APIA RADIO CENTER OPENS

BY CURT MADISON
Special to PICN

APIA—"Get the emphasis out of the studio and into the villages," stated Graham Thomas in describing the aim of the "Western Samoan Broadcast Training Project." Mr. Thomas is the UNESCO advisor to the project designed to improve the quality of broadcast service to the Samoan people.

The training will be done in three ways.

First, there will be a course of 24 months at the Malifa studios for about 16 post-high school young people. During the training they will be given salaries of equivalent civil service jobs. Their course will be in all phases of program production with the emphasis on village news and needs, current affairs, features, and documentaries. Most of the programming will be of Samoa in Samoan, with a few programs about Samoa in English.

Within several months of the beginning of the course, the students will use the studios at Malifa to produce programs of developmental information for broadcast on 2AP. In that way practical production problems unique to Samoa will be identified quickly and creative uses of the relatively unencumbered radio spectrum begun.

At the completion of the course, two of the new broadcasters will be assigned to each of the Departments of Health, Education, and Agriculture. The rest of them will go to augment the understaffed station of 2AP.

Second, In Service courses will

Jon A. Anderson Named New Television Chief For American Samoa

By Floyd Takeuchi

Jon A. Anderson, former Bureau Chief of the Micronesian News Service, is the new Director of Television Operations for the government of American Samoa. He will manage the government's television station KVZK-TV during what he called a "transition period" from government management to private management.

Radio Samoa (WVUV), the former government-run station, is expected to play a significant role in the development of new management for KVZK. Anderson, in a November interview with PICN in Honolulu, said he expects to be involved in the operations of both WVUV and KVZK in the near future. (See related story on WVUV in PICN, June, 1975)

One of the first areas Anderson will be concerned with is reducing significantly the staff at KVZK. The station presently has more than 100 staff members.

"The staff has been fat in the past," Anderson said, "and it can't remain fat."

Faced with a greatly reduced role in educational broadcasting (story continued pg. 4)
Lyle replaces Schramm: new EWCI Director

Dr. Jack Lyle, research director for the Corporation for Public Broadcasting since 1972, became director of the East-West Communication Institute in Honolulu in October.

Lyle succeeds Dr. Wilbur Schramm, who asked to be relieved of administrative duties to devote full time to communication research.

Prior to his arrival at the Center in 1973, Schramm served as Director of the Institute for Communication Research and was the Janet M. Peck Professor of International Communication at Stanford University for 16 years. He has authored valuable works in the communication field, including Communication in Modern Society: Responsibility in Mass Communication; Communication and Change in the Developing Countries; and, Man, Messages, and Media. Schramm has been the recipient of numerous awards, including one of the first honorary degrees from the British Open University this year.

Lyle, 46, received his Ph.D. in 1959 at Stanford University, where he studied under the direction of Dr. Schramm. After working on newspapers in San Leandro and San Jose, he taught journalism at the University of California, Los Angeles from 1960 to 1972, when he joined the Corporation for Public Broadcasting in Washington, D.C.

One of Lyle’s principal research interests is use of mass media in education. He served for 14 months as a UNESCO project director in educational planning in 1965-66. Two years ago he was a Senior Fellow at the East-West Communication Institute, where he joined with Research Associate Hidetoshi Kato in a comparative study of the effects of television on children in Japan and the United States.

At the Corporation for Public Broadcasting he has sponsored studies in televised instruction at secondary and college levels.

Lyle currently is working on books dealing with televised coverage of proceedings of state legislatures and the role of television in urban and non-urban life styles.

He has served as a consultant in communication for such organizations as the Ford Foundation, the World Bank, RAND Corporation, the National Institute of Mental Health, and the mass media task force of the President’s Commission on Violence.

During service in the U.S. Air Force, Lyle was editor of base newspapers in Japan from 1952 to 1954. He was born March 27, 1929, in Pine Bluff, Arkansas.--Combined news releases from East-West Center.

NY Times covers Pacific

The Pacific region seems to receive sporadic coverage in major American newspapers. This may be a blessing in disguise (see related article on PNG), but it is somewhat noteworthy when a newspaper with an international reputation gives substantial political analysis to a Pacific issue.

The New York Times on September 21 carried a lengthy piece on the plight of the Banabans and their attempts to "regain" their home island, through court action.

The article gave substantial background information, describing colonization by the British, the deleterious effects of the Japanese occupation, and the Banabans’ reestablishment as Fijians on Rabi Island. A small map detailing the location of Rabi and Banaba was also included.

It is to the credit of the Times that they carried the story at all. Almost all articles on the region in non-Pacific newspapers appear in travel sections or have a strong "Stevenson returns to Samoa" flavor. But it is significant to note the dateline of the New York Times piece. It wasn’t Suva, Papeete, Pago Pago, or even Sydney. The dateline? London, where the court sits.

Ian Mackay ends 40 yr. career in broadcasting

Ian K. Mackay, C.M.G., who has been PNG/BC’s ABU Liaison Officer since it joined the ABU early in 1974, retired on 31 August 1975 after 40 years in broadcasting in four countries. His career began as an announcer in the national broadcasting service in New Zealand. After serving in various other posts in New Zealand, Mr. Mackay moved to Australia in 1950 as Assistant Manager and later Production Manager of a major commercial radio station. In 1961 he became Director-General of the Nigerian Broadcasting Corporation which was followed by an appointment in 1964 as Adviser on Mass Media to the Minister for Information in Papua New Guinea. After holding various senior posts in that country, Mr. Mackay was closely involved in the establishment of PNG/BC and has recently been Special Assistant Chairman in that organisation.

Visitors will in future be assured of a welcome at his home at 405a Main Road, Karori, Wellington, New Zealand.
Micronesian Students Set PEACESAT First

BY FLOYD TAKEUCHI

The PEACESAT program set another first when Micronesian students in Hawaii questioned four of their representatives to the recently concluded Micronesian Constitutional Convention. The October 31 conference, which brought together the Honolulu and Saipan terminals for an hour and a half, was the first time PEACESAT has been used for constituents in one part of the Pacific to question their elected representatives on an issue of paramount importance.

The conference was a part of a series of events Micronesians in Hawaii organized to help celebrate Micronesia Day (October 24). The students, from the East-West Center, the University of Hawaii, and other colleges, used the radio satellite system to keep them informed on the latest Constitutional Convention developments.

Toshi Rudolph, the student moderator from Ponape, said that the discussion also gave the students a chance to let their delegates know what issues students in Hawaii are concerned about. "We let them know by our questions," Rudolph said, "what areas we believe are important to our future."

Some of these questions concerned the source of national revenue for an independent Micronesia, the issue of eminent domain, secession, the structure of the executive and the role of traditional leaders in it, the extent of tourism development, and the role the United States military will play in Micronesia's future.

The conference, given the limitations imposed by time and the structured format, was highly successful. For the few non-Micronesian students at the discussion, the answers at times seemed vague and rather noncommittal, and there was a tendency to blame this on the representatives being "politicians."

However, there was more to most of the answers than there appeared to be. Hans Willander, for example, a delegate from Truk, answered the question of U.S. military activities in an independent Micronesia by saying, "I think that question is very short but it is very hard. As a delegate, I think it is inappropriate for me to answer. But as a Micronesian, I think that if the Micronesian people wish to have an independent status they can do it with the presence of U.S. military or without the presence of U.S. military in Micronesia."

The PEACESAT program did more than inform Micronesians in Hawaii about the latest developments at the Constitutional Convention. Perhaps more importantly, the conference served as a catalyst to bring together Micronesian students and put them in the position of having to ask themselves and each other what their future status should be.

This was clear when the student participants met the evening before the conference to organize the agenda to get most out of the time given.

For four hours they discussed, and at times argued, over a wide range of issues. Working from an outline they developed almost 30 questions and then had to decide on 10 from that list.

Each time a question was raised, it was inevitably answered by one or two people present and then a full scale discussion began. This process was repeated for almost all of the questions considered for the program.

An important consequence of the PEACESAT conference is the possible development of a new Micronesian student organization. In the past, similar groups in Hawaii served to bring together most of the Micronesian leaders who now serve in the Congress of Micronesia as well as the Constitutional Convention.

This seemingly small development may hold large and far-reaching consequences for the future of Micronesia. For those familiar with the Micronesian political scene, the possibility of Micronesian unity has become precarious with the move by the Marianas to become a U.S. Commonwealth and the threatened walkout by other district groups.

By joining together now, the second generation of leaders may be able to strengthen the bonds of unity. Luke Tman, a Constitutional Convention delegate from Yap, highlighted the feelings of many of the students in the Honolulu PEACESAT studio when he said, "There is no such thing as disunity in my mind. We do have differences but that does not mean we are not united. The unity of Micronesia is a viable concept... it can survive, it can live, if we agree to be united. The question is whether we want to unite now or not."

"Will the national government control eminent domain?" asks Hilda Heine of the Marshalls. (Photo by F. Takeuchi)
UNESCO broadcasting advisor Graham Tomas
inspects training center equipment in W. Samoa.

W. Samoa completes broadcast facility

be offered on specific aspects of broadcasting to the present staff of ZAP. This section will stress the role of broadcaster as intermediary by forming lines of communication among areas of expertise in the community outside of the broadcasting staff themselves.

Third, the training facility will host regional conferences of invited representatives from all the Pacific Island countries and territories, excluding New Zealand and Hawaii.

The twin studios built for the training project on the grounds of Teacher Training College in Malifa near Apia were made possible through a grant of $100,000 from the UNDP for equipment, contribution of buildings, workmen, furniture, and a project secretary from the Samoan Government.

A further development from the training project will be to improve the internal communication and flow of news in Samoa from one rural area to another. To do this, possible infrastructure improvements include translators atop high mountains to rebroadcast live programs from remote villages and an improved cable line linking the studios at Malifa to the broadcast station in Malinu'u.

Anderson Heads TV in American Samoa

and general budgets, KVZK recently cut back programming from six channels to three.

Of the 20 to 30 employees Anderson sees as being on the station's reduced staff, only 5, including himself, will be expatriates. In a related matter, Anderson said that "the training of Samoans for operational responsibilities is going to be one of my most important concerns." But he added that those who remain on the station's staff, both Samoans and expatriates, will be given increased responsibilities and they will be paid accordingly.

While a large portion of his duties concern the station's economic viability ("with modern management practices we hope to achieve substantial savings on overhead costs."), Anderson said he is very concerned with the nature and quality of Samoan programming.

"One of my most important responsibilities during the next few weeks," emphasized Anderson, "is to find out what kind of programming people in American Samoa want." While the entertainment channel carries only NBC material, the new operations director said the station is looking "at the possibility of getting CBS and ABC programs in addition to the present NBC prime time schedule." There is one exception to the rule—the Bank of Hawaii sponsors weekly showings of CBS's "Hawaii 5-0."

Ironically, the week Anderson left Honolulu to begin his new duties, KVZK was planning to screen the NBC rerun "Born Innocent." This is the same film which caused former Governor John Haydon to have his highly publicized run-in with KVZK.

Having been involved in broadcasting since he was 16, Anderson has worked in a variety of journalistic positions. These include working as an announcer and news director at KHJ radio and television in Honolulu before doing a stint as Communications Director for the Methodist Church in California.

Anderson joined the Micronesian News Service in 1970 as Bureau Chief. He left Micronesia in late 1974 to join the Voice of America as a broadcaster and editor for the VOA's Africa Division.

In addition to his broadcasting work, Anderson has been a regular columnist for Saipan's Marianas Variety. However, he said that he has terminated his two-year-old relationship with the Variety.

"I don't expect," Anderson said, "to write for another paper when I'm in American Samoa." The challenge of the new position outweighs the political conflicts and staff disputes Anderson expects to face as the director of television operations.

"I'm looking forward to taking my past experience in the Pacific and in broadcasting to this new position," he said. "The station is extremely important to the people of American Samoa and it represents a great responsibility."
Censorship: Pros & Cons

Guam Editor Attacks Idea

Pacific Dateline editor Tom Brislin sharply attacked a Guam censorship bill designed to institute a board of censors for motion pictures screened on that island. Censorship, Brislin said, "is still the prior restraint of expression, and as such, is still abhorrent."

In his daily column "Letter from the Editor," (October 15), Brislin said that Guam's population is too diverse for a seven-member censorship board to represent its interests.

"Why not let the community represent itself," he countered. "If people don't want to see a particular type of movie, they won't. This is 'box office censorship.'"

The censorship bill, according to Brislin, states that censors "shall approve and license such films . . . which are moral and proper, and shall disapprove such as are obscene, or such as tend, in their judgements and the (Censor) Board, to debase or corrupt morals or to incite to crimes."

Brislin felt the powers granted to such a board would be too far reaching.

"Presumably such a censorship board could decide that film themes which poke fun at a certain religion, or a certain type of government, or a certain ethnic group of people, 'debase or corrupt morals' of the community."

The very establishment of a censorship board would be "a violation of community standards."

The threatened imposition of a censorship board isn't the only press related threat looming over Agana Bay. Guam's Constitution Bill, recently introduced in the U.S. Senate, states that a new constitution for the American territory "shall provide a republican form of government and shall include a bill of rights."

The bill, Brislin warned, "does not say that it shall contain the Bill of Rights." The possibility exists that the individual freedoms guaranteed by the U.S. Constitution...

Gilbertese Unsure of Film Effects

An exchange of letters to the editor in the Atoll Pioneer (August 21, Sept. 4, 11, 18) emphasized how strong the feelings are in both sides of the issue of whether to allow the screening of violent and "pornographic" films.

A. S. Tranter began the series when he wrote, "I am compelled to write this letter out of sheer disgust and revulsion at the caliber of 'karate' motion picture that is being flooded into the cinemas of our Colony."

These films, he said, "represent not only blood-gushing violence born of hate and revenge, but pornography at its most disgusting." Tranter found no description on the theater billboard he could understand as the movie poster was in Chinese. Once the film began, "fifteen minutes later than it might do if it were a 'Disney' production," he saw scenes of "murder, rape, drinking, gambling, with the usual unbelievable characters issuing sneers and grunts as they went about their business of brutality."

What Tranter suggested caused the flurry of letters to follow: "When are we going to start using the scissors on these films, Mr. Censor?"

A response to Tranter's letter came quickly. Nigel Dunn countered Tranter's charges by saying that karate films are harmless. "Karate films are easily understood by the Gilbertese, especially those whose English is poor . . . a homemade karate chop will usually do less harm than a punch on the nose."

Dunn felt that "a free democratic government has no right to decide what films can be shown and which cannot."

J. I. Tonganibeta took issue with Dunn in the next issue of the Atoll Pioneer and said, "Our expatriate friends must know that they miss a lot of things in this country: the symphony orchestra, the opera, and many other things. Surely they won't miss much if sex is scrapped off the screen."

Another letter in the same issue asked Dunn whether a "free democratic government" meant a "society where perversion and permissiveness are the rule rather than the exception?"

Neemia O'Brien said, "Already we have seen the influence of karate on the children here. Therefore if obscene movies and books are encouraged into these islands, then we must be prepared ...

Voix du Cagou Gone

The outspoken weekly Voix du Cagou has ceased publication. PIM (October, 1975) reported that the loss of advertising revenue, due to a general disenchantment with the Caledonian autonomy struggle, forced Alain Bernut to close the New Caledonian newspaper.

The Mouvement Populaire Caledonien, Bernut's party in the Territorial Assembly, indicated it may publish a monthly political bulletin early next year. The Voix du Cagou was the party's paper.

However, Les Caledoniens, which began publishing early this year, is still carrying on its heated criticism of the French Administration. Educated in Paris, J. R. Callard has published his newspaper without advertising. PIM noted that local advertisers were wary of Les Caledoniens: "This kind of outspoken comment doesn't attract them."

French to introduce Satellite News Soon

New Caledonia's offshore islands are going to have an "electronic" Christmas, according to the November PIM. Tele-Noumea is expected to begin broadcasting its television programs to Lifou, Ouvéa and Mare in the Loyalty Islands by mid-December.

There are political implications to the move, PIM said. "The last stronghold of the autonomy movement," the monthly reported, "will thus inevitably be drawn under the closer influence of the administration in Noumea and Paris."

Tele-Noumea, like Radio Noumea, are both controlled by the French administration.

PIM also reported that television news items will be transmitted to Noumea by satellite from April, 1976.
Index Published for Micronesian Reporter

The first index of the Micronesian Reporter has just been issued by the Trust Territory government. Ronn Ronck, the Pacific Daily News columnist, reported on October 16 that the index includes entries for the Micronesian Quarterly, the predecessor of the quarterly Reporter. The index, published by the TT Education Department, was compiled by Helen Callison and Daniel Peacock, director of library services.

Cable News Report

Debuts In Hawaii

The United Press International news report for cable television. On July 21, when service begins via satellite transmission to TV Systems, Inc., Honolulu and its 10,000 subscribers.

Roy Mehlman, general executive for UPI's TV cable services, said this marks a further extension of the UPI Cable News Wire, which now serves more than 180 clients.

"It will be the only news report received in the 50th state," Mehlman said, "that is prepared and edited exclusively for cable systems. This service to Hawaii is made possible by UPI's decision to set up a new multiplex circuit which combines teletype channels with picture transmission via satellite from San Francisco."

page 5 (Guam Editor)

An unabashed proponent of Western democratic government, Brislin summarized his editorial with a note of caution: "You can never be too safe when government is being established, as our founding fathers learned, having just emerged from a system of British martial law."

page 5 (Gilbert censorship)

to face their influence on the children's morals and behaviour.

An attempt to offer a compromise of sorts was given by A. Teraure. The four-point plan called for having clearly displayed ratings, understanding that "some of Karate films are not real stories," local censorship boards have to decide what is best for their people, and that these boards should use "their scissors" sparingly.

La Depeche dans Nouveaux Locaux

PAR MICHEL ANGLADE

Depuis quelques semaines maintenant, La Depeche de Tahiti, le plus important quotidien de la Polynésie Française, a aménagé dans ses nouveaux locaux aux portes de Papeete, près du pont de Pauaumet.

L'immuable de La Depeche est le premier immeuble conçu spécialement pour abriter un journal et son imprimerie, à Tahiti. La surface totale est de 1 100 m², répartis en 2 niveaux de 550 m² chacun. Le rez-de-chaussée abrite l'imprimerie, les stocks de papier et la salle de pliage, tandis que les bureaux de l'administration et de la rédaction de La Depeche se trouvent sur le 1er étage.

Avec son tirage de 5 500 journaux par jour, La Depeche de Tahiti est le plus important des trois quotidiens de Tahiti, bien qu'il en soit le plus jeune. Il a été fondé il y a 11 ans, par une petite équipe de journalistes dont Philippe Mazellier, Directeur-Gérant et Michel Anglade, Directeur Publication de La Depeche. Le premier numéro de La Depeche est daté du 3 août 1964 et comportait 8 pages.

Aujourd'hui, La Depeche tire en moyenne sur 20 pages, et édite 6 numéros par semaine, l'édition du samedi étant augmentée d'une section magazine. Des machines à composer Justowriter ont remplacé, depuis 1969, les machines à écrire des débuts. L'imprimerie vient de se doter d'une machine offset supplémentaire qui porte à trois le nombre des machines offset à plat dont dispose l'imprimerie (le faible tirage, dans l'absolu, de La Depeche, ne permet pas l'utilisation d'une rotative).

L'équipe rédactionnelle, forte de 4 personnes en 1964, se compose aujourd'hui de 6 reporters, soit photographes, soit rédacteurs, et d'un reporter sportif. Tous ces journalistes, sauf un, ont été recrutés et formés sur place.

L'installation de La Depeche dans ses nouveaux locaux (le bâtiment construit grâce à un prêt d'un organisme de crédit social à Tahiti, aura coûté environ 250 000 dollars) marque une nouvelle ère pour La Depeche qui se manifestera, dans les temps à venir, par un renouvellement et une modernisation du matériel, au fur et à mesure des besoins.

Summary of Above Article

La Depeche de Tahiti, the largest circulation daily in French Polynesia, has moved into its new headquarters in Papeete. The building is the first in Tahiti designed to be a newspaper plant. Production rooms are located on the ground floor and editorial offices are on the second floor.

With a circulation of 5,500, La Depeche publishes daily except Sunday. The newspaper averages 20 pages per issue and the Saturday edition has a magazine section. Starting with a staff of four in 1964, La Depeche now has six reporters and editors as well as a sports reporter. All of the staff, except for one, were recruited and trained in Papeete.

The staff of La Depeche in their new home. (photo by La Depeche)
New Leftist Periodical Begins Publishing in Suva

A new Pacific opinion periodical designed for a regional audience appeared in November in Fiji. Published by the Pacific Peoples' Action Front, Povai strongly attacks "colonialism, imperialism and racism in the Pacific."

The publication, which will appear "every two months, at the very least," is 11 1/2" by 16" in format. The first and only issue included articles on the New Hebrides (What Future in Pandemonium Government?), Tahiti (Nuclear Tests and Independence), Hawaii (People's Struggle), and Australia (Apartheid--Australian Style).

While the newspaper's editorial stance is "anti-imperialistic" generally, the greatest and most strident attacks are against the French colonial governments. The caption for a photograph allegedly showing a demonstrator being beaten by French police in Noumea says, "September 25th 1974: Police reaction to non-violent demonstration at Noumea Courtroom: Liberty, Equality, Fraternity . . ."

Articles about French Pacific territories are printed in both English and French.

The PPAF has its roots in the Conference for a Nuclear Free Pacific held in Suva last April. During the conference, according to an article in Povai, "events took on a wider significance, especially for the Pacific islanders." From the conference grew a "sense of unity and support, and above all the will to fight together and to fight back."

Povai, according to the paper, is the Tongan word for club. "But the word also has a wider meaning--it is the force or resource available to anybody, even commoners, to use against anything which oppresses them, and which they wish to take action against."

Povai carried no masthead. A one year subscription, U.S. $5, is available by writing to Pacific Peoples' Action Front, Box 534, Suva, Fiji.

Everything But Rain In Papua

"Using equipment that includes the jawbone of his mother, Mangaiva P'ongu is trying to brew up a storm for the prime minister-elect of Papua, New Guinea, Michael Somare."

That was the lead paragraph of a UPI report on the front page of the Honolulu Advertiser (September 15), the day before Papua New Guinea's Independence celebrations. In what was supposed to be a political report, how Papuan secessionists were protesting national unification, UPI noted that Mangaiva was also going to use "the G-string of his grandfather and two back teeth from his great-great-grandfather."

To add a cultural perspective to its report, the UPI story said, "If it rains on the day a new chief is sworn in, he is regarded as being the wrong man for the job." In addition, Mangaiva, who normally charges $20 for this service, was freely giving his support to the secessionist movement.

"Mangaiva is so confident it will pour down by the bucketful that he has bought a new umbrella and a raincoat."

Steeped in the Western tradition of objective journalism, UPI quoted James Ekmopia, the "sorcerer's nephew," as saying, "We have only one worry, that the government will get other witch doctors who will join together and make stronger sorcery to send the rain away again."

It didn't rain on September 16. And that's the way it is in Papua New Guinea--and at UPI.
Few Respond to PINA Scholarship

Reactions at mid-November by P.I.N.A. members to the offer of a journalism scholarship by Gollin Graphics Ltd., were disappointing. Collins offered to provide $1000.00 a year for three years to enable Pacific Islands journalists to be attached for a short time to a New Zealand provincial newspaper for experience and training.

So far, only one P.I.N.A. newspaper member has indicated interest in the award.

Cable TV For Maui Within One Year

CAMP, Inc., has been awarded a franchise for Maui and will begin service within a year, it was announced by Bob Anderson, CAMP president.

The Ka'u-based cable television operation, the smallest of 10 cable television systems in Hawaii, is expected to receive the formal permit soon from the State Department of Regulatory Agencies.

Maui's main transmitter and complete color origination studio will be located in the Wailuku area.

Service on the island will start in Hana, an area which has had poor reception all along, in 9 to 12 months.

Saipan TV Woes

Never seem to end

Saipan's only television station apparently still has more than its share of problems. The Marianas Variety (October 17) reported that the Marianas District Administration sent a letter of complaint to H. S. Killigore, president of the Micronesian Broadcasting Corporation, owner of WSZE.

Citing "numerous complaints from all areas of the island of poor signal," District Administrator Francisco Ada told Killigore, "I regret I find it necessary to remind you of your promises and obligations here on Saipan with respect to television."

A new antenna arrived in early October and should help to improve the signal (see PICN story, September, 1975). According to station manager Ollie Olson, the Variety reported, 500 watts are now being transmitted over two antennas.

Television sets tuned correctly should receive a clear picture, he said.

Killigore and administration representatives were to meet to discuss the complaints.

Guam TV Station

in Financial Block

Guam's only public television station was having great difficulty raising the 50 percent of its budget it is required to by law.

"We'll be lucky to raise about 10 percent of our budget," said Iris Muna, executive director of the Guam Educational Telecommunication Corporation. The Pacific Daily News on October 15 reported that Muna felt the station could bring in "about $70,000, if everything goes well."

Her comments were presented as testimony in favor of a Guamanian bill that would allow the amount the station would have to raise from 10 percent in FY 1977 to 50 percent by FY 1981.

UH Research Institute

Publishes Micronesian Language Services

In the interest of developing the capacity for more written communication using the languages of Micronesia, the Trust Territory Government contracted the services of the Pacific and Asian Linguistics Institute (now the Social Sciences and Linguistics Institute) of the University of Hawaii to assist in the development of standardized spelling systems, bilingual dictionaries, and reference grammars for the languages of Micronesia.

The project began in 1970 under the direction of Donald M. Topping of the University of Hawaii. At that time, thirteen Micronesian participants, who were supported by the East-West Center, came to Honolulu to work as team members with an equal number of linguists from the University of Hawaii. All of the Micronesian participants were enrolled as students in the U.H. Journalism Scholarship by Ginola P.I.N.A. members to the offer of a

forthcoming titles include reference grammars and bilingual dictionaries for Palaun, Yapese, Trukese, Ponapean, Mokilese, Kusaiean, and Marshallese.

"The primary objective in this project was to provide the necessary reference tools for more extensive use of the Micronesian languages in the schools of Micronesia," said Topping. "Once the practice of using Micronesian languages for written communication is established in the schools--a drastic departure from the practices of all the previous colonial administrations--the chances are good that the languages will be used for all sorts of intra-district communication which is presently carried out, often ineffectively, in English."

In some instances previous linguistic research on the language had already commenced, but in others the research had to start from scratch. "It was a tremendous learning experience for all of us," said Topping, "and the project has served to enhance the status of Micronesian languages in the eyes of Micronians. Also, the project helped clarify many of the previously unanswered linguistic relationships among the languages of Micronesia."

The results of this training and research project are now being issued in published form by the University Press of Hawaii. The titles published to date are as follows:

- Nukuoro Lexicon, by Vern Carrott and Tobias Soulak
- Kapingamarangi Lexicon, by Michael Lienber and Kalio H. Dikepo
- Palauan Reference Grammar, by Lewis Josephs, Masaaki Emesiochel, Masaharu Tmadrangi, and Helen Wilson
- Wolasi参考 Grammar, by Ho-mio Sonn and Anthony Tavero

Chamorro Reference Grammar, by Donald M. Topping and Bernadita C. Dungca

Chamorro-English Dictionary, by Donald M. Topping, Pedro M. Ogo, and Bernadita C. Dungca.

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In some instances previous linguistic research on the language had already commenced, but in others the research had to start from scratch. "It was a tremendous learning experience for all of us," said Topping, "and the project has served to enhance the status of Micronesian languages in the eyes of Micronians. Also, the project helped clarify many of the previously unanswered linguistic relationships among the languages of Micronesia."

The results of this training and research project are now being issued in published form by the University Press of Hawaii. The titles published to date are as follows:

- Nukuoro Lexicon, by Vern Carrott and Tobias Soulak
- Kapingamarangi Lexicon, by Michael Lienber and Kalio H. Dikepo
- Palauan Reference Grammar, by Lewis Josephs, Masaaki Emesiochel, Masaharu Tmadrangi, and Helen Wilson
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IN MY OPINION...

BY FLOYD TAKEUCHI

The two articles on censorship in this issue of PICN highlight the touchy issue of trying to determine the "social costs" of allowing a free flow of information in the region. Tom Brislin is quite explicit in his views—any attempt to impede the flow is totally unacceptable.

Yet the Gilbert Islanders who expressed concern over the type of films being screened there are just as adamant in their belief that the tempo of change has gotten out of hand.

This is certainly not a new issue in the Pacific—PICN has carried numerous articles on the continuing battle between those who see censorship itself as being unacceptable social cost and others who view the "results" of uncontrolled change as being harmful to their Pacific island societies.

This issue is not going to be resolved until acceptable indicators designed to measure the social impact of communication induced changes are developed. Work is being done in this field now, but it is apparent that the pace of change may very well invalidate the research.

An additional difficulty is that in spite of there being a "Pacific Way," the social needs and desires of the various Pacific societies are different. Attempts to design a monolithic model may prove more harmful than the present situation.

For those of us trained in the Western tradition of guaranteed press freedom, the consequences of advocating a policy of "censorship" are difficult to accept. Even mentioning the word--censorship--is enough to bring a chorus of indignant outrage from press galleries across the Pacific.

However, the present situation in the Pacific makes it difficult to support a policy of full access. The metropolitan nations still play a predominant role in the region in many areas. The budget of the South Pacific Commission, for example, is paid mostly out of the pockets of metropolitan powers. This may be by necessity, but it also says much for the ability of Pacific nations to become "self-sufficient."

External domination is certainly evident in the field of communication. The channels of information are controlled by the metropolitan nations and many journalists (although less now than in the past) on the larger Pacific islands are expatriates. New Caledonians will soon be receiving news directly from France and Fiji businesses will have their books done in New Zealand.

Because of this situation, Pacific countries should strive towards a "self-sufficiency ethic" in communication development. This will mean careful control over what enters the region.

It is unrealistic to expect the Gilberts or any other Pacific country to spend great sums of money to develop, for example, a movie industry to meet Hollywood head on. There are far greater priorities to be met. But because there is such a stark imbalance in what enters and leaves the region, careful control--censorship--is that term is more descriptive--is absolutely necessary.

As things stand now, the present communication "reality" is something akin to the typhoons which occasionally lash across the Pacific. Information entering the region is like a huge ocean swell. Pacific islanders, on the other hand, are going to have to ride this storm as best they can with leaky buckets being their only means of keeping their canoes from being swamped.

Gilberts and Tuvalu strengthen radio signal

The Gilbert Islands and Tuvalu now have better reception of local broadcast transmissions with the installation of a new studio center at Funafuti, an atoll in the island group.

According to the ABU Technical Review (September), the center was completed and regular transmissions began in early July.

The center, consisting of a main studio feeding a self-operating announcers' cubicle with normal tape and disc facilities, provides satisfactory service to most of the atolls in the island group.

The Gilbert and Ellice Islands (now Tuvalu) were originally served by a transmitter operating from Tarawa, 500-800 miles away from Tuvalu, and the reception there was not satisfactory. The new Funafuti center is nearer to Tuvalu.

The article said the new center is also planning to investigate the use of medium scale integrated circuits and digital read-outs for the Studio Clock System. The normal pendulum type clock does not function efficiently in tropical climates.

At press time, it was not clear what effect the establishment of Tuvalu would have on the service, if any.
PEACESAT

Since early 1973 the PEACESAT Project has been studying the advantages in forming an international consortium to promote testing the application of satellite communication for non-profit educational, health, and community development purposes. In March 1973 an international educational consortium was established involving the University of Hawaii (United States) and Wellington Polytechnic Institute (New Zealand). Since then, membership has expanded to include the South Pacific Commission (New Caledonia), the University of Technology (Papua New Guinea), the University of the South Pacific (Fiji), and the Trust Territory of the Pacific Islands, Office of the High Commissioner. The administrative agent for the international consortium is the University of Hawaii Research Corporation, a non-profit corporation.

Experimental Activity Reports -
Report One - "Early Experience" - reviews the design and early activities. Reports included from Fiji, Papua New Guinea, Micronesia, Hawaii, and New Zealand.

Report Two - "Social Applications" - reviews medical, agricultural, cultural, instructional, and system development activities.

Report Three - "Networking" - reviews medical, science, library, national, news, regional, education, and community development network applications.

Directory of Terminals

Honolulu (HAWAII)
Carol Misko
Engineering Quad., Bldg. #31
University of Hawaii
Honolulu, Hawaii 96822

Honiara (SOLOMON ISLANDS)
Mostyn Habu
University of the South Pacific Centre
P. O. Box 460
Honiara, Solomon Islands

Lae (PAPUA NEW GUINEA)
Steve Seumahu, Ian Fletcher
School of Electrical Engineering
Papua New Guinea University of Technology
P. O. Box 793
Lae, Papua New Guinea

Niue (NIUE ISLAND)
R. G. Spooner
Education Centre
P. O. Box 32
Alofi, Niue

Noumea (NEW CALEDONIA)
Pat Mahony
South Pacific Commission
B. P. 05
Noumea, Cedex
New Caledonia

Port Moresby (PAPUA NEW GUINEA)
John Bystrom
Director, PEACESAT
Telex: 723-597
Phone: (808) 373-3795 (Home)
This is a report from the Tongan Broadcasting Commission, and carried in ABU Newsletter:

On 1 July 1975 the Tonga Broadcasting Commission ceased to be a part of the Tongan public service and became the independent statutory body it was always intended to be. This change was one of the major tasks required of David Porter, who was appointed Manager of the Commission in August 1974 for a period of two years.

BROADCASTING IN TONGA

The change to a statutory body has two particularly important consequences: the first is that the TBC is no longer subject to public service administration in the appointment of staff, financial control and so on. This results in speedier decisions and easier operation, but also leads to the second important consequence, which is that the TBC is no longer under the Government's financial umbrella and has to look after itself as a commercially self-supporting unit. Fortunately, the TBC had begun to achieve a profit a year or two ago. With independence, the Government Departments, which previously received time on the air free, now have to pay standard rates for this time.

The TBC's programme output has not been greatly changed by independence. It is broadcast mainly in Tongan, with some programmes in English and a few in Fijian and Samoan which are intended for listeners in neighbouring countries. The programmes have an unusually high religious content: Tongans are almost exclusively Christian and the Church plays a very important part in the life and constitution of the country. Talks programmes are mostly related to village life, Tongan history and traditions, health and agriculture. There are regular helpful sessions given by the police, dealing with the law on such matters as traffic regulations and order in public places. There is much indigenous Tongan music, as well as a large number of request programmes, many of which include modern 'pop' songs.

News bulletins in English are relayed from the BBC World Service, Radio Australia and Radio New Zealand; world news is also given in Tongan and English. Supplementary telephone and postal communica-
ting, the TBC also provides an invaluable service for person-to-
person messages among the widely spread islands which make up the Kingdom of Tonga. In many cases broadcasting is the only means of sending urgent messages from one island to another.

The TBC's audience extends far beyond the population of Tonga, as is proved by the large mail received by the request programmes which comes in from Samoa, Fiji and New Zealand.

In recent months, an element of classical Western music has been introduced for a limited but interested audience. And, in according with the official policy of extending and improving the output in English, special series from the BBC Transcription Service have been broadcast: the dramatised version of Jane Eyre (the Charlotte Bronte novel which is regularly studied in Tongan schools), is a good example and was well received.

Overall control of broadcasting policy still remains with the Government (this is written into the Broadcasting Act) with the Prime Minister, His Royal Highness Prince Tupou IV, brother of the King, as Chairman of the Tonga Broadcasting Commission, on which the Hon. Dr. Stone Tapa, Minister of Finance, and Mr. Taniela Tufui, Secretary to Government, also serve. There are 8 members of the Board, the others being the Hon. Ve'ehala, representing the culture, history and traditions of Tonga, Mr. Alan Riechelmann and Mr. Lulu Faupula, contributing experience and advice from the world of business, Mr. Trevor Simmons, Superintendent of the Department of Telegraphs and Telephones, and the Manager, acting as Secretary to the Board.

The TBC also runs a shop in Nuku'alofa, the capital of Tonga, selling radios, cassette recorders and other electronic equipment: it used to have a monopoly in the sale of transistor receivers but that has now been rescinded. But the shop continued to do good business, the variety and availability of stock have recently improved and it is ready for the impact of competition.

All in all, the future prospects for an independent Tonga Broadcasting Commission look reasonably good.

Niue to install new telephone system

Dissatisfied with its present telephone system, the Niue cabinet recently approved the purchase of a radio communications system. The high cost of establishing and maintaining overhead telephone lines, reported Tohi Talia Niue on September 12, is the primary reason for the change.

Tests with the radio link system, conducted with the assistance of New Zealand officials, showed that with high masts and directional aerials the signal quality was adequate. The new system will help tie the capital of Alofi with outlying villages.

Tohi Talia Niue said that officials hope to have the radio link equipment in service by the end of the year.

Guam Newspapers Enter AP Contest

Guam's Gannett newspapers, the Pacific Dateline and the Pacific Daily News, entered the competition for the Fifth Annual Freedom of Information Award of the Associated Press Managing Editors for their work toward the passage of open government "sunshine" legislation for the U.S. territory.

Both papers waged strong editorial campaigns for the passage of a bill that would require government departments and agencies to open their policy-making meetings to the public and press.

The bill was passed this summer after it was amended to incorporate more stringent enforcement provisions as recommended by Brislin and Blake.

Pacific Dateline Editor Dr. T. J. Brislin and Pacific Daily News Managing Editor George Blake gave personal testimony on two occasions each before the Guam Legislature supporting the passage of a "sunshine law" measure.

It was signed into law shortly thereafter by Guam Governor Ricardo J. Bordallo.
TT Administration holds weekly press conferences

The Trust Territory government has instituted formal press conferences apparently in response to recent developments in the Marianas in the local press. Saipan's Marianas Variety (Sept. 12) reported that rather than allow reporters to attend weekly TT cabinet meetings, the administration decided to hold a press conference following the cabinet meetings.

Representatives of the administration's Public Information Division, the office that puts out the Micronesian News Service, will have to attend the briefings with local reporters. The Chief of PID sat in on cabinet meetings in the past.

According to the Saipan Variety, Jim Hall, Press Secretary to the High Commissioner, wrote a letter to the Pacific Daily News in Guam describing the openness of cabinet meetings but played down that the tape (sic) sessions were secretive. PDN, in a related development, reported that the Director of the U.S. Office of Territorial Affairs had asked that tapes made during cabinet sessions be sent to Washington.

The move to establish press conferences was made by the Trust Territory cabinet. The Variety said cabinet members felt that "the meetings were intended to be an in-house conference with frank discussion on potentially sensitive matters."

Marianas People 'Film Nuts': New Times

Another east coast publication has shown interest in recent developments in the Marianas in the form of a full-page editorial by James S. Kunen of New Times.

In the September 5 issue of this relatively young feature news magazine, published in New York, Kunen points out that this act "will mark the first territorial expansion by the United States since 1917, when we bought the Virgin Islands from Denmark, and 1925, when we annexed the privately owned Swains Island and incorporated it into American Samoa."

Kunen further states that through the acquisition of the Marianas "the U.S. gets just what its citizens have always wanted: military bases within bombing range of Asia."

Kunen then proceeds to ask "What's in it for the Marianas?" Among the several conjectured reasons, Kunen reckons that the overwhelming vote to become a Commonwealth of the U.S. could be attributed to the love of the cinema.

"It could be," says Kunen, "that the Marianans are all film nuts. The covenant guarantees that at such time as a military base is established, the local population will be permitted to attend the movies there."

Kunen can find no more plausible explanation.

PEACESAT S. P. Games news

The PEACESAT terminal of Saipan became the only source of information for some participating countries at the South Pacific Games in August.

From August 4 to 10, three-minute summaries of South Pacific Games action were relayed to other terminals daily. While some island nations received SPG reports through wire services or their own correspondents, many others had no way, other than through PEACESAT.

--Highlights, August 1975.

Tia Belau Seeks Financial Assistance

The on-again off-again publishing schedule of the three-year-old Tia Belau (Voice of Palau) may soon be solved—assuming the beleaguered newspaper can find a "good samaritan" to give it financial assistance.

In its June 1 issue, the paper noted the following changes. Francisco Uludong, Tia Belau publisher, left for election to the Palau Legislature. Editorial duties were then the responsibility of Isaac Soaladaob, 26.

A graduate of the University of Guam, Soaladaob has worked for the Micronesian Legal Services and taught at Palau High School.

Moses Uludong, a former editor, has returned to the paper as managing editor.

Until the June issue, Tia Belau had not published for six months. The late arrival of new printing press hampered operations. When the press arrived, however, the newspaper did not have enough money to purchase a camera and platemaker. At last report, Tia Belau was still waiting for "a good samaritan to drop by."

When the paper resumes publication, subscribers will be asked to pay $15 a year due to rising costs. In announcing the editorial changes, the paper asked, "Anyone who wishes to write a news article or opinion to the paper may do so but shall not expect payment."

Satellite news reported

The Pacific News Exchange of the PEACESAT network receive widespread coverage in Micronesia. The news exchange broadcasts, heard at Saipan's terminal, are summarized and sent over the wires of the Micronesian News Service, a government operation.

The Micronesian independent, a private weekly published in the Marshall Islands, for example, recently carried the roundup of PEACESAT news. The Marshalls are roughly 1,600 miles east of Saipan.
**FiLm editor returns from London course**

Jessie Leong, the only woman among 15 Commonwealth trainees in news and documentary production, recently returned from London as a film editor for the Fiji Ministry of Information. The five months of training allowed Leong to receive a number of training certificates, reported Fiji Information in August.

The Information Ministry's publication has taken on a new look of its own. Sporting a three-color cover, Fiji Information makes liberal use of photographs on high quality paper. The result is a clear and very readable newsletter.

**Computer Firms Gets OK To Set Up Center In Suva**

The following article is excerpted from a report carried in the Cook Islands News on September 9. The establishment of a network of computer terminals, as this article suggests, is important not only for economic activity but for communication development as well, and raises questions of balancing efficiency for Pacific businesses and metropolitan control of local business information.

The article follows:

An Auckland-based computer data processing company, Pacific Computer Centres Limited, has received Fiji Government approval to set up a key-punching and computer processing centre in Suva.

This follows negotiations between the company's managing director, Mr. Kerry R. C. Hart, and Mr. S. Swatibu, Permanent Secretary to Fiji's Minister of Finance.

It is intended that the new centre will be functioning in September this year.

Mr. Hart said the decision to set up in Suva had been received favourably by the Fiji Government.

"Fiji will benefit from new employment opportunities, New Zealand skills and expertise that will be passed on to Fiji nationals and export earnings from key-punching," said Hart.

"We will bring Fiji nationals to Auckland to train them in key-punching and in the use of data terminals. Further staff will be trained as the centre expands."

By utilising the company's staff and data processing equipment in Auckland, the Suva centre will convert company data into computer-readable format. This means the centre will quickly process the accounting and financial records of other companies, assisting them with paperwork that would normally take their clerical staff many hours to do manually.

The company's computer systems are aimed at helping management to control business--something computer experts agree is becoming increasingly more difficult to achieve manually, in this age of spectacular company growth and multimillion dollar business deals.

Government approval, at both ends, has been received by Pacific Computer Centres to establish a Datel link between Fiji and New Zealand. This will ensure uninterrupted transmission of data by telephone between the two countries.

The company will become incorporated in Fiji, with that country's holdings amounting to 50 percent and New Zealand holdings 50 percent.

**Murrant Resigns Fiji Times Post**

The General Manager of the Fiji Times and Herald Ltd., Mr. Jim Murrant, resigned early in November.

The resignation was announced by the new chairman of the company, Mr. Dick Sampson, who represents the owners, the Herald and Weekly Times Ltd., of Melbourne, Australia, on the board.

Mr. Sampson said merely that Mr. Murrant would be returning to Australia.

The Fiji Times and Herald Ltd., has ceased publication of its latest venture, The Pacific Weekend, after less than three months. Steeply rising costs outstripping revenue was given as the reason. Publication of an information brochure, This Week in Fiji, has also stopped and the company is believed to be having a hard look at the profitability of one or two of its other publications.

Those with lowest advertising support in recent months are the monthlies Fiji Sport and Fiji Film and Photo news.
PNG

Post Courier Tops Pacific Island Circulation

The Papua New Guinea Post-Courier's circulation is climbing so quickly that it may now have the highest circulation of any Pacific Island newspaper. Audited net sales for the six months to September 30, 1975 averaged 22,340 copies daily, according to the Post-Courier (October 27).

Managing Editor Douglas Lockwood told PICN, "Of the PINA members the Post-Courier must now be able to claim the highest circulation--I think." The closest competitor for the Port Moresby newspaper is The Fiji Times which has a circulation of about 19,000.

The Post-Courier estimates that "at least two or three people read every copy." In addition, the new circulation figures represent a gain of 4,000 copies daily than the previous six months.

ABU Secretariat Established

A Secretariat was established in June by the National Broadcasting Commission of Papua New Guinea (PNG/BC), an ABU associate member which is now moving towards greater responsibilities in national development.

The new Secretariat, which will eventually have a staff of 11 people, was designed as a specialist policy, planning and development unit which will be involved in checking on PNG/BC's achievement of its policy objectives. This group will also shortly take over responsibility for maintaining contact with international bodies such as the ABU and with broadcasting organisations in other countries.

The recently appointed Head of Secretariat is Keith Jackson, 31, an Australian. Mr. Jackson began his career as a producer with the ABC (Australia) in 1967. Three years later he was appointed Manager of Radio Bougainville. In 1973 he spent 6 months in Indonesia as a Unesco consultant and then returned to Papua New Guinea for the establishment of PNG/BC at the end of that year, when he became Head of Research.

Somare Views 'News As News'

Prime Minister Michael Somare, a former broadcaster and journalist, is now faced with the tremendous task of maintaining national solidarity in Papua New Guinea. One of the tools which the government will place a heavy reliance on is radio.

Earlier this year in an interview with three broadcast journalists, Somare elaborated on his feelings about the potential of broadcasting and the role it can play in Papua New Guinea.

The interview, reprinted in part in Transmitter (September), the PNG National Broadcasting Commission newsletter, covered a wide range of topics. At the time Somare was the PNG Chief Minister and Minister for broadcasting.

"I, as Minister responsible, have no reason to say that we will control what type of news goes out to the people," Somare said. "I have made my point clear to newsmen that under no circumstances will I tell the Chairman or the Director of News and Current Affairs to say: 'This is the kind of information. We don't want it that way.'

"I see news as news."

Somare said he was very conscious of efforts by government officials to apply political pressure to the NBC. He felt that by being the Minister responsible for broadcasting, the pressures would lessen.

Lasarusa Vusoniwailala, a Fiji broadcaster, met President Gerald R. Ford December 7 at the East-West Center in Honolulu. Vusoniwailala is studying communications at the Center and University of Hawaii. Center President Everett Kleinjans introduced him.

Our News Surveys 'Reading Audience'

Our News, the PNG Information Service publication, carried a comprehensive questionnaire in its June 15 issue. While it is not known what the results of the survey are, it is interesting to see a government publication attempt to better understand its "reading audience."

Some of the questions on the survey included: Where do you usually read Our News from--At home, At work, In the village, At School; Do you think the English in Our News is--Very Easy, Easy, Too Hard; What are the sections in Our News you do not like. Choose The worst three; and, When you finish reading Our News what do you usually read next--Our News, News from the PNG, News from elsewhere, Sports? (story continued pg. 15)
TV Team Denied Bougainville Entry

An Australian Broadcasting Commission television team was prevented from entering Bougainville, ostensibly for failing to meet visa requirements. The PNG Post Courier in August said the three ABC correspondents were attempting to film the Bougainville secession activities.

Then Chief Minister Michael Somare said the three had failed to apply for entry permits and did not fully comply with requirements for visiting correspondents. Somare said, the Post Courier reported, "I must point out that these are requirements with which every news team or individual Press representative from overseas must comply."

According to information Officer of the ABC, however, the ABC crew had been refused entry for "political reasons."

Amini was quoted in the Post Courier as saying, "There is no point in another TV program exploring the issue at this stage when the Government is still negotiating."

Inder Named PIM Publisher

Stuart Inder, the long-term editor of Pacific Islands Monthly, has changed jobs. After 18 years at the editorial helm of the Australian magazine, Inder is now PIM publisher with editorial duties becoming the responsibility of John Carter.

"Up Front with the Editor," Inder's column, now reads, "Up Front with the Publisher." The "end of a personal era" was announced in his column in the November PIM.

Carter, PIM assistant editor and one time chief reporter for the Fiji Times, will provide PIM with "competent editorship," Inder said.

COOK ISLANDS

Weekender ‘Differentiates’ Political Ideology

Politics and political issues play a large part in the editorial coverage of any newspaper. This is especially true in the case of the Pacific press.

In what appears to be an attempt to help its readers more fully appreciate the nuances of conflicting political ideologies, the Cook Islands Weekender (August 30) published the following synopsis under the headline: "Political Definitions Updated."

Socialism: You have two cows, and you give one to your neighbour.

Communism: You have two cows, the government takes both of them and gives you milk.

Fascism: You have two cows, the government takes both of them and sells you milk.

Nazism: You have two cows, the government takes both of them and shoots you.

Bureaucracy: You have two cows, the government takes both of them, shoots one of them, milks the other and pours the milk down the drain.

Photo News Views PEACESAT Effects

The Cook Islands Photo News carried almost a full page on August 16 devoted to an analysis of the PEACESAT program and its effects on the Cooks.

The satellite system, the Photo News said, has helped to maintain ties with New Zealand and other Pacific countries. While the system is a fairly sophisticated one, the weekly noted that local needs have helped to "adapt" the program.

"Although English is the region's 'lingua franca,'" said the Photo News, "dialect and information have been shown to be important factors. English spoken with a Polynesian accent is more readily understandable than 'correct' English."

The medical uses of the satellite system were stressed. The dengue fever epidemic, which was brought under control with the help of PEACESAT, was mentioned in the newspaper.

Anthony Hanley, New Zealand's PEACESAT director, was quoted as saying that it is necessary to continue the communication experiments in order to keep the concept of global communication alive. It is unlikely, Hanley said, that a similar opportunity will be available for another 50 years.

CIBNC Criticized by Opposition in Debate

The Cook Islands Broadcasting and Newspaper Corporation came under fire from Opposition Leader Dr. Tom Davis when he said, "The CIBNC 'stinks.' " The name calling occurred during heated debate over the CIBNC annual report for the year ending December 31, 1971.

The Cook Islands News on September 17 reported that the Opposition members pointed out that it took three years for the report to be presented to the Cook House.

The Minister of Broadcasting, the Hon. T. A. Henry, attempted to counter the criticism by describing various CIBNC community services. The News did not elaborate.

After three hours of debate, the News said, the House accepted the report.

Honolulu Star-Bulletin Gets New Publisher

A change in the management of the Honolulu Star-Bulletin occurred in early November. John A. Scott, publisher of the Gannett newspaper since 1971, was replaced by Philip Gialanella.

The move was announced by Allen H. Neuharth, president and chief executive of the Gannett newspaper group. Scott was brought in to head the Star-Bulletin when Gannett bought the paper in 1971.

Gialanella, president of the Hawaii Newspaper Agency, will retain that position in addition to his new responsibilities. The Hawaii Newspaper Agency handles all noneditorial functions for both The Honolulu Advertiser and the Honolulu Star-Bulletin. Gialanella has been with HNA since 1971.
Press in ‘Growth Centre’

Bruce Griffiths, an Australian journalist, lives in an area of Australia that has been designated a “Growth Centre” by the government. This is an attempt to plan the development of new communities throughout Australia. One of the consequences of this development planning is the effect it will have on newspapers and broadcasting operations situated in what are now small towns.

AUSTRALIA & NEW ZEALAND

How will the growth plans change the media? Griffiths attempts to deal with this issue in the following report. This section is taken from an article he wrote for PICN on the Bathurst-Orange Growth Centre.

BY BRUCE GRIFFITHS

The Bathurst-Orange Growth Centre was officially announced in October 1972 and it is fair to say that the media of Bathurst and Orange prior to that date were typical of the kind which would be found in any small country centre in the United States.

Of course a country newspaper, radio or television station must cater for the needs of their community but all of a sudden the media within the growth centre faces an entirely different future.

Indeed the future of the media already established within the growth centre is already bright--especially financially.

At least that is how it looks on paper in both the long and short terms but the future cannot be forecast.

If the media is to grow and prosper with the growth centre then they themselves must grow and change, a fact which is now being realised.

The Bathurst-Orange Growth Centre has four newspapers, one television station and three radio stations (soon to be increased to four). Both cities each have one major newspaper, the Western Advocate (Bathurst) and the Central Western Daily (Orange).

Both these dailies are in complete command of their respective markets and it is impossible for their respective circulations to increase on the current populations of the two cities. In other words they have saturated their markets to the fullest extent.

Since 1972, however, the media within the growth centre has had to adjust to the fact it must report and keep up to date the public on the progress of the decentralisation programme.

This in turn has meant much more accurate reporting and indeed the format of articles is slowly changing.

The media, particularly newspapers, have had not only to keep up with events but at the same time try and get across to the public the meaning and reason for each event and its likely causes. Journalists are increasing contact with State and Federal ministers, a situation which was rare in the past.

Even the media has had slight teething problems and when once upon a time news stories could wait until the "next edition" it has now become apparent that when the edition is already set out the layout must be changed when a more important story does break.

This in itself has caused headaches, and of course arguments, but one factor to come out of the whole situation is that the two main newspapers in Bathurst and Orange are always keen to scoop one another--another situation that did not happen too often prior to 1972.

The future is a problem the media is going to have some difficulty with. For a start, staff will need to be increased and by the same token that staff will have to be more informed and more professional.

Gone are the days when almost anyone with an above average mentality can get a job as a journalist on any of the media outlets within the growth centre. I am not suggesting that the staff already employed cannot do the job just as well as a journalist from one of the big national dailies. I am sug-

N. Z. Law Draws Fire

The Labor Government in New Zealand instituted a law which prohibits the publication of names of people accused but not convicted of crimes. According to the New York Times in September, the new legislation also prevents the press from publishing details which may identify the accused.

The Labor Government was voted out of office since then.

The then opposition National Party and the New Zealand press attacked the law as being a blow to freedom of the press. Some police organizations, the Times reported, have said the law may prevent important evidence coming to light.

The chairman of the Commonwealth Press Union in London urged the Government to reconsider its move. The legislation, he was quoted as saying in the Times, "seems certain to cloister justice and curtail the right of the citizen to see justice done." This was being done at a time "when the free flow of information was being subjected to much suppression throughout the world."

New Zealand's Minister of Justice said the law was a social reform measure designed to prevent any stigma from being attached to persons accused but acquitted.

UNESCO Broadcasting Training Course

For Samoa Cancelled

A UNESCO Broadcasting Training course which was to have been held in Apia from October 27 to November 20 was canceled.

Jointly sponsored by the Asian Institute of Broadcasting Development and the South Pacific Commission, the month-long program was to have been a Pacific Regional Rural Broadcasting Course.
Hong Kong Publisher Discusses Press Problems

Publisher of the Pacific Communications Group of Magazines and head of Newspapers of Fiji, Ltd., Sally Aw Sian is an influential voice in Asian and Pacific communication. The following article, which appeared in Media Asia, is concerned primarily with Asia. However, a close reading will quickly reveal that many of the issues Sian discusses are applicable to some of the difficulties faced by the Pacific press. Here is the interview:

Q. Do you agree with what seems to be present-day conventional wisdom that the area available for the proprietary press to operate in is diminishing all over the world and that there is a real danger this area may disappear altogether?

A. What you call the proprietary press is, to my mind, the free, privately-financed newspapers and magazines--distinction from the government-owned and operated. I don't see any diminishment in the area of the free press operation. What I see is a shift in emphasis--or a change in venue, so to speak.

This shift arises from the greater transformations that have happened world-wide. Advances in science and technology, increases in populations, the depletion of the earth's traditional resources, etc. have created new demands from business and industry, from governments from everybody--including people in the communications industry. In some areas of social and economic life the requirement seems to be for a tighter group management of things--and industries can't just pursue their own plans without close government assistance, and workers, consumers, the youth all have to be given their say and at the same time be asked to contain some of their localized aspirations, for the good of all.

The "proprietary press" is now called upon to help more actively as an instrument for development, for problem-solving (such as population growth), etc. Publishers and editors simply have to nowadays be more acutely aware of the need to achieve a healthy balance between the positive goals of defending freedoms.

Q. More than any other Asian publisher, you have had the widest range of experience in publishing newspapers out of various Asian countries. Is there still room today for joint newspaper-publishing ventures between regionalists, like yourself, and local publishing entrepreneurs?

A. Joint ventures between regional publishers and local ones have become quite difficult, and the reasons for this difficulty are governed by the quest for the "happy and livable balance" I have referred to. Undoubtedly, regional publishers can offer the communications industries of the individual nations certain resources they don't have enough of: international connections, expertise, financing, etc. Once the "happy balance" is attained, between the local press itself and the governments, the business and industrial communities, it will become easier to work out regional and international participation. The house rules, the working arrangements will have to be hammered out first within the individual country, of course. There is hardly any room for joint ventures now, but I see it becoming available in the next five years. By that time, the individual countries shall have rationalized their own guidelines, national objectives and internal problems.

Rao: Mass Media Can Aid Development

The mass media can help in modernisation of developing countries without "necessarily becoming either sycophants or self-appointed leaders of the opposition."

Outlining the role of mass media in the developing countries, the Secretary General of the Asian Mass Communication Research and Information center (AMIC) Dr. V. V. L. Rao said a communicator can play the role of a friend who has to assist and the responsibility to criticise if he is properly educated and trained.

He believes that governments and authority will recognize their own need for such friends.

The interview, carried in a recent issue of Media Asia, focused on the question whether the media should be a master, servant or moderniser in developing countries. Rao pointed out that in developing countries, the media have a very difficult role to play for they have to serve two masters--governments and their public.

"It is up to media people to project an image of themselves which will enhance their credibility in the eyes of governments as well as the public, both of whom they need to serve, to inform and to educate," he said.

He said that within the context of the newly independent countries, the media could be used for "good," that is, the promotion of social change of modernization, the building of a national identity, the development of political consciousness, of civic responsibilities.

He said this is one of the reasons why the study of mass communications has acquired not only an intensity but also an extensivity lately.

Speaking about the writing in newspapers, Rao believes that newspapers that try to be literary will lose their potential audience.

He said this is one of the problems of press systems, especially in developing countries.

He pointed out that the pretensions to "instant literature" may impress the journalist himself and his colleagues, but will lose the very audience he is out to serve.

A journalist "is not merely a person who can put words together or write poetry. He is a reporter, a sub-editor and a teacher."

Rao believes that the power of journalists in developing countries might be "unrealistically glorified but he feels that this phenomenon of the exaggerated, glorified and romanticised picture of the journalist is not exclusive to developing countries.

"Certain sections of the public (not all) have always had this impression, despite research studies which have clearly indicated that the actual power of journalists is in fact nowhere near as great as it is made out," he said.

"They cannot change fundamental attitudes and behaviour, especially in the short run," he added.

AMIC is located in Singapore, and covers the Asian region. It has the Pacific area as one of its concerns but to date is concentrating on Asia.
Guam Press Club awards best stories

The Guam Press Club presented award certificates during its recent Gridiron Show. The awards were for outstanding stories and photo coverage in the print and broadcast media during the period from January 1972 to June 30, 1975. Among those receiving awards were:

Pacific Daily News Editor Joe Murphy for "Puerto Rico Had a Chance and Blew It" (editorial); PDN reporter Leanne McLaughlin for "Everything You Wanted To Know About Roaches But Were Afraid To Ask" (feature); the Pacifican's Bob Young for "Island Became Doorway To New Life" (human interest photo); and PDN's Ronn Ronck for "Notes on Micronesia" (feature series).

There were a total of 22 awards given this year.

UNESCO Advisor Visits Suva

Mr. Howard Gough, UNESCO Regional Communication Adviser stationed at Kuala Lumpur, visited Suva in October on his way to a proposed Pacific Islands Rural Broadcasting course at the broadcasting training centre at Apia, Western Samoa.

In Suva, he had preliminary discussions with Len Usher, Organising Director of P.I.N.A., about the possibility of UNESCO co-operation in a Journalism course which would run parallel with one proposed by Usher and now being considered by P.I.N.A. members in Fiji in collaboration with the University of the South Pacific and the National Training Council of Fiji.

The Apia course unfortunately had to be abandoned at the last minute because the sponsor withdrew support a week before the proposed starting date.

Usher Elected Suva Mayor

PICN learned shortly before press time that Len Usher, Pacific Islands News Association Director, had been appointed the new Mayor of Suva, Fiji.

The mayor confirmed that Usher's appointment would have no effect on the operations of the news association.

PICN passes on its congratulations to Mayor Usher and wishes him the best of luck.

REGIONAL WRAP-UP

Samoa News strong, says King

J. P. King, publisher of the Samoa News in Pago Pago, wrote to PICN in early November that circulation has reached 5,200 weekly, with "an ever increasing demand by Western Samoa."

King said he 'can't seem to supply enough papers' for the Western Samoa market, with 1,500 circulation now. He said he would need additional equipment to meet the circulation demands.

Reginald Schwenke, a reporter from Western Samoa, joined the News staff, and the newspaper needs additional staff King said. The News has a staff of 12 but "we have outgrown ourselves and need top professional help at this point in time," King wrote.

King also noted that plans for the second edition--to make the News come out twice a week--are awaiting a staff buildup. He said the circulation and advertising potential for another edition were good.

King noted he was involved in the "minute details at the administrative level and hardly lend a contribution to the Samoa News except for an editorial now and then."

PEACESAT aids S. Pacific arts festival

PEACESAT served as an effective communication link between Pacific islands in helping to streamline and speed up preparation for the South Pacific Festival of Arts.

The satellite network was used to connect the festival's artistic director Dick Johnstone and administrative director Wishie Jaram with 10 participating countries and island territories, saving them a lot of paper work.

According to the Cook Island News (October 15), the 90-minute link-up on October 6 allowed the

organisers to talk directly with individuals involved in arranging each country's contingent of performers and craftsmen. The PEACESAT exchange also helped them prepare for visits to these countries in October-November. There will be similar exchanges on October 13 and later in the year.

The 10 countries and island territories involved were: Hawaii, Papua New Guinea, New Caledonia, Micronesia, Cook Islands, New Hebrides, Niue, Tonga, Nauru and the Gilbert Islands.

During the exchange, the organisers were told how many performers each country expects to send. Johnstone and Jaram provided details about New Zealand (the weather and accommodations for performers) to assist local planners.

The PEACESAT exercise was organised by Tony Hanley at Wellington Polytechnic, where the New Zealand satellite terminal is housed.

Telecom Meeting Held at Tonga

A South Pacific regional telecommunications meeting was held in October at Nuku'alofa, Tonga. Delegates from nine South Pacific countries, Australia, New Zealand, UNDP and the Asian Development Bank and other international organisations attended.

The agenda included discussion of progress in telecommunications projects being carried out in the South Pacific under the supervision of UNDP and the International Telecommunications Union (ITU), a UN agency. Discussions were held on a feasibility study for a regional telecommunications network.

Tarawa journalist trains in London

The Atoll Pioneer (October 23) reports that a Radio Tarawa Journalist is participating in a radio training program run by the British Broadcasting Corporation in London.

Tomasi K. Tarau is one of a number of students taking part in the radio production course. The program is sponsored by the British Ministry of Overseas Development.
NEW BROADCAST STANDARDS ISSUED FOR AUSTRALIA

The development of increased broadcasting ability on the part of many Pacific countries is leading to the difficult question of determining what guidelines to establish for broadcast media. The Australian Broadcasting Commission has had to face this issue and recently issued revised guidelines for its broadcasters. The ABC staff journal Radio Active in September/October, 1975 presented the new standards.

The Commission said that there is now a wider range of opinions and attitudes within our society than existed a few years ago and believes that there are few, if any, subjects which it would regard as unsuitable for serious discussion in its programs.

In addition to laws which prohibit the broadcasting of offensive language or material, the ABC also established additional "constraints" of its own.

"These relate," the Commission reported, "to the time of day at which a program is broadcast, the choice of material and--of no less importance--the manner of its presentation."

Dealing with the specific issue of offensive language, the new guidelines acknowledged that "on rare occasions the subject matter and form of discussions or presentation, while acceptable, may require and justify the use of these words and expressions." The decision to include this material, however, is one that must be left to the more "senior levels."

Of course, the establishing of any guidelines causes some broadcasters to feel that there is undue management control of day-to-day programming activities. The Commission attempted to meet this criticism by noting that, "It should not be necessary, nor is it desirable, to spell out in minute detail to professional broadcasters the standards required. In broadcasting, any such code which attempted to provide protection against every possible contingency would impose unacceptable inhibitions upon those professional broadcasters."

Finally, the ABC stressed that objectivity and impartiality must remain an area of "particular concern." Objectivity, the Commission found, "need not necessarily be achieved within a single program . . . but a balance of views should be achieved within a series of programs where the emphasis is on controversial issues."

Mistakes will be made, said the Commission. The report quoted Lord Hill, Chairman of the Board of Governors of the BBC, who said mistakes are "the price of the intellectual and creative freedom . . . on which the life and excellence of broadcasting depends."

Map of area which could receive coverage by PEACESAT Telecommunications Proposal. Story on page 20.

Fiji Information

Issued by the Ministry of Information
Peacesat eyes stronger ‘bird’

By Bruce Benson
Advertiser Science Writer
(From Honolulu Advertiser)
(12/15/75)

Peacesat, the world’s first educational satellite experiment, wants to sign off its present satellite and climb aboard a more advanced and powerful “bird” that would let it reach an audience across 40 per cent of the globe.

To make the switch, Peacesat officials at the University of Hawaii propose taking a partially finished satellite out of mothballs at a Mainland storage site, and launching it into orbit with an Air Force Titan rocket.

Dr. John Bystrom, Peacesat director, explained that a new, un-launched satellite known as ATSF-Prime would increase voice grade circuits of the program from the present single one to 50 or 100.

Besides more programs from the additional circuits, ATSF-Prime would increase Peacesat’s range. The shadow of the new bird would fall over an area from Hawaii to Russia, or 40 per cent of the globe. Present broadcasting on the single circuit of an old weather satellite does not reach to Japan.

Peacesat—the Pan-Pacific Educational Satellite Network—has linked schools and universities together in the North and South Pacific since 1971. The program’s touchstone is to provide experimental two-way communications at very low cost. Ground stations in service were built from simple, off-the-shelf components. The stations cost from $5,000 to $25,000 apiece.

Besides Hawaii, members of the Peacesat consortium are the Trust Territory of the Pacific Islands; Wellington Polytechnic, New Zealand; University of Technology, Papua; New Guinea; University of the South Pacific, Fiji, and the South Pacific Commission, New Caledonia.

ATS-6, now is broadcasting over India, and will be returned to skies over the U.S. next year.

But ATS-6 is designed to broadcast television shows over a small area that is about 300 miles by 1,000 miles. Bystrom said Peacesat wants to take ATSF-Prime and redesign it before sending it up. Out would come the TV circuit and in would go voice grade circuits.

The reasons, he said, is that a TV circuit aboard a satellite is power hungry, consuming energy that could drive about 1,200 voice circuits. The high power requirement of TV means there is only one circuit, and communication is a one-way street—from the transmitter to those below listening or watching.

Peacesat would use the inherent power of the new bird to drive just 50 to 100 voice circuits over a range far greater than that of ATS-6. With the circuits would come two-way communications.

Bystrom compared the uses of a TV circuit satellite like ATS-6—the one now over India—with an ATSF-Prime satellite redesigned to handle voice grade circuits.

“Because a TV circuit equals about 1,200 voice circuits, TV tends to be a one-way system. You don’t talk two ways because you’d need 2,400 circuits,” he said.

“And as far as cost, using TV over satellite takes the little man out of the picture because the lowest two-way ground station for TV is about $250,000. What you’re doing is minimizing communications instead of maximizing it. You have this one program being broadcast down, and passive listeners. There’s no dialogue.

“It’s essentially like you removed all the telephone lines from a society and had only a TV station.”

Satellite experts have told Peacesat that it will cost up to $7 or $8 million to redesign ATSF-Prime to handle voice grade circuits instead of a TV circuit. NASA has spent $22 million on the unused bird, which was built by Fairchild Space and Electronics Co. The company finished about 90 per cent of the job when President Nixon phased out NASA’s communication satellite experiments in January 1973, to avoid competition with domestic private carriers.

“We what we would like to do is expand Peacesat, enabling it to develop communications traffic in health, education and community development to the point where commercial carriers can take over in the future. But wherever you cannot produce enough marketing of this kind of service, you’re not going to find a ground terminal being built, what with the price of commercial stations,” Bystrom said.

The expanded Peacesat experiment, Bystrom said, would develop traffic from Hawaii to points as far west as the whole of India, all of Japan, and most of the Soviet Union.

“This would be an international project that keeps out of the domestic U.S. and away from the power struggles among the domestic private carriers,” he said.

Bystrom said that unlike the $211 million spent for nine months of one-way broadcasting with ATS-6 in the Rocky Mountain experiment, the budget for Peacesat over the past five years has amounted to a low-cost effort.

Peacesat has operated on $350,000 for the past five years, with half coming from the State of Hawaii and half from foreign sources. Additionally, technicians have controlled the Peacesat satellite from a station outside Washington, D.C., at relatively low cost. The development and launching costs for ATS-1 came to $15 million or less, Bystrom said.

Expanding Peacesat to the new bird would still be less than the ATS-6 budget, he said, even counting the cost of $35 million for a Titan rocket. The Air Force is understood to have 15 Titans on hand, he said.