood with the report. "That story was confirmed by several members of the Congress and other sources," he said.

The Variety carried the Micronesian News Service article which reported the incident under the following headline, "Irresponsible Journalism? Or Valid Story!"

#####

The Marianas Variety is not the only newspaper in Micronesia to come under criticism in recent months. The Palauan Tia Belau was attacked by "Richard Towai" in a letter which appeared in both the Pacific Daily News and the Micronesian Independent.

Towai said that Tia Belau, which has taken a strong position against the establishment of a "super port" facility in Palau, was influenced by American "mainland misfits."

Tia Belau editor Moses Uludong, responding in the Marianas Variety, said that Tia Belau "will continue to be true to its name as a Palauan paper. Unlike the other papers in the territory, it's written and printed by Palauans and has articles in the Palauan language.

EW C PUBLISHES MEAD BOOKLET

The East-West Communication Institute recently published Margaret Mead's "New Lives To Old: The Effects of New Communication On Old Cultures In The Pacific." The booklet is a speech Dr. Mead gave at the East-West Center in 1975. She takes a broad view of communication effects in the Pacific and says that the new communication media must not destroy the diversity found in the Pacific Islands. Dr. Mead concludes by saying that other countries could learn much from the efforts of Islanders to survive and flourish on small islands with limited resources. The Mead article is available by writing to: Publications Officer, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822, U.S.A.

Training Problems

In Micronesia

(continued from page 3)
vertising in newspapers until the private sector is able to do so, Thomas adds.

The biggest problem Thomas sees is the lack of adequate opportunities.

"People need some kind of guaranteed income," he says. Unless there are job opportunities waiting for Micronesian graduates, few, if any, will seriously consider a career in journalism.

It becomes a circular argument in which there are few opportunities, little government support, and consequently, few Micronesians are willing to consider developing journalism in Micronesia.

How is the circle to be broken? Thomas says that "someone is just going to have to come out here and set up newspapers."

CHANGES ANNOUNCED

FOR GILBERT ISLANDS

BROADCASTING SERVICE

The following article appeared in the ABU Newsletter of January, 1976:

Major changes in structure and staff have made January 1976 memorable for one of the ABU's associate members in the Pacific.

This is the organization formerly known as the Gilbert and Ellice Islands Broadcasting Service, which until recently provided the radio service for both groups of islands from Tarawa in the Gilberts.

A constitutional change last year--a step towards independence--led to the broadcasting service becoming a division of the new Chief Minister's Office. But then the 8,000 people of the Ellice Islands decided by referendum that they wished to be politically and officially separated from the Gilberts and to change the name of their island group to Tuvalu. So a new radio station was built and, as from 1 January 1976, it has been operating as the Tuvalu Broadcasting and Information Service. As from the same date the former GEIBS became GIBS--the Gilbert Islands Broadcasting and Publications Services. GIB's new address is: Broadcasting and Publications Division, Chief Minister's Office, P.O. Box 78, Bairiki, Tarawa, Gilbert Islands.

While these changes in structure were being put into effect, there were also important changes in staff. Previously GEIBS, as well as the Publications staff, had been headed by expatriate officers sent from Britain. But in view of the new constitutional position, the head of GIBS, known as Chief Publicity Officer, now comes from the people of the Gilbert Islands.

He is Kaburoro Tanielu and is responsible, in addition to the radio service, for all government publications, publicity and national campaigns.

SHORT TAKES: ELECTRIC MEDIA

The communication ties between France and New Caledonia and the New Hebrides are growing closer. The March PIM reports that 32.5 meter "Tel-space" antenna was installed near Noumea last December at the cost of \$A 5 million.

In addition to improved telex, radio and television transmission, the new antenna allows New Caledonia to be linked to 24 hour telephone connections with any country in the world. Sound and visual images, according to PIM, will have to be relayed through two satellites above the Indian and Pacific Oceans as well as a ground station in Hong Kong.

#####

The following article appeared in the April 5 edition of Broadcasting. It has been edited for publication in PICN.

Satellite transmission rates for television channels between the U.S. mainland and Hawaii have been reduced by almost half under a special contract offered by the Joint Committee of International Television Carriers and Communications Satellite Corp. (Comsat).

Comsat's new rate, effective April 1, between a U.S. mainland earth station and a Pacific satellite is \$7,365 for a minimum 600 minutes in a four-week period. The same price is charged for the downlink to the Hawaii earth station. Comsat's former occasional use tariff was \$13,350 for each leg.

The current charge for 20 half-hour broadcasts from the mainland to a satellite in a single month is \$18,150. For a customer using the new service, the charge would be \$10,740. The downlink, which is provided by Hawaiian Telephone, is higher at \$11,650 for the same volume but is still a significant reduction over the previous rate.

#####

Hima Douglas, SPC Educational Broadcasts Officer, spent a week in January training nurses from Fiji,

Papua New Guinea and the Solomon Islands in communications. According to the SPC Quarterly News of Activities, the program was initiated at the request of the Fiji Central School of Nursing.

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The SPC Radio Bureau in Suva has begun producing a revamped version of the old "Pacific Magazine" radio program. Now called "Pacific Voices," the half-hour program on tape is in English and anchored by SPC Educational Broadcasting Officer Hima Douglas. The first "Pacific Voices" program made its debut in February and included a long piece on the problems of Pacific Island migrants in New Zealand, songs by a Fijian choral group, and short items on varied Pacific events.

#####

Unlike their counterparts in the five other districts of the Trust Territory, broadcasters at Saipan's KJQR radio do almost all of their announcing in English rather than in the local vernacular.

A columnist for the Marianas Variety, R. G. Villagomez, recently took one of the station's announcers to task for using poor English. "This announcer," Villagomez said, "will benefit himself in his career if he would work harder on his English pronunciation and intonation pattern." While realizing the difficult task it is for a person to learn a new language, Villagomez, himself a Saipanese, said, "it is also a matter of common sense that after certain time is given, certain improvement is expected."

#####

Hawaii's CBS television affiliate station, KGMB-TV, began carrying via satellite the CBS News with Walter Cronkite on the same day it is shown on the U.S. mainland in February.

The broadcast, shown at 5:30 p.m. locally, is followed by KGMB's local news broadcast at 6. KGMB owner Cecil Heftel said that the move will allow the local broadcast to devote 60 per cent more time to Hawaiian news. Heftel said the cost of bringing Walter Cronkite to Hawaii five days a week is \$1,800 per show or \$9,000 per week.

FIJI NEWSPAPERS

CHANGE STYLE

(continued from page 1)

tration allowed for little interaction and formulated a policy on the permitted distance that an Indian could settle from a Fijian village. Later when the Indians were free of their contracts and were allowed to move into towns, Fijians were still controlled by the native government and needed permission to migrate to towns. This could be revoked and a person repatriated to his village for misbehavior.

The language difference also necessitated separation of schools since a child receives instruction in his mother tongue until his education level enables teaching to be conducted in English. All these factors have kept the two major races apart, both physically and also from their developing mutual understanding.

In a societal situation as Fiji's there are inherent dangers in having a free press. Commercial competition for reader attraction has given rise to certain characteristics of the western press such as the tendency to sensationalise or to paint a picture more colourful or controversial than what it is in reality. Such practices may be condoned in the developed countries but for developing nations working toward pluralism, they should be checked and questioned by the people.

The concepts of 'free speech' and 'freedom of the press' have long been accepted by most to be one and the same, and this has been especially true in the media's image of itself.

During the last few years, however, people have begun to query this long held belief of congruity between the principles; if there perhaps was not a shade of difference in the two and that in reality a line exists between them.

Free speech is the inalienable right of the ordinary person to open his mouth, say what he feels, or to write his thoughts down on paper without fear of persecution. But for the far-reaching press to claim the same right is difficult to accept in the context of transitional societies; the concept of press freedom needs a clear defini-

tion and a fresh perception. What is required is a press responsible and responsive to the moods and health of its society.

Until 1974, Fiji had only one daily newspaper, The Fiji Times, and then the afternoon paper, The Fiji Sun, began publishing. With two competing papers a new style of news presentation, in the fashion of affluent dynamic societies, was introduced to Fiji.

Headlines became bold and eye-grabbing while the stories themselves were treated in a colourful journalism prose style to make them interesting happenings. A small column which caught me one day, "MINISTER MAVOA OUT," reported that the Minister of Labour, Jonate Mavoava, was leaving the country to attend a conference.

Although such is the style of colourful journalism, and the example quoted innocuous, the mood in which such new colouring was introduced to a society such as Fiji can cause havoc if applied to sensitive issues. Mountains can be created out of molehills, discussions become confrontations, differences of

mobile movie units used in rural Fiji

(continued from page 4)

The Ministry of Information not only produces its own documentaries but also maintains two mobile film units which screen movies in rural villages. These two units travel about 20,000 miles and screen films to about 72,500 people each year. Mobile units are also sponsored by the Indian High Commission in Suva and the Ministry of Agriculture, Fisheries and Forests.

These mobile units are jeep vehicles equipped with portable screens, gasoline-powered generators and 16mm film projectors. In rural areas, films are often shown at hospitals or health centers, churches, open fields near village compounds and the "vale ni bosse" or village meeting houses.

Because of geographical and time limitations, Harkness estimates that it would take the Ministry of Information mobile film units three years to visit each village at least one time on the islands of Viti and Vanua Levu. Difficulties in film circulation in rural areas include food and lodging for film unit projectionists, mechanical problems, poor weather and road conditions, isolated villages and inadequate gasoline supplies.

opinion become bold-print arguments.

A prominent use of the free press to fan cultural and racial misunderstanding in Fiji includes the lively letters to the editor columns in the newspapers. The 'land issue' has always been an emotive topic in Fiji politics and it has served as delectable fodder for the press. But whereas in the past it was perhaps treated in a reportive manner, the new style, especially of The Fiji Sun, afforded it new copy.

Some background of the present land ownership situation in Fiji is necessary to understand the problem. Although some of the best commercial land was purchased from Fijians early in the century (some by dubious means), laws which were later passed made native Fijians owners of all non-freehold land. These are communally owned by mataqilis, or tribes, and can be leased to non-tribe members or to mataqili members.

Most Indian cane farmers, and they comprise the bulk of the farm-

(continued page 9)

Although statistical testing of film viewers has never been documented in Fiji, the Ministry of Information realizes that villagers who have limited exposure to film entertainment can become confused by camera effects.

To minimize the misinterpretation of films, film production has avoided the use of modern camera techniques such as multiple exposures, time lapse photography or quick zooms. Efforts to avoid language barriers are also a concern of mobile film crews. Film unit projectionists often turn down the sound to English language documentaries and narrate them for villages in their vernacular language.

During one segment of the family planning film "Paradise in Peril," which deals with the social pitfalls of over-population, actors portray young men "high" from sniffing kerosene and mentholated spirits. While the movie actors appear quite happy, viewers sometimes confuse this activity as a socially accepted pastime. At this point in the movie, projectionists turn down the audio portion of the film and explain the health hazards connected with chemical sniffing and that the practice is not condoned by the Fiji government.

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Effects of Fiji Press Freedom

(continued from page 8)

ing population in Fiji, have Fiji land leases and many contracts are now expiring. Many Fiji landowners want to farm the land themselves and the question of duration of leases became a focal point of debate in Parliament. Let me take you to the start of Parliamentary debates on lease terms for Fiji land toward the second half of 1974.

Fiji landowners disagreed to new contracts with terms longer than 10 years. The Indian farmers, who have developed the land and because they wanted security and a just return for their developments, wanted a longer term of 30 years. The Parliament eventually decided on 30 years.

The immediate result of this, however, was that letters to the Sun took on hostile tones.

Foreigners lay off the land issue. Do not light the fuse on the powder keg you are sitting on. I am the master of my house. Do not, repeat DO NOT delegate to me how to run my house. Make your money and be content. (January 28, 1975)

Anyone could see that it was written by a Fiji. The interesting point about the above letter is that it not only shows the emotive state of the writer, but it also warns commercial organisations, including the newspaper which published it, of treating inflammable issues lightly.

On December 8, 1974, a Prem Kumar asked why Indians paid land rent to Fijians when New Zealand and Australian caucasian migrants did not pay land rents to the Maoris or the Aborigines.

A reply to this query, signed under the pseudonym "Yedo Yedo" of Suva, was published in the Sun on January 10, 1975: "The Maoris and Aborigines were fools not quite as clever as us Fijians."

One can imagine the ire this raised with either a Maori or Aborigine reader, and sure enough, it elicited a reply from one Mrs. Wong who claimed to be a Maori,

married to a Fiji, and a resident of Suva. The letter appeared in The Fiji Sun of January 17, 1975. Mrs. Wong's letter set out the various benefits that Maoris received from land rents in New Zealand, such as 90% of the rent, much higher than a Fiji landowner gets, and was thus a one upmanship in the ensuing exchanges. Like others, the letter delved into racial mud-slinging: "It is a shame that so many Fijians roam the streets when they could be earning from their land to help develop their islands. So 'Yedo Yedo' we Maoris aren't as silly as you are."

As if the letters were not enough to cause tension, the newspaper added its own touch with smart titles. Mrs. Wong's letter was headlined, "Maoris Not So Silly." Another reply to "Yedo Yedo," captioned "Prove That You Are Not Fools," read:

To prove that you Fijians are not fools, work hard on the land rather than leaving the fertile farms idle. You Fijians (particularly the town roamers) should come to the countryside and show others that you are hard working men. signed Vishwa Nadan Pillay

The inter-racial insult-throwing game was on and getting so hot that a Fiji lady felt irate enough to pitch in her contribution. Signing herself Lia Biausese, her letter appeared under "Rip Into Your Own Race":

It's their land and it's up to them whether they want to use it or not. Who are you to come and boss their land...not only Fijians are roamers and even if they were street roamers that's OK. They're roamers in their own country and that country is Fiji. Mr. Vishwa, I think you'd better leave the Fijians alone and don't criticise them. Criticise your own race.

Another area of long standing concern to the Fiji government has been the lack of Fiji par-

ticipation in the commercial sector. A proposal to help establish Fiji businessmen with low interest loans from the Fiji Development Bank brought an outcry from the established business community which is predominantly Indian.

Soon letters from Fijians inundated The Fiji Sun. Under a rather suggestive headline, "Indians Out Of Fiji," Samisoni Qaranivalu suggested (of the Indians) "kick 'em all 'out of Fiji."

Another titled, "They Don't Appreciate Fijians," and signed under the pseudonym "Fiji T.N.T.," claimed that "by their opposition to governmental plans to improve the indigenous race's lot, the Indians of the Suva Chamber of Commerce' opposition showed the ingratitude of the Indians to the Fijians' hospitality."

The above sampling of letters were published as they were written, and I have left them as they appeared, along with our colloquial use of English and expressions, in order to convey the climate of the exchanges and hopefully the realisation of the seriousness of what may happen in a society in which a free press steams ahead without checking itself. If it turns away from its societal obligation through the pressure of commercial competition, and therefore the need to create controversy, then it is sheer irresponsible journalism.

A free press has a vital role in developing nations, especially where, like for most Pacific nations, communication in the traditional culture was mostly downward.

While Fiji is blessed with a tolerant government, the idea of forming Media Councils, whether modeled on the British Press Council or on the Community Media Councils of the United States, is worth considering.

The Pacific press should not feel their freedom threatened by the idea of Media Councils. A recent report in A Free and Responsible Press by the American Society of Newspaper Editors may be of value to Pacific journalists. Their report said:

Journalism, both print and broadcast, clearly needs correction and criticism if it is to

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Effects of Fiji

Press Freedom

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meet its First Amendment responsibilities. Whether journalism can provide adequate self-correction and self-criticism is at least debatable. The National News Council--coupled with viable state or regional councils--may well help prevent government supervision in the long run.

What Fiji needs today is the formulation of communication policies. If races are compartmentalised with separate communication channels, then the media should be used to bring about closer relations and better understanding. The vernacular papers, instead of following in the journalistic footsteps of the western-patterned dailies, should gear themselves toward education.

In the two cases of misunderstanding mentioned earlier, the Hindi papers would serve the country better by educational articles and features on the economic plight of the Fijians, their attitude toward other races, the reasons behind these attitudes, and how society as a whole can help.

Adopting this same educational and informative journalism, the Fijian newspapers would do a similarly educational contribution on political and economic issues, so that when a certain Chamber of Commerce objects to government plans on constitutional grounds, the insulted Fijian does not respond with, "What the hell are these Indians talking about?"

Political education is essential in developing countries if the principles of human rights are to enjoy universality. Democracy is an introduced ideology to most Pacific societies and even today is still a foreign concept to many. Free speech may be an inalienable right in the west, but to actually practice it in societies that are still cognitively traditional takes courage.

While encouraging dialogue for political education towards democratic development, the press should tread wearily lest they break the thin cord of tolerance and rob society of its freedom of

expression. In developing nations where national institutions are still in the formative stage, the press must exercise the greatest of discretion.

The most healthy sign of the future as seen in Fiji today is in the similarity of the cultural interests of the youth. This also shows the effects of the media. I am referring to the spread of mass culture to the Pacific; that the young citizen, be he or she Fijian, Indian, Tongan, Rotuman or caucasian, share the same enthusiasm over things which on the whole belong to the youth culture of the world--from karate, Elton John to the New York shuffle.

While the culturally-conventional minded see this as a negative side of the media, an intrusion into the dignity of an individual culture, I use it as an illustration of the power that can be harnessed for the benefit of society.

The media in Fiji can use this power to consolidate national efforts and bind racial differences. Unless the media is used to bring about a closer cultural empathy, than Fiji is still some way from being a true community.

The very fibre of an organization or society is the communication network which permits it to be an organization or society. If one does not have the means to relate or to communicate with others in the same social system, then he cannot be said to be an integral part of that system. Common organization or common interest cannot exist unless it is possible for members of a community to relate to each other to discover what these common interests are and to determine how they can, in fact, become a true community.--D. W. Conrath and G. B. Thompson, "Communication Technology: A Social Perspective," in The Journal of Communication, March, 1973.

(Lasarusu Vusoniwailala completed a one-year internship at the Communication Institute in May and began a Degree Scholar grant for graduate study the same month. He is a graduate of the University of the South Pacific.)

MARIANAS BROADCASTING

FATE UNCERTAIN

By Elias Thomas
Chief, Broadcasting Division
Trust Territory of the
Pacific Islands

SAIPAN--The formal administrative separation of the Northern Marianas and the Trust Territory of the Pacific Islands took place on March 31, 1976, and the effect on the broadcasting service is still to be determined. The former Marianas District, which will become a U.S. Commonwealth when the U.N. Trusteeship ends, will be administered by a Resident Commissioner during the transition period.

President Ford named Erwin Canham, editor emeritus of the Christian Science Monitor, to the post of Resident Commissioner in April. He will report directly to the Secretary of the Interior in the same manner as the High Commissioner has done.

The Trust Territory-owned radio station KJQR is no longer under the authority of the High Commissioner but is now the responsibility of the present Acting Resident Commissioner.

What the future holds in store for KJQR is not clear at this time. However, over the past several years, the former Marianas District Administration has constantly expressed the desire to turn KJQR's operations over to a private firm. That, of course, was prior to separation. Whether the present administration holds similar views is not known.

It does appear, though, that the fate of KJQR will depend in great part on the wishes of the new Marianas Legislature. The station, since the status negotiations began, has provided extensive coverage of the many political issues. In addition, the Legislature and the Saipan Municipal Council received live coverage when they were in session. Any decision to lease or sell KJQR to a private concern must receive the approval of the Northern Marianas Legislature.

There may be other opportunities for private broadcasting com-

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EWC GRANTS OFFERED

Journalists in the Pacific should be aware of the opportunities to study and complete degree programs being offered by the East-West Center.

For those interested in degree programs, the Center offers scholarships for M.A. and Ph.D. study through five problem-related institutes and an Open Grants program. Degree studies are completed at the University of Hawaii. A limited number of B.A. grant opportunities are offered.

In addition to the Communication Institute, the Center also administers the Population Institute, the Culture Learning Institute, the Food Institute, the Technology and Development Institute, and an Open Grants program. Deadlines for admission vary from country to country. For more information on the Center and the various Institutes, interested persons should contact either the program representatives for their country (addresses are at the end of the article) or write to: The Office of Admissions, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96822, U.S.A.

For journalists interested in professional study at the East-West Center, the Communication Institute offers the Jefferson Fellowships. Eight fellowships are being offered to mid-career journalists from Asia, the Pacific and the United States for the 1977 Jefferson Fellows program.

The fellowships provide for a total of 16 weeks of study and investigation at the East-West Communication Institute and professional travel on the U.S. Mainland or in Asia. The program, which provides Fellows with funding for travel, tuition and maintenance, will commence January 23, 1977, in Honolulu and will conclude May 13, 1977. The application deadline is August 1, 1976.

Grants are not for basic training in journalism radio, or television techniques. Rather, they are for professional development and study by journalists to increase their knowledge of international and professional issues and to discover new knowledge through their own investigation.

For further information on the program and admission qualifications, contact:

Jefferson Fellowship Program
East-West Communication Institute
1777 East-West Road
Honolulu, Hawaii 96822 USA

For those interested in further information on the East-West Center and its programs, please contact the following in-country EWC Program Representatives:

American Samoa

Mr. Sala E. Samiu
Special Assistant for Public Affairs
Department of Education/Financial Aid
Pago Pago, Tutuila
American Samoa 96799

Australia

Mr. Bruce Farrer
Executive Officer
Australian-American Educational Foundation
P. O. Box 1559
Canberra City, A.C.T. 2601
Australia

or

Churchill House
218 Northbourne Avenue
Canberra, A.C.T.

Cook Islands

The Secretary
Public Service Commission
P. O. Box 24
Rarotonga, Cook Islands

Fiji Islands

Mr. Harlan Y.M. Lee
Second Secretary and Consul
American Embassy
GPO Box 218
Suva, Fiji

Guam

Dean of Students
University of Guam
P. O. Box EK
Agana, Guam 96910

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The Principal Guidance Officer
Department of Education
Konedobu, Papua New Guinea

Solomon Islands

Director of Education
Department of Education
Honiara, Solomon Islands

Tonga

Director of Education
Education Department
Nuku'Alofa, Tonga

Trust Territory of the Pacific Islands

Mr. Augustine H. Moses
Assistant Director for Adult, Vocational and Higher Ed.
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Trust Territory of the Pacific Islands
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Canberra, Australia

Niue

Cultural Affairs Officer
American Embassy
P. O. Box 1190
Wellington, New Zealand

P.I.N.A.

INTERNAL COMMUNICATION STRESSED ON 'ELECTRIC PACIFIC' PROGRAM

The Pacific Islands News Association is in the process of developing a journalism training program in Suva. L. G. Usher, PINA organizing director, said that Fiji media representatives at a March meeting agreed that "there was urgent need for training in journalism for newspapers, broadcasting services and government and statutory body information services in Fiji."

The training course will concentrate on the basic principles of journalism and will be presented in short, concentrated intervals. It is estimated that about 25 trainees will take the initial course.

Usher said that local companies will probably take the major responsibility for running the program. The program will be for Fijian journalists in the early stages and will rely on Fijian resources.

Usher indicated that when the program is established, "we will be in a position to explore the possibility of overseas aid, particularly in the provision of training staff."

Communication Bibliography Annotations

Eggensperger, Jim. "The Evening Fights: Guam's TV Newsmen Battle for Viewers," in *Islander*, May 2, 1976, *Pacific Daily News*, May 2, 1976, pp. 6-11.

A journalistic account of the personalities and programming issues involved television news on Guam. KUAM-TV and Guam Cable TV are considering increasing their budgets for news programming and the article reviews the recent history of the efforts. No mention is made of KGTF-TV, Guam's public television station.

Brief features are included on the news personalities at the two stations. The Guam television journalists, as a group, have had little prior experience in broadcasting.

The "Electric Pacific" program held on April 4 appears, from all indications, to have been a success. The pan-Pacific conference (see PICN, March, 1976) was boosted by being carried on Radio New Zealand's Concert Program as well as its short-wave service and National Program regional stations. A total of 20 New Zealand transmitters were involved.

Other live hook-ups included the Tonga Broadcasting Commission, which went on the air early to carry the program, the Niue broadcasting service, and the Cook Islands radio system. Radio Fiji, Radio WVUV in

Pago Pago, and the National Broadcasting Commission of Papua New Guinea carried edited excerpts of the three-hour conference.

A number of important points were discussed. Recognizing that "the electricians are there," participants admitted that there remained an understandable reluctance on the part of many Pacific Islanders to rely on the new communication links to continue ties with "experts in New Zealand or America." The possibilities of improved communication within island nations was given a high priority by speakers from Fiji and Papua New Guinea.

THREE PAPUA NEW GUINEA COMMUNICATION STUDIES NOW UNDERWAY

Three media studies are currently under way in Papua New Guinea sponsored by the Psychological Services Branch of the Department of the Public Services Commission. According to Dr. Grant Noble, Senior Research Psychologist, most of the research "is in the field work or write up stage" at this time.

The three studies are the effects of violence in comics and the cinema, attitudes to family planning and media use in any family planning campaign, and a study concerned with village and high school "uses" of mass media.

NORTHERN MARIANAS CHANGE DUE

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panies to enter the Northern Marianas to operate AM or FM radio stations or television stations. There is already one AM station and an FM station licensed to operate on Saipan. A TV station, WSZE, has been on the air for the past four years. A cable TV company recently obtained a license to do business here.

The success of private radio, television or cable television in the Northern Marianas will depend, of course, on the advertising revenues available in the area. With the increase in foreign business activity, local advertising may be supplemented by foreign advertising. As the prospects for increased foreign investments in the Northern Marianas appear to be good, the prospects for private communication media may also be strong.

Dr. Noble said that the studies would be made available when they are completed. For those interested in this work, Dr. Noble's address is: Dr. Grant Noble, Senior Research Psychologist, Psychological Services Branch, Department of the Public Services Commission, Post Office, Wards Strip, Papua New Guinea. The cable address is: PSCOMMISSION, WARDS STRIP.

FJI GOVERNMENT USES CINEMA

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and Hindi, two of the countries major languages.

The topics of these locally produced documentaries include information on government achievements and provide news of plans for development, agricultural schemes, the expansion of water supplies and road construction. They publicize medical campaigns against filariasis and promote village hygiene and family planning as well as recording historical events such as the South Pacific Arts Festival or Fiji's Independence in 1970.

A film unit staff of less than seven full-time members is responsible for the scripting, filming, editing and screening of government documentaries. The impact of these locally produced documentaries however, goes beyond the Fiji population.

Although a regional film center for the exchange of movies among Pacific islands has not been established, Fijian produced films are being utilized in other countries.