SAMOAN TV: 13 YEARS OF CHANGE

Editor's note: Jon A. Anderson is the former general manager of KVZK-TV and director of television operations for the government of American Samoa. He resigned in April 1977 to take a position with Pacific Telestations, Inc., as general manager of KUAM AM, FM, and TV on Guam.

By Jon A. Anderson

It was a pioneer project in the use of television for classroom instruction, written up in educational journals around the world, acclaimed by the National Association of Educational Broadcasters as an example of what one could do in the classroom with television, and toured by fascinated educators from the U.S. and many other countries.

Today, 13 years after KVZK-TV in Pago Pago, American Samoa first went on the air it remains the only television system of its kind anywhere in the developing Pacific. It has changed, over the years, in ways which have dismayed some of the educators but generally pleased the public in Samoa, who today enjoy a combination of American commercial and public television programming equal to that available in most communities in the United States.

Drive through any village on Tutuila during the early evening hours and notice the glowing tubes in the open "fales"-Samoa watching television. They watch in surprising numbers! A recent survey, the first detailed, scientific look at Samoan television viewing habits and program preferences covering the general population, produced dramatic evidence of just how important television has become in American Samoa. Ninety-six percent of the nearly 30,000 residents of the territory have "access" to a television set, and watch regularly, either with the immediate family or with friends, relatives, neighbors or village leaders. Of those actually owning television sets, nearly 20 percent reported owning more than one set, and 37 percent have color television. While both of these figures are considerably below similar statistics for most parts of the United States, they nevertheless show a remarkable acceptance of the television medium in a remote, underdeveloped island community such as American Samoa.

The statistics were compiled by Surveys/Hawaii, a Honolulu-based poll-taking firm which conducted more than 700 interviews during December 1976.

Television, then, has become a major--if not the major--source of entertainment, information and, perhaps, education for American Samoans. But what of the changes we mentioned at the outset of this article? With the growth of the

Samoan TV Programs Rate High

In late 1976, Surveys/Hawaii conducted a survey of the out-of-school television audience in American Samoa, for station KVZK.

The sample was given as 702, distributed roughly in proportion to the population in five main areas of American Samoa. Within these areas, the sample was a bit heavy with women (55%), and purposely included only half as many 15-24 year olds as there are in the islands, but about half again as many as the true figure of 35-59 year olds. The age distribution was skewed in this way to reach more "decision makers."

The interviewers, who were Samoans, operated from a questionnaire which asked respondents about access to television and use of other media; how often they usually viewed the daily programs; then took them through a list of one-time programs for the test week, asking whether they had actually watched each of these programs. Then came a series of preference questions concerning the kinds of programs they would like more of, and the usual demographic questions.

Nothing was asked about out-of-school viewing of school television, although in response to a question about whether they ever view television

(continued page 7)
Floyd K. Takeuchi ends almost two years as assistant editor of the Pacific Islands Communication Newsletter this month. He takes on new responsibilities in journalism in the Pacific, as a writer on the staff of the Pacific Daily News on Guam.

Floyd's contributions to Pacific Islands communication and journalism have been many, and there are many years ahead for him to do even more.

As assistant editor of PICN, Floyd helped with everything, from selecting news topics to writing stories, taking photographs, editing, proofreading, and the pasteups. All this was done when he was engaged in full-time graduate study in the Pacific Islands Program at the University of Hawaii, from which he will receive his master's degree later this summer.

His master's thesis explored an area of great importance to the Pacific Island but one that had not been examined seriously—the movies. Although movies are recognized as perhaps the most pervasive and potent mass medium in the islands, there have been few serious studies, and no pan-Pacific study. Floyd spent the last half of 1976 helping to fill that gap by traveling from island to island, and talking to as many theater managers and film censors and others that he could reach. Even with the remarkable cooperation he received, it was a task that would tax most people. His thesis serves as a benchmark for the study of cinema in the Pacific.

Perhaps more important than any of the above is Floyd's deep and continuing interest in Pacific communication and journalism.

And we hope his by-line will continue to appear in PICN, keeping readers informed of events in Guam, the Northern Marianas and throughout Micronesia.

While saying good-bye to Floyd, we welcome Sue Allen, who will be working on the newsletter for the next several months (see separate story on Floyd and Sue).

This issue of the newsletter marks the end of the seventh year of publication, with the first issue out in July 1970. Two of the articles in this issue deal with the American Samoa television system which goes back even further. Jon A. Anderson, formerly the manager of the television station, looks back on Samoan television from that position. Another article reviews a recent viewership survey in American Samoa.

One of the best pieces of news we have carried concerns the recently established Fulbright-PINA awards, for two Pacific Island print journalists. The awards cover up to six months of study/internship in the United States, and could go far in providing journalism training.

Along with the Fulbright-PINA awards are the continuing Jefferson Fellowships, open to Pacific Islanders. Two newspapermen from the Pacific have won the study award, as noted in the story in this issue.

The development of a 'Pacific Way' in journalism is further examined in this issue by Lasarus Vusonwailala, and the topic is picked up in a couple other articles.

At the Communication Institute, a study of the flow of news within the Pacific Islands and between the islands and the Pacific rim countries is underway. A new staff member, Tony Nnaemeka, joined the project in May. This is expected to take up to one more year.

One of the most interesting developments in recent months has been the 're-discovery' of the Pacific. First, the U.S. State Department has been showing a new interest, then the U.S. Agency for International Development (AID), and out of this has come interest in possible use of the ATS-6 television satellite in the Pacific. All of this is somewhat tentative but clearly new attention is being given to the Pacific. Another sign, from the other side of the ocean, is the renaming of the Asia-Pacific Broadcasting Union.

Perhaps some of our readers could pass along other signs of new interest in the Pacific Islands.
A six-month study-and-training opportunity for Pacific Islands newspaper journalists is being offered through the United States Fulbright program in cooperation with the Pacific Islands News Association.

Two such study awards, which could commence in September 1977, will be given for the next three years. Each award covers up to six months of university reporting and editing courses combined with on-the-job newspaper training in the United States. The first two awards will be for study in Hawaii. Micronesia, Guam and American Samoa are not included in this Fellowship program.

L. G. Usher, organizing director of PINA, is coordinating the applications, and has circulated an announcement to the newspapers members of PINA. Any print media journalist may apply.

The following is the PINA announcement.

1978 Jefferson Fellows

Pacific Islands journalists can apply for 16 weeks of study and investigation at the East-West Center in Honolulu under the Jefferson Fellowship program. Eight fellowships will be distributed among applicants from the U.S. and Asian and Pacific countries. The Fellowships are administered by the Communications Institute at the East-West Center.

Visnews

A training program for television journalists from developing countries has been announced by Visnews, the international television news agency, Action reported in its April, 1977 issue.

Nominations for the Visnews Fellowships in International Television Journalism will be made by the chief executives of broadcasting organizations in more than 100 countries, the London-based agency said.

Inquiries should be directed to Visnews, Ltd., Cumberland Av., NW 10 London, England.

Although the deadline is June 30 and selections will be made soon after, we thought readers would be interested in the program for possible future application.

Proposed Fulbright-PINA Fellowships for Journalism Training

1. The U.S. government has offered to provide two fellowships each year for three years.
2. Those eligible are newspaper editors or reporters from Pacific Island territories except Micronesia, American Samoa, or Guam.
3. The programme will be flexible, but in general it will include study at an American University plus work on an American newspaper. The two could follow each other or could be combined. For the first fellowships, the proposed university is the University of Hawaii and the proposed newspaper is either the Honolulu Advertiser or Honolulu Star-Bulletin or both.
4. The proposed length of the course is six months, but this could if necessary be reduced.
5. Grants will cover economy class international and domestic fares; a modest allowance to cover living expenses; university tuition, and limited health insurance. They will not cover home salary or provision for dependents. The grantees' employers may be willing to cover these in return for an undertaking to continue to work for a specified period after the end of the course. It is proposed for the first course that grantees should live in East-West Centre student accommodation.
6. Applications are to be sent to the Organising Director, Pacific Islands News Association, P.O. Box 1298, Suva, Fiji. They will be considered by a board consisting of the organising director of PINA, a representative of the University of the South Pacific and a representative of the American Embassy in Fiji. Nominations will be submitted to the U.S. Board of Foreign Scholarships for final approval. It is hoped that the first grants will be awarded before September 1977, which means that applications should be received by the end of June.
7. It is realised that PINA covers broadcasting and government information services as well as newspapers, but for the first year the State Department would like fellowships to be confined to newspaper editors or reporters. The way is open for discussion on extending the field in subsequent years.

French

The Department of Communication at the Université de Montréal is accepting applications for its MA program in Communication Sciences.

Knowledge of French is required.

For more information contact:
Dr. Anne Mear, Directeur, Section de Communication, Université de Montréal, Case postale 6128, Montréal, Canada.
**SHORT TAKES: PRESS**

(News kinds of consultation agreements between newspaper management and staff are being formulated throughout the world. Bruce Griffiths, NSW, Australia, sends news of one such agreement in the Netherlands.)

BY BRUCE GRIFFITHS

Consultation between management and editorial staff is now required on all newspapers in Holland, "The Journalist" the official organ of the Australian Journalists Association, reported in its February issue.

The report said, "After more than a decade of talks, that country has achieved the closest thing to worker participation the industry has seen.

"Management is required to discuss with staff such matters as sale or closure of a paper, changes in editorial aims and practices, hiring or firing of an editor, deadlines, working conditions and much more.

"Editors are required to talk to journalists who object to the handling of stories.

"The right of the editor to change articles or to give orders regarding the editorial work is not infringed upon, so as not to diminish the possibility of taking swift decisions.

"But when a member of the editorial staff objects to an order he can appeal direct to the Editorial Council--consisting of the editor and at least five elected staffers.

"His appeal does not mean that the editor's decision can be reversed. But the editor is obliged to explain himself," the report said.

**NEWS AGENCY**

The Northern Marianas will have a news agency soon, Marianas Variety reported March 17, 1977. Marianas News Agency (MNA) will issue press releases on Northern Marianas Government activities.

MNA will operate under the Public Affairs Office headed by David Maratita for the time being, the paper said.

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**TUVALU**

Tuvalu is being served by a government information bulletin which is published once every two weeks on Funafuti. The Tuvalu News Sheet is a roneo, 8½ by 12 inch newsletter. It varies in size from 16 to 24 pages per issue.

Published by the Broadcasting Division of the Ministry of Home Affairs, the News Sheet carries most articles in the Indigenous language, and some articles in English.

The editorial address of the Tuvalu News Sheet is Broadcasting and Information Division, Ministry of Home Affairs, Vaiaku, Funafuti, Tuvalu.

**GLIMPSES**

A broader focus has led Glimpses, formerly known as Glimpses of Guam, to a new format, a new editor, and to what its publishers believe will be a bright future.

Robert Kiener, 27, is the new editor. He is from Ohio and a former Hospitality Magazine feature editor.

While on his way to Japan, Kiener read an ad in Advertising Age for an "editor looking for adventure." He answered the ad and has been at Glimpses since the magazine changed format on Volume 2, 1976.

The Guam-based "magazine of Micronesia" is now published four times a year and has a circulation of 10,000. It is distributed to the U.S. mainland and in 20 other countries, as well as throughout Micronesia and Hawaii. It is distributed in all Continental/Al Air Micronesia planes and some Guam hotels.

The old format focused on Guam, occasionally including articles on Micronesia. Glimpses will feature articles related to all of Micronesia and the Western Pacific. Recent issues have included articles ranging from Guam to Hong Kong to Kapingamarangi.

Glimpses is published by the advertising agency Glimpses of Guam.

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**Media Profile: Faga'logo Pito**

Faga'logo Pito has remained at the editor's desk of the Samoa Times eight years--longer than any editor of any paper in Western Samoa since Samoanische Zeitung of the German era.

Pito got into journalism the long way around.

His original intent was to be a farmer. But his father would have none of his studying for an agricultural degree. It had to be either medicine or the law. Pito chose the latter, at Victoria University in Wellington, New Zealand, but was thoroughly bored with it in two years, by 1958.

He tried various jobs, mostly with the government. He was a court interpreter, secretary to the Minister of Education, traffic officer for Polynesian Airline, translator for the Parliament, then external affairs officer and secretary to the late Prime Minister Fiaame Mata'afa. He quite those posts to become Samoan editor of the Times when Peter Creevey was manager. He succeeded Creevey shortly thereafter.

That same year, 1970, he attended a four-week journalism seminar at East-West Center. He was present at the Pacific Editor's Conference in Suva in 1972, and the Pacific Islands News Association meeting in 1974.

He says the paper was losing money and was in debt. He closed out the Pago Pago edition and reduced the circulation from 6,500 a week to 5,000, and now the Times is in the black.

Pito was born on the island of Savai'i in Western Samoa in 1938.

He was chosen in 1952 as one of seven pupils of an Apia accelerated primary school to attend high school in New Zealand on a scholarship.
In the modern world of democracies news is viewed as the staple necessary diet of the media in their fulfillment of the universal ideal of human rights. News is sacrosanct because it is tied as the Siamese twin of free speech. To question the right of information flow or to challenge the ethics of informing produces screams that are enough to scare any otherwise true democrat.

May I suggest that we take a close look at the effect of news on cultures, especially those of developing countries? In viewing the potency of the information carriers, let me put forward a hypothesis on the psychology of news.

News is where it originates. News is news because it is different; it is happening or an unusual occurrence. It can be a story or gossip that attracts man’s attention because it is of human interest. But how does news become what it is?

A psychology of news is a seesaw between excitation and desensitization, of ethical and cultural resistance to foreign signals. First, the senses are excited to elicit interest-responses. Later, with an information overload condition created by a deluge of information on a particular interest area, the senses become immune. Then the media move on to other news-nogulous zones.

This psycho-thesis on the effects of news on the intra-communication system of humans raises concern over what is currently viewed as an innocuous product whose sale guarantees a human right. By its ability to educate the senses and standardize cognitive processes, news affects cultural integrity toward what Charles Osgood has referred to as the production of cultural uniqueness. In other words, the internationalization of the concept of news is itself a form of cultural imperialism.

The heuristic realization of this discussion is that the media of developing nations should not ape their counterparts of more dynamic societies whether in values or style. They should look, instead, at the human needs of their societies instead of accepting imported concepts of what is news, or what are standards of professionalism in journalism.

There are two levels of professionalism that need differentiation in the Third World. First, media professionalism or the structure, function and values adopted by national communication institutions. Second, the standard of proficiency of the communication personnel. While every society should be concerned with upgrading standards of the information producers, care must be taken over media professionalism that it meets local needs rather than affiliating with the macro or multi-national media culture.

A line in the opening paragraph of an editorial in the Papua New Guinea Post Courier of October 10, 1976 read, “The National Broadcasting Commission and Post Courier are natural competitors for the news of the day and in spreading it to the people.” We may ask, “but why should media of developing countries compete? Why not be complementary and supplementary, working in association to inform the people?”

“It is the social responsibility of the media to guard against the lowering of tastes to one of global smut...”

If competition for news is a criterion of professionalism of industrialized societies, why should developing islands accept it so as to alter their values? Tragically, the training of professional communicators is always toward fulfilling institutional objectives which are determined by how the media see themselves and their role in society. If media professionalism is perceived as being first with the news, then the communicators will be satisfied if they are fulfilling the needs of the system.

Pacific Island media should aim at competing for clarity and factuality in informing rather than in who is first in reporting. Professionalism should be the concern for full and unbiased presentation of news.

In industrial societies news happens. To accept the same concept in the media institutions of the Pacific is to end up either with a lack-lustre information organ or to resort to the professionalism of “creating news.”

The Island media shoulder a great responsibility. For millions of people they are their only eyes and ears to the world both within and without their national boundaries. Because of this situation, competition should not be allowed to affect the quality of this essential service. Dailies may try balancing front page banners with feature articles so that straight reporting is coupled with analysis, and interpretation. This may make for more interesting revelations than the familiar diet of sensationalism and international trash that clutter up the local papers of some Island nations.

As Papua New Guinea’s Minister for Finance, Mr. Julius Chan recently commented (June PIM, p. 14), “a newspaper which kept its readers informed about Elizabeth Taylor’s love life but never mentioned anything to do with rural development would hardly be living up to its obligations as a national institution.”

The important point today is that the so-called cultural imperialism attributed to the media is not only the product of global communication or flow of information. It is also in part due to the acceptance by developing countries of international standards of professionalism to guide the performance code of their media. And if we are to retain some degree of cultural autonomy in the face of international hegemony, the ever influential media should be the first to tell us that we still have unique characteristics that warrant preserving.

It is, therefore, the social responsibility of the media to guard against the lowering of tastes to one of global smut, and beware of conditioning senses to respond to a universal common denominator, of loud noises and eye grabbing banners, forever to miss the meat which often lies quietly between the headlines.
MARSHALLESE LANGUAGE NEWSPAPER BOOMS

By DAN SMITH
Majuro

Micronesia's oldest name in independent journalism, the Marshall Islands Journal, is alive and well in the hands of two young Marshallese editors. About the only English in the paper is in the name and some of the ads. Appearing on Wednesdays and Saturdays, its on-island circulation (700 per issue) has already topped that of the parent Micronesian Independent.

The Journal has much more news and comment about the Marshalls than does the Independent.

Editor Justin de Brum feels the paper is popular because people have time to sit back and consider the news at their leisure. Even more important are the numerous local stories which the local radio station (WSZO) usually does not carry. News in Marshallese is a winning formula in reaching many new newspaper readers.

The Journal uses Micronesian News Service (MNS) material for especially significant items. MNS material used by WSZO is translated into Marshallese, and the Journal uses the translated stories.

Associate Editor Ben Jorkan is a veteran of a previous attempt by the Micronitor News and Printing Company to start a Marshallese-language paper. He was the editor of Enane until he suffered a heart attack.

Frederick Abo, Justin de Brum
Ben Jorkan

Journal editor de Brum is on a break from college and happened to be in the right place with an interest in working on a Marshallese paper. The Journal started in October 1976. Jorkan later joined the paper as associate editor.

Majuro publisher Joe Murphy's printers handle all production for the Journal. Murphy has wanted a Marshallese paper for a long time but there have not previously been local people willing and able to become full-time journalists.

Beyond the desire to serve the newspaper needs of the Marshalls, the Journal is an unabashed business success. Yet there is still a tremendous potential for increased ad revenue. Circulation and the frequency of publishing can increase.

The original Marshall Islands Journal was founded about 1966 by the Rev. Dougherty. It lasted until the late 60's.

The original Marshall Islands Observer, Incorporated, a non-profit corporation in Colonia, Yap, is P.O. Box 399, Colonia, Yap 96943.

The Observer intends to cover all local news, from "betel nut to administration; from Eastern Yap to Western Yap Islands," the opening statement said. Yap citizens were asked to support the paper.

At various times in the past we have had newspapers: The Yapper, Ral Review, Mogethin, Yap Monitor, Yap High School News and Yap Education News," the statement said. "All were subsidized by the government. This paper is not. It belongs to the people."

Ben Ruan, former editor of the Yap Education News, edited the Observer until earlier this year. Ruan, according to reports reaching Honolulu, is now working for the Congress of Micronesia on Saipan.

Of the original staff members, only the newspaper's artist is still with the paper. Interest in the Observer, however, is reportedly to be very high.
PNG Wantok Expands

Wantok, Papua New Guinea's national newspaper in Melanesian Pidgin, is enlarging its operation and moving to a new office building in Port Moresby. It will now publish weekly, rather than fortnightly, and hopes to broaden its editorial scope.

Wantok began publication seven years ago, sponsored by the Catholic Church and edited by the present editor, Fr Frank Mihalic, author of the standard Pidgin dictionary. In May, 1976 the Lutheran, Anglican and United Churches joined in sponsorship of the paper and the new newspaper Board decided to expand.

Wantok is displaying a new masthead and logo, a new typeface and has gone from a four to a five column format. Present circulation is 12,000 but the publishers project a readership of 70,000.

The prime target audience is described as rural, and Wantok publishers say the churches informal links with the grass roots are helpful in reaching that audience. Wantok has an Island edition based in Rabaul, an edition in the Enga language, and will have a Madang edition soon.

Present aims of Wantok, as defined by the new joint Board, include making information available to the ordinary man and woman in PNG, encouraging human and Christian development, encouraging literacy and striving for social and economic justice, becoming a truly PNG publication and encouraging local writers, encouraging a response from readers and supporting the United Nations, the women's movement, adult education and others.

Wantok's publisher, Fr Kevin Walcot, says in a release, 'We feel we are gradually moving towards these goals. Since moving to Port Moresby, we have been able to improve our coverage of national events--such as the Queen's visit--while at the same time keeping our roots firmly in the village, thanks to our readers and our links with the churches.'

The new Wantok address is Wantok Publications Inc., P.O. Box 1982, Boroko, Port Moresby, Papua New Guinea.

Wright Reviews Press, Freedom in Pacific

An article on the history of the press in the South Pacific has been published in the Winter 1976 issue of Index on Censorship.


Wright briefly describes the early history of the press and its "Europeanization." He gives an account of the French-language press in the Pacific and he gives examples of clashes between the "powers-that-be" and the press in, for example, Samoa and Tonga. He also discusses press freedom in Papua New Guinea and New Zealand and government-press relations in Micronesia.

Scattered throughout are anecdotes and descriptions from modern and historical sources.
PROF. CROCOMBE URGES

S. Pacific Press Club

By Usha Sundar
Suva

A suggestion was put recently to journalists in Fiji for the formation of a South Pacific Press Club. The suggestion came from Ron Crocombe, Professor of Pacific Studies at the University of the South Pacific, at a luncheon talk to the Fiji Press Club.

There was a general lack of contact between press representatives in the Islands, Crocombe said. He suggested the Fiji Press Club should consider going out of business to clear the way for forming a South Pacific Press Club.

Fiji was the obvious place to start a regional club but, as long as people were committed to a national club, it would act as a block to a regional organization.

People from other Pacific countries could be charged a nominal fee but would feel part of the organization and be able to take part in activities when they were in Suva. Crocombe said the news media people really traveled very little.

Although travel was expensive, it was worthwhile for people to develop an awareness of Pacific countries through visits.

Crocombe suggested the USP's satellite communications network could be a means of regional training for journalists. He said training should include a certain proportion of Pacific studies, such as economics, history, geography and culture of various Pacific countries. It was necessary for the journalists to strengthen the background of the field they were involved in, he said. The Pacific was a unique atmosphere for such training.

Crocombe said there was lack of Pacific Islanders in the journalistic profession. The media would develop the Pacific Way as the profession got more Pacific Islanders.

Crocombe noted that Pacific media recently have increased their content of Pacific information. It has been a very recent trend and practically all newspapers of the Pacific were giving priority to Island happenings, he said.

Takeuchi to Guam

Floyd Takeuchi, Assistant Editor of PICN for the past two years, is leaving in June to take a reporting job with the Pacific Daily News in Guam.

Takeuchi came to the University of Hawaii in 1975 with a B.S. in Journalism from Boston University and this spring completed his Master's degree in Pacific Island Studies at the University of Hawaii. From 1975 to 1977 he has been a graduate at the East-West Communication Institute.

Takeuchi spent six months in the last half of 1976 doing groundbreaking research on the status and flow of cinema in the Pacific. A report on his findings will appear in a future issue of PICN.

Susan Allen, Ph.D. student in Media Anthropology from the University of Kansas, will be working with PICN for a few months. Allen joined The East-West Communication Institute as a research intern in May.

KNDI Seeks Tapes

Honolulu Radio Station KNDI-- the Broadcast House of the Pacific-- is "very interested in offering time for programs from the various parts of the Pacific." Jim Ownby, broadcasting director, said his station would run a good deal of international material, and would especially like to receive broadcast tapes from the Pacific Islands.

Any organizations interested in having tapes played over the air in Honolulu can write to Ownby at KNDI, P.O. Box 2116, Honolulu, Hawaii 96806, U.S.A. to make arrangements.

ARTS FESTIVAL RECORDS

We received word in early March of the issue of a series of LP records from material recorded at the South Pacific Festival of Arts. Kiwi Records announced it has available "Solo in the Solomon Islands Bamboo Band and Pan-pipes," "Hawaiian Island Festival Contingent," "Western Samoa Festival Company" (the song and dance program). Shortly to be released will be "Cook Islands National Arts Theatre" and the "Tongan Festival Contingent" (noise-flute and traditional song and dance). Later issues include Aborigine song/dance, Tahiti, Easter Island and others. Kiwi Records is part of Reed Pacific Records, Ltd., 182 Wakefield Street, Wellington, New Zealand.

2 New Weeklies For Micronesia

The Truk Current, a bi-weekly newspaper released by the District Administration, began publication in March. The editors said the paper is not a government newsletter, but the June PIM reports.

The Ponape District has a new weekly newspaper with the late May appearance of the first issue of Pohnpei Spotlight, the Mariana Variety reported June 2.

Articles are in English and Ponapean. The paper's staff is mixed with employees from the private and government sectors. Its editor is Herman P. Somes. There are four associate editors and a staff of seven. The paper does not mention the name of its publisher or whether it is privately or government-owned.

With the appearance of Pohnpei Spotlight, only the District of Kosrae lacks a newspaper. The other five districts all publish weeklies.

READERSHIP STUDY

Carl Heine, currently working toward his Ph.D. in Political Science at the University of Hawaii, will conduct a research project for the Trust Territory Liaison Office, the Marianas Variety reported April 27.

Heine's study will focus on the impact and readership of two Trust Territory publications, Highlights and Micronesian Reporter, among Hawaii subscribers and recipients, including Micronesian students at the University of Hawaii.

He will examine the role, quality and relevancy of the two magazines and recommend improvements.

Hadlow to Australia

Martin Hadlow of Radio New Zealand and producer of the 1976 "Electric Pacific" will be taking a position with Radio 2 99M-FM in Armidale, NSW, Australia.

Hadlow previously worked in radio in Papua New Guinea, and was a professional associate at the East-West Communication Institute in 1974.
The Australian Broadcasting Commission has changed the title and format of its house journal. The first issue of Scan, successor to Radio Active, was published January 24, 1977.

Scan's Editor, Richard Phillips, Press and Public Information Office, Sydney, said in the first issue he will cover ABC news and invites participation from staff members.

Scan is being published every fourth Monday, but ABC General Manager T.S. Duckmantion said in a statement in the opening issue he hopes to increase to fortnightly.

Scan is smaller than was Radio Active, 8"x10" instead of 10"x14", and is now published on newsprint.

The Northern Marianas Islands have been mentioned as a possible site for relocation of Voice of America (VOA) transmitter if the U.S. is asked to move its military and other facilities from the Philippines, Marianas Variety and Highlights reported in April.

Senator Jose R. Cruz, Northern Marianas, said in a letter to USIA Director John E. Reinhard the Northern Marianas "would welcome VOA as an economic stimulant and we are soon to become part of the U.S., (so) there would be no possibility of the cat-and-mouse game that appears to delight President Marcos."

It could cost $35 to $40 million to build VOA installations in the Northern Marianas, a Highlights source reported.

"The voice of America news broadcasts are being utilized in all the six district radio stations, including the Northern Marianas, Highlights said. "Some stations are also using educational VOA recorded programs, most of them in English."

Two of the Big Island's three cable television companies in Hawaii have reported high public support for experiments with showing X-rated movies, the Honolulu Star-Bulletin reported in May.

Comtec Inc., owned by a firm headed by State Sen. Richard Henderson, has decided to cease showings despite public support but West Hawaii Cablevision plans to continue. Both companies received national attention in the Wall Street Journal for being the only cable networks in the State experimenting with X-rated films.

Sid Mizukami, manager of West Hawaii Cablevision, told the Star-Bulletin the movies are not stag films but "soft-core" material such as the French film "Emmanuelle."

The films are shown at midnight on special channels available to cable subscribers at an extra cost. Both companies reported increases in cable service sales following the showings.

A two-hour PEACESAT conference was scheduled for June 12 to discuss cinema in the Pacific.

Film censors and movie exhibitors from several Pacific countries were to discuss the issue of control and censorship of films and Floyd Takeuchi was to report on data he collected for his Master's thesis on the status and flow patterns of Pacific cinema.

A report on the exchange will appear in the next issue of PICN.

By SUSAN ALLEN
ASSISTANT EDITOR
Since I am a broadcaster, not an educator, I steered clear of this sort of discussion, feeling that it is up to the education policymakers of Samoa to determine the proper role for television in American Samoa's education system. Certainly, the present level of instructional television use in the schools is still very high, and television continues to play an important role in Samoan education. New instructional programming continues to be produced, and the Department of Education continues to analyze its effectiveness and seek new ways to utilize the powerful television medium to its best instructional advantages.

NEARLY EIGHT VIEWERS WATCH EACH TELEVISION SET IN AMERICAN SAMOA

Regardless of the outcome of the instructional television debate, television as a medium of general information and entertainment is undeniably in American Samoa to stay. The people enjoy it, and the cost of continuing it, now that the physical plant is established, is relatively small. The station, operating now under an Office of Television Operations administratively separate from the Education Department, has just 30 employees, who program not one but three channels (ABC programs were recently added to the NBC and PBS fare). The staff is almost entirely Samoan, and they are learning skills in the sophisticated broadcasting field which will serve them well whether they remain in Samoa or go elsewhere.

Color television, with modern equipment, and a powerful signal emanating from the top of a mountain reached by cable car. That is KVZK-TV today, continuing to serve the people of America's only territory south of the equator.

TV survey

The Public Broadcasting Station does about as well as PBS stations in the United States, considering that in Samoa it is competing against one network instead of several. In early 1977 KVZK-TV began broadcasting ABC network programs, too.

Perhaps the best way to sum up Samoan television preferences is to say that they like action: crime stories, adventure, and violent professional sports programs do best. Their favorite program seems to be Police Woman, with a rating of 82. Police Story rates 67. Their favorite sports program is NFL Football (44); second in line is Boxing from the Olympics (39).

Yet it is not wholly fair to speak of action as the only centraid of their viewing. They give far higher ratings to daytime shows—the dramatic serials, game shows, talk and audience shows—than they ever receive in America. Thus, the Wheel of Fortune rates 51, Hollywood Squares 46, The Gong Show 25, Days of Our Lives 39, and Another World 28. It need hardly be said that the audiences for all of these programs were predominantly female and young. And among the evening programs in related genre, Sanford and Son got an extraordinary rating of 75. Beauty and the Beast also got 75, and Van Dyke and Co. 69.

Samoan interest in news is very high. Fifty-four percent said they viewed News in Samoa almost every day; 49% watched News in English. The NBC Nightly News, shown one week after it is originally broadcast, averaged 32%, and 42% among the 15-24 group. An NBC news special on military reserves drew 43%. Meet the Press rated 22, while KVZK's own summary of weekend news got 15.

Most of the programming, with the exception of the Samoan News, is in English. But the Samoan audience enjoys Samoan language programs, and when these programs are on the PBC station, Channel 4, they will cut into the NBC audiences on Channel 2. The three highest rated programs on Channel 2 are Samoan programs. The viewers of Samoan programs tend to be older than for the English language programs, and this difference is especially notable from age 50 on.

These figures add up to a degree of mass media activity in American Samoa that Margaret Mead would find surprising.
PEACESAT USE FOR PACIFIC-EWC EXCHANGE

By SUSAN ALLEN
Assistant Editor

A growing number of Pacific Islanders and a cross-institute group of other staff and participants at the East-West Center are concerned about what they perceive as a trend focusing EWC participation and research away from the Pacific Islands, and hope to use PEACESAT as a means of stimulating intra-Pacific communication on these matters.

Ralph Love, Senior Fellow at the EWC Technology Development Institute from New Zealand, quoted a study showing actual participation of Pacific Islanders at the EWC had dropped from 22 per cent in 1971 to 10.9 per cent in 1975. The study also seemed to indicate that Center activities are shifting to a larger, more abstract focus and to an academic level which could subordinate practical Pacific Island problems and further reduce participation by Pacific Islanders.

"The problem is rather like the chicken and the egg," Love said. As the EWC moves away from meeting the basic needs of Pacific Islanders, there is less reason for them to be supportive. And, as Pacific support diminishes so does further EWC involvement.

"We need to zero in and be more practical about those issues Islanders perceive as important instead of raising all EWC activities to such a complex level that practical problems in small places are lost, and participation by Islanders is reduced," Love said.

The EWC mandate covers such a diverse area—the U.S., Asia and the Pacific—that one can’t apply the same criteria to all of them or expect to service them with an inflexible policy, he said.

The basic problems of the Pacific may seem mundane or lacking in prestige to some policy planners but to Pacific Islanders a project designed to look at the social effects of tourism or an effort to find alternative forms of economic development are crucial. So are issues involving pest control and fishing and crop production.

"The question of cooperation between the EWC and countries must be seen as a two-way street. This requires the response of the EWC to the needs of their cooperating partners. How the EWC is perceived will depend to a large degree on how it cooperates—on a partnership basis—or in a directing and then cooperating role.

"While the resource needs (land, ocean, human, financial, mutual dependencies) we have considered are of concern to all nations, national and regional needs will differ within this broader framework.

"Policies and programs flexible enough to respond to these needs are essential if the EWC is to be perceived as a center of true cooperation striving to fulfill its role of promoting mutual understanding and better relations among nations."

Love and others at the EWC are interested in developing greater Pacific involvement in EWC programs and a reorientation of EWC attention in the Pacific. They see PEACESAT conferences, distribution of papers and other kinds of dialogue, to culminate in a seminar at the EWC as one way to begin.

Any PICN readers who would like to participate in such discussions or have suggestions on either topics or approach are encouraged to contact Ralph Love, East-West Technology Development Institute, 1777 East West Road, Honolulu, Hawaii 96848.

Truk Tries PEACESAT

Curriculum development specialists in Truk and the University of Hawaii were involved in a 45-minute exchange over PEACESAT on April 19, the first time a Trust Territory district has been successfully involved in the satellite network. Highlights reported on May 1.

George Callison, PEACESAT terminal manager, told Highlights the transmission wasn’t perfect but that satisfactory and meaningful communication was carried out between the Moen and Honolulu groups. Curriculum development in the Trukese language was the topic of the exchange.

This volume focuses on three issues in international communication: (1) the presumed negative impact on receiving societies of a significant volume of communication of diverse content from sources outside the developed states, so that they can better engage in a two- or multi-way flow of international communication; (2) the difficulties faced by most nations in developing their own communication resources to levels comparable to those of industrially more advanced states, so that they can better engage in a two- or multi-way flow of international communication; and (3) the problem of controlling critical aspects of international communication so as to mitigate potential harm and maximize potential benefits.

The volume is a report on the Conference on Fair Communication Policy for the International Exchange of Information held in Honolulu in March-April 1976.

In 1964 a meeting of distinguished scholars at the East-West Center resulted in the widely read volume Communication and Change in Developing Countries. Just over 10 years later a second meeting was convened at the same place, with the same chairman and many of the same scholars in attendance, to review what had happened in the intervening decade in the use of communication for development. From that second meeting have come the papers in this volume.

In the present volume, much more than in the previous one, development is discussed in terms of a total program of social change. Rather than a single model of development, a variety of models was discussed at the second meeting, and the examples of China, Korea, Bangladesh, and India were examined in some detail. Less is said about economic growth, more about quality of life; less about one-way communication by mass media, more about social organization and interpersonal communication.


The "right to communicate" is an evolving and expanding concept that was first enunciated in 1969 by Dr. Jean d'Arcy. A selection of original essays takes the first comprehensive look at this emerging idea and examines it from the ideological and culturally varied viewpoints of the book's twenty-two contributors.

The right to communicate is comprised of the following rights of press, speech, opinion--as found in Article 19 of the Universal Declaration of Human Rights--as well as of the concern for privacy, and access to media and information. But as the essays here show, the right to communicate is more than a collection or reorganization of familiar rights, going far beyond them so as to merit being called a "new human right."

The authors of the essays come from both developing and more developed countries and, ideally, from both East and West. Thus, there is no consensus on the right to communicate; instead, a rich variety of interpretations and potential of meanings are found here--an array of new perspectives on communication, on rights, and on the future.

Included here are twelve papers written by distinguished professionals between 1970 and 1975 on a human right of recent concern, the "right to communicate." Topics range from a philosophic overview (Jean d'Arcy's "The Right of Man to Communicate") to a specific policy debate at UNESCO (by Bertil Zachrisson of Stockholm). Taken together, these papers provide an introduction to the body of knowledge and dialogue underway in international professional organizations, research institutes, and universities. The multi-cultural right to communicate is one of the "great ideas" that affect human lifestyles in profound ways and may provide the basis for an international "communication order."

Coconut, a new Pacific Islands children's magazine, has been launched by Lotus Pasifika Productions (LPP) of the Pacific Conference of Churches.

Coconut is a quarterly issued to about 1,000 subscribers in Fiji, Tonga, Tuvalu, New Hebrides, Solomon Islands, Gilbert Islands and Cook Islands.

For more information write to LPP, P.O. Box 208, Suva, Fiji.


"Development is People," a booklet on a Pacific view of human development which came out of the Pacific Conference of Churches Assembly, January 1976, Port Moresby, PNG. It is available through LPP, P.O. Box 208, Suva, Fiji. Paper, 16 pages. Price F$0.38 (U.S. 41 cents).

PILS

(continued from page 9)

Along with information transfer, PACLINET will provide training through workshops and seminars for planning and managing networks.

Complimentary to the PACLINET, the satellite side of the PILS, is a new newsletter, also called PILS.

"PILS began publication in Spring 1977," Managing Editor Anna M. Sloan said, "as an extension of the satellite service. PILS will make the information or the location of information received by PILS accessible to anyone who needs it."

There are people operating information centers around the Pacific, Sloan said, such as the librarian for the South Pacific Commission, who have vast knowledge of information sources about the Pacific. PILS intends to facilitate the location and exchange of such information.

Jackson, PILS editor, said in the first issue, "We urge you to help the information flow among us by sending news about library and information developments in your area."

Anyone desiring further information on PACLINET or PILS should write to Jackson at the Graduate School of Library Studies, University of Hawaii, Honolulu 96822.