

OCT 25 1977

EAST-WEST COMMUNICATION INSTITUTE



September 1977

Vol. 7, No. 3

## TT SLATED AS SITE OF NEW ATS-6 EXPERIMENT

An experiment with two-way radio and television communication will be initiated in the Trust Territory soon, if approval for a new ATS-6 satellite project is given by High Commissioner Adrian Winkel and the Congress of Micronesia.

President Jimmy Carter okayed the Department of Interior request to move forward with the experiment as early as November or December, The Pacific Daily News reported.

In the June 27 cabinet meeting at which Andrus proposed the ATS-6 project to Carter, attention was called to the success of the ATS-1

(PEACESAT) project. But this isn't to say the ATS-6 is an expansion of the ATS-1 project.

The major difference between the \$15 million ATS-1 and the \$160 million ATS-6 is that PEACESAT uses a narrowband circuit and the more complex ATS-6 uses a wideband circuit. The advantage of wideband is the capacity to transmit moving pictures whereas the narrowband is limited to voice and still picture transmission. On the other hand, advantages of narrowband that wideband does not have include relatively inexpensive operation, availability of equipment, flexibility of use

and location, mobility and a large range.

John Bystrom, Director of PEACESAT, said:

"We're unaware of plans other than what has appeared in the newspaper but the ATS-6 experiment can provide the people in the area with a valuable experience from which further judgments can be made about communication needs, in light of and as limited by, resources available. Our general position has been that communication needs are best determined by indigenous populations and their administrations."

(Related Items on Pages 2 and 5)

## Trust Territory's Newest TV Station Opens on Ponape

By Derson Ramon  
Assistant Editor  
In Highlights

People of Ponape Island are smiling these days because for the first time in history they now have a television station on their island.

According to Bernard Helgenberger, a prominent Ponapean businessman and owner of the new TV station, the station first went on the air during the first week of July.

Since it went on the air, the station has been broadcasting from three o'clock in the afternoon to 11 p.m. on Monday through Saturday. On Sunday, it broadcasts from 10 a.m. to 11 p.m.

The new Ponape TV station is neither a cable nor an open broadcast TV, but it is a "pay television" station whereby subscribers

rent decoder boxes, Helgenberger said. These boxes are placed between antennas and TV sets.

"Anyone can put up an antenna but the picture will not be clear without the decoder box," a source indicated. At the present time, there is only one other TV station using decoder system in the Trust Territory, and that is the TV station in the Palau.

The rent is \$15 a month. However, Helgenberger said the price is reasonable in that viewers have the opportunity to view "Hawaii Five-0," "Sesame Street," "Electric Company," "All in the Family," movies and many other programs from the three major American television networks, namely ABC, NBC and CBS.

Operating on Channel 7, the new TV station is located in the old jail house in Kolonia, the district center. Its signal is clear-

## USHER RESIGNS BOARD

L. G. Usher has resigned from the board of the Fiji Times and Herald Ltd., ending what he called an "eventful 20 year association."

The former Fiji Times executive director and organizing director of the Pacific Islands News Association (PINA) is working, currently, with the recently revived Fiji Press Club and on the PINA-Fulbright Scholarships project for the training of Pacific journalists.

## WHAT'S INSIDE

ATS-6 .....	1, 2, 5
Ponape TV .....	1, 3
Translating .....	4
Short Takes .....	6
Training Projects .....	7

(continued on page 3)

## LETTER TO THE EDITOR

# Audiovisual Training For Islanders

The recently announced proposal (*Honolulu Advertiser*, August 18, 1977) to provide communication to the scattered islands of Micronesia via NASA's high-powered Applications Telecommunication Satellite--6 (ATS-6) raises more questions than it answers. While it cites the prospects for two-way communication between the islands, the budget amount suggested (\$104,000) could only provide for one transmitter station plus a number of receive-only stations. This clearly indicates little chance for two-way communication between the islands. The article suggests this project would be beneficial for the region as a whole. Yet with the size of budget indicated there would be little if any money for the creation of programs specifically for or by Micronesians.

Perhaps it is time we did a little listening as well as "broadcasting."

Richard J. Barber  
Honolulu

## Schramm To H.K.

Dr. Wilbur Schramm has accepted appointment to the newly created AW Boon Haw Professorship of Communication at the Chinese University of Hong Kong. He had been associated with the East-West Center since the early 1960's. Schramm played a key role in founding the Communication Institute in the early 1970's and served as Director from 1972 to 1975. He remained at the Institute as the first Distinguished Center Researcher until August 1977.

## Richstad On Sabbatical

This issue of PICN does not contain the usual Editor's Notes column because Editor Jim Richstad has gone off to Paris to work with Unesco for a few months. He will return to his normal duties at the East-West Communication Institute in January 1978.

Donald Topping will be Acting Editor of PICN while Jim is in Paris. Please send articles and photographs for the December issue to Dr. Donald Topping, Director, Social Science and Linguistics Institute, Porteus Hall, University of Hawaii 96848, U.S.A.

The first of three workshops to teach film and recording techniques to Pacific Island audiovisual trainees, for the purpose of recording tradition within the Pacific by Pacific Islanders, was held recently in the Solomon Islands.

The Unesco Pacific Cultures Project, assisted by various other foundations and agencies, included 27 participants from Papua New Guinea, the New Hebrides, New Caledonia and the Solomon Islands, representing the Melanesia third of the Pacific geographic triad. Later workshops will take place in Micronesia and Polynesia.

Anna Craves, curator of the Solomon Islands National Museum and Cultural Center, said in the May 4, 1977 issue of the HBF Newsletter that technical operation of the equipment as well as an introduction to linguistics, music, dance, oral tradition, material culture and documentation were the focus of the three-week course.

As part of the training a program had been planned beforehand with various villages at which people gave demonstrations of weaving, stone-tool making, cooking, dancing and music. The highlight of the week, Craves said, was the installation of eight paramount chiefs,

## Guam Journalist Joins UH Faculty

Dr. Thomas J. Brislin, a journalist from Guam, joined the Journalism faculty at the University of Hawaii as an assistant professor.

Dr. Brislin, 30, is a long-time resident of Guam. He was graduated from the University of Guam in 1968, with a B.A. degree in English and Secondary Education. He received a master's degree in Communication from Ohio State University in 1970, and a Ph.D. in Communication from Ohio State in 1972.

For the past two years, Dr. Brislin has been cablecasting manager for the Guam Cable TV System, for which--as one of his duties--he directed a five-person news team and produced a nightly one-hour news program. Previously, from 1973 to 1975, he was the editor of *Pacific Dateline*, a daily afternoon newspaper on Guam, supervising all newsroom and production operations, directing a seven-person news staff and writing daily editorials and occasional news stories.

celebrated by performances of dance and music by different linguistic groups. The Workshop participants recorded the whole ceremony.

Participant-advisers came from Honolulu, Niue, Papua New Guinea and Australia to help the English staff of the Solomon Islands National Museum.

There was complete agreement that three weeks for learning subjects, techniques and skills which the professionals had taken ten years and more to master competently was not nearly sufficient.

## WACC Training

Training in communication will receive high priority in the work of World Association for Christian Communication Asia-Pacific during the next three years, *Action* reported in June.

Media training was the central topic of the region's workshop held in Hong Kong in April. One proposal from the 50 delegates is that internships be set up for training in communication skills. They will be based with member organizations in Japan, Korea, Taiwan, New Zealand, India and Australia.

WACC Asia-Pacific also proposed workshops, beginning in 1978, to be planned with the Asian Mass Communication Research and Information Centre (AMIC), Singapore; a 1978 workshop in Manila, to be planned by WACC; and the Communication Foundation for Asia and Konrad Adenauer Foundation was also proposed.

The region also decided to publish a quarterly newsletter for information exchange and to promote regional development.

### PACIFIC ISLANDS COMMUNICATION NEWSLETTER

*Publisher*  
Social Sciences and Linguistics Inst.  
Donald M. Topping, Director  
Porteus Hall, University of Hawaii

*Editorial Staff*  
Editor: Jim Richstad  
Assistant Editor: Susan Allen

Address all correspondence to:  
The Editor, PICN  
East-West Communication Inst.  
1777 East-West Road  
Honolulu, Hawaii 96848 USA

(continued from page 1)

ly received in Kolonia, one side of Sokehs, and one side of Net Municipality.

"Because Ponape Island has many mountains, the signal cannot get to the outlying municipalities," the Ponape businessman explained. Besides, electric power is only available in Kolonia and nearby sections of Net and Sokehs Powe.

Helgenberger indicated that in about "six to twelve months, we will have our own television equipment so we can produce local programs."

The addition of the Ponape television station now makes a total of seven TV stations in the Trust Territory. There are two stations on Saipan, one open broadcast and the other cable; two stations in the Marshalls, one on Majuro and the other on Ebeye, both cable; and two in Palau, one cable and the other using decoder system.

There are no TV stations in Truk, Yap, and Kosrae.

## PNG Newspapers Battle Over 'Phantom'

From Action  
July/August 1977

The Phantom comic strip is the focus of a battle raging in Papua New Guinea between two newspapers--a church-owned weekly and a multinational-owned daily.

Wantok, the weekly of the Anglican, Catholic, Lutheran and United Churches will be denied right to continue its Melanesian Pidgin version of the popular comic if the Papua New Guinea Post Courier has its way.

The Phantom, a folk hero in the New Guinea highlands and enormously popular with children, has been in Wantok since 1972.

The jungle hero has appeared in hundreds of papers around the world in dozens of languages since it began 41 years ago.

Somehow the Post Courier (circulation 17,000), which runs the Phantom each day, sees the Wantok (circulation 12,000) version of the jungle hero as a threat.

The Herald and Weekly Times Company of Australia, which owns the Post Courier, has asked Yaffa Syndicate of Australia, which controls the Phantom in the region, to withdraw Wantok Publication's right to the strip. The Australian company, which also owns the Fiji Times and has interests in other newspapers, is one of Yaffa's most substantial accounts.

The conflict has heated up through a campaign waged by Wantok

### TV Ponape

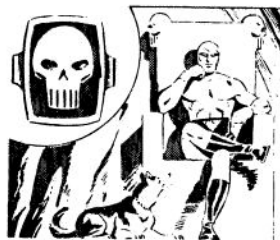
By Floyd K. Takeuchi  
Excerpted from Pacific Daily News

The success of Television Ponape will depend on how many subscribers it can get. According to Bernard Helgenberger, station owner, the system now has 60 subscribers. David Cliff, general manager for Bernard's Enterprises, Television Ponape's parent company, said the station will need 167 subscribers to break even. The firm hopes to reach that number within a year.

The new television station hopes to attract some viewers by producing local Ponape programs. Black and white portable tape units will be used to produce such shows as broadcasts of the Congress of Micronesia's special session and local sports events.

supporters in Australia and by dramatic stories in the press with headlines such as 'Will Phantom win his latest jungle battle?'

Wantok has helped the PNG government with a nutrition program in Pidgin, using the popular Phantom symbol ...



copyright King Features  
The PHANTOM, his dog and his mark, a skull ring.

Many PNG leaders are concerned over the pressures exerted by a foreign-owned press using its muscle to preserve its monopolistic position in a new nation of 3 million.

"This is a battle which has been fought before in other young countries and will be fought again," says Rowan Callick, Anglican information officer in Port Moresby who is also Wantok chief of staff ...

(As ACTION went to the press, an unconfirmed report reached London that Wantok had lost its battle and can no longer publish the Phantom.)

## HELGENBERGER'S ENTERPRISE

A local news program also is in the works, Helgenberger said.

He plans to have an announcer read Micronesian News Service copy, and the station may do local news coverage, too. Helgenberger said some people have already approached him about becoming Ponape's first Walter Cronkite.

Until he got involved in television, Helgenberger ran a movie theater. Movies are extremely popular, and there are more than seven theaters in the Kolonia area.

But now Helgenberger has converted his theater into a warehouse. He has good reason to make the switch. In the Marshalls and on Saipan, after television was introduced, movie attendance went down by 50 per cent.

Being a businessman, Helgenberger is also selling television sets. The day that programming began, 100 sets arrived and 60 were already sold, Helgenberger said. Eighty of the sets are color, the rest black and white.

"All of the 21-inch color sets sold first," Helgenberger said. The demand for television on Ponape has already outstripped supply, and Television Ponape put in another order for decoders. Helgenberger said that he only ordered enough decoders to cover the sets he ordered. Other people, he said, are bringing in their own sets, many used, from Saipan and other areas.

Another possible consequence of introducing television is an increase in explicit sex films shown in local cinemas. This has been the case throughout the Pacific where television has been introduced. Deprived of their regular action-oriented crowds, theater owners have to show films that TV does not.

Ponape already has a number of theaters that show the "late shows."

Most people, however, feel that television will be a good thing for Ponape. Children will be able to improve their English, a member of the local legislature said. Another Ponapean said that television will help keep kids at home.

Television has already affected the entertainment habits of Ponapean families. A district administration official said that many relatives

(continued on page 6)



# TRANSLATING FOREIGN NEWS FOR INDIGENOUS PAPERS

*Editor's note: The following article, written by Siu-Chu Lee-Reoma for PICN, was based on the author's Masters thesis. Siu-Chu's research was conducted while a Grantee at the East-West Communication Institute during 1976 and 1977. Translation is a consideration for many Pacific Island publications, and we thought her article would be of interest.*

By Siu-Chu Lee-Reoma  
Honolulu

The problem of translating foreign news into indigenous languages is an important aspect of international communication, and helps determine the quantity and quality of the flow of information between the developed and developing world. The critical role of the news translator, the all-important "gatekeepers" of foreign news, has not been examined in any depth by communication researchers in the past.

In the fall of 1976 under the sponsorship of the East-West Communication Institute, I conducted research in Japan, Korea, Taiwan, Hong Kong, and Singapore to determine what factors influence the translation of news between the West and Asia.

A general survey was used in each country, and for Hong Kong, I also conducted an experimental study with journalism students to determine if there was a relationship between time pressure, a translator's familiarity with the subject of news stories, and English language ability and the quality of the translated news.

Among the general findings was the fact that although some Asian countries such as Japan and Korea are developing their own network of foreign correspondents, the news translation team remains an indispensable element in the press system due to the Asian press' continuing dependence on western-based news services.

In addition, the national news agencies of Japan, Korea, and Taiwan seem to play a greater role in the translation and hence flow of incoming foreign news from the wire services than either newspapers with their own correspondents or those transmitting their domestic news overseas.

Other findings also suggest that the performance of news translators may be evaluated by the morale of translators and their self-role perception. These social forces are in turn related to their

training and qualifications, and to their occupational specialization. Expertise in news translation was found to develop more in a stimulating professional environment which provides incentives in terms of stable working conditions and good promotion prospects.

A big contrast can be found in the operations of Japan and Hong Kong. In Japan, news translators have their own beats and specialties. They perceive their role parallel to that of a foreign correspondent as they have the authority and expertise to handle stories like a foreign correspondent does. They enjoy high status in the news organization because of their competency in foreign language.

In Hong Kong, however, the translator considers his work routine as he generally translates straight from wire service copy. He perceives his work as being less important than that of local report-

ers because of the limited attention and space for foreign news in Hong Kong news media.

Results of the experimental study conducted in Hong Kong indicate that the factors of time, subject familiarity, and English language ability have significant effects on the quality of translated news.

The findings of the study suggest that in designing journalism training programs, specific elements in the working environment of news translators should be incorporated to assist prospective translators in coping with the pressures inherent in being "gatekeepers" of foreign news.

For those interested in studying the research in depth, the citation is, Siu-Chu Lee, "News Translation in International Communication: An Exploratory Study," M.A. thesis, University of Hawaii, 1977.

## AN ENGLISH JOURNALIST ON AMERICAN JOURNALISM

The old saying that all good journalists are essentially American bridges London journalist Louis Heren. But, he says, the saying is more than half-truth.

The reason Americans are considered the archetypal "good journalist" is not because of "all those schools of journalism" or because all of their journalism is good, Heren said, but because of an American "attitude of mind."

Basic to that attitude is the First Amendment to the Constitution guaranteeing freedom of the press. A part of the American journalism tradition since 1791, it has given American journalists a professional confidence and an assurance that he seeks news "not as a supplicant scavenging for news but as a representative of the people who have the right to know."

"This right to know," Heren said, "is the second pillar of strength of American journalism, and it is not only based on the First Amendment. Indeed it is much more broadly and firmly based."

Heren, deputy editor and foreign editor of the London Times, said, "In Britain, Parliament is supreme. The British citizen, journalist or otherwise, has no rights; or rather no rights that cannot be taken away by Parliament. In the United States, the people are the source of all power. They are supreme, and their rights are fully protected ...."

Even without constitutional "rights" such as those in the United States Bill of Rights, Heren thinks British journalism could "as a craft assert the right to know." However, he suspects that too many British journalists have lists of priorities on which freedom of the press and the public's right to know do not rank high.

"While this is the case," he said, "good journalists will always remain essentially American."-- S.A.

(From: "All journalists are American: It's more than half-truth," *Journalism Studies Review*, Vol. 1, June 1976, pp. 5-7.)

# PICN FORUM...

## Perspectives on Pacific Islands Communication

By John Bystrom  
Honolulu

It is a pleasure to observe the increased Federal interest in Pacific Basin communications expressed by recent initiatives. Last year, the writer ran into a categorical 'No' in Washington when he proposed to the Department of Interior that it take the lead in planning a low-cost telecommunication backbone system for the U.S. Pacific.

This year, with a new administration, in addition to the now six-year old PEACESAT Project, the Department has announced a new satellite project and Interior specialists, under Dr. Gordon Law, are already on site. The U.S. State Department, also, is discussing a satellite television project with the University of the South Pacific.

Because of these new initiatives the Pacific is about to become a test of American intentions. Does the U.S. plan to be a partner in the application of telecommunications technology to international social development or is domination the goal? There is an opportunity, now, to sort out the issues and increase general awareness of the political, technical, social and operational questions raised with the application of communication satellites.

The new ATS-6 Department of Interior-TTPI and the proposed USP Projects involve direct transmission of television programs to community receivers and will be different from the ATS-1 PEACESAT Project in several important ways:

PEACESAT is a narrow band system, while the ATS-6 projects will be wide band services. A wide band system can provide television motion pictures while a narrow band system means greater flexibility, lower costs, and more service on more channels than is possible with a wide band system. However, only television still pictures can be transmitted, not motion pictures. Narrow band is used for teletype, facsimile, voice, and computer interconnections.

Wide band requires heavy, costly technology and its use for two-way interchange is seldom feasible even among very affluent users. Narrow band uses light technology; its costs are low; and terminals can be moved about easily.

As for environmental impact, the wide band satellite is a heavy user of that scarce natural resource, the radio spectrum. It can be compared to an automobile that gets one mile per gallon of fuel while a narrow band vehicle gets up to 1,000 miles per gallon.

### *International Communication Policy Tests in the Pacific*

A satellite TV system will be limited to one or a few channels. This means a sizable bureaucracy, strong central control, and a commander with a firm hand on the reins. Costs of TV programs are very high resulting in the purchase of rerun of programs created elsewhere. The researcher will have an opportunity to study the cultural impact of programs prepared originally for U.S. educational audiences. However this research, which is of no particular benefit to the localities involved, should not excuse delay in the development of a backbone telecommunication system for the U.S. Pacific.

A further advantage of narrow band is the ability to provide inexpensive global coverage. PEACESAT's aim is a worldwide linkup of the world's intellectual resources. This is impossible today using wide band.

For example, ATS-6 coverage is limited. Two beams, each covering areas 300 x 500 miles, were used in the Rocky Mountains. In contrast, ATS-1, using narrow band, can serve 42 per cent of the world's surface.

The political questions that these experiments raise may go unnoticed but they are important. Remember that the United States was opposed by every nation voting in the U.N. general assembly when it proposed an open-sky policy allowing satellite transmission of TV motion pictures across national boundaries directly to ground receivers. In the Department of Interior-TTPI Project the issue is in the background. Projections include a transmitter sta-

tion at Ponape that will send TV programs via ATS-6 to receivers at a dozen or more locations within the TTPI. National boundaries are not crossed. But, as the last remaining U.N. trusteeship, any experiment in the TTPI could bring the question before the Trusteeship Council to which the Department of Interior reports annually.

The issue is more clear if USP transmits TV programs to its extension centres in neighboring nations. USP is a unique opportunity for the U.S. assuming national policy is unchanged. One of only two international universities in the world, USP is a joint activity of a number of independent nations and jurisdictions. While the ATS-6 beams television across national boundaries, USP can properly claim that the programs are directed only to established USP centres.

National telecommunication authorities typically license only transmitters so satellite terminals that receive TV signals at the USP centres in other countries may not need licenses. The action of Fiji telecommunication authorities will be interesting in light of the U.N. vote.

Meanwhile, the PEACESAT Project hopes to add interest to the Pacific scene by increasing the flexibility of its narrow band system. Currently there is only two-way voice transmission. However, U.S. Pacific terminals in the PEACESAT system--Santa Cruz, Honolulu, Pago Pago, and Saipan--have applied to the U.S. Department of Health, Education and Welfare for the funds needed to obtain equipment that will allow the health, education, and community service users of the narrow band system to transmit TV still pictures, facsimile, and teletype.

The enormous utility of a low-cost narrow band system can begin to be demonstrated. Non-U.S. locations in the PEACESAT system may join in the demonstration. Nothing like this proposed multimedia demonstration has been undertaken anywhere.

The new demonstrations can bring with them the attention of top decision makers. President Jimmy Carter has already been involved in the Trust Territory ATS-6 project. However it should be recognized that the mainspring of the project is not necessarily to the social requirements of the people in the area or even the national interest of the United States. The first TTPI news releases made clear that the availability of the ATS-6 was a powerful motive.

(continued on page 7)

# SHORT TAKES

## BROADCASTING

A Western Samoan rural broadcasting officer, Seterite Sua, has just completed an information servicing course in Australia. The course was at the Australian Government's International Training Institute in Sydney.

The institute specializes in courses for students from developing countries and plans its programs to meet the needs of individual students. It covers lectures, workshops, visits to agencies, news organizations and government departments.

Sua produces the Western Samoa radio program Farm Talk. He was one of 12 information officers from seven countries attending the course. The others came from the Cook Islands, Nepal, Burma, Indonesia, Singapore and Malaysia.

Two other broadcasters from Western Samoa have just attended a four-month media communicators' course for journalists and broadcasters in Australia under the Aus-

The Fourth South Pacific Regional Telecommunications meeting was held in Port Moresby in July.

## PRESS

A Gilbertese language monthly magazine, "Te Uekera," began publication at the same time. The 9" x 11" mimeographed magazine contains stories and how-to articles as well as comics and crossword puzzles. Subscription rates vary from \$3.60, locally, to \$14.40 for Europe and the U.S.

Publication address is Baoki n Reta 78; Bairiki, Tarawa; Gilbert Islands.

The Atoll Pioneer became an entirely English weekly on May 3, 1977. The Gilbert Island newspaper (an incorporation of Tero and Valo which ceased publication) had been published since May 1974 in both English and Gilbertese.

tralian South Pacific Aid Program. They are Misieta Peni, of the news and current affairs division of the Western Samoa Broadcasting Service, and Ilao Ati Francis, a news reporter and translator with the Western Samoa Broadcasting Service.

The Tonga Broadcasting Commission sent Ms. Noula Vi, senior production officer, and Ms. Mele Laumoni Petelo, an announcer, to Australia for a six-month intensive English course also under SPAP.

Information about the Media Communicators' Course, the Information Services course or other training opportunities offered by the Australian Development Assistance Bureau can be obtained by writing to Robert Curtis, First Secretary (Information), Australian High Commission, Suva.

## PUBLICATIONS

Communication Research--a Half-Century Appraisal, edited by Daniel Lerner and Lyle M. Nelson is an East-West Center book available from the University Press of Hawaii, 2840 Kolowalu St., Honolulu, Hawaii 96822. Price U.S. \$16. Past accomplishments and failures of communication research are assessed and the present state of the diverse areas of the field are appraised in this book published to coincide with Wilbur Schramm's retirement from the East-West Communication Institute. Several chapters are devoted to Schramm's career and his contributions to communication research.

"World Radio Handbook, 31st Annual Edition," edited by J.M. Frost, available at Billboard Publications Inc., One Astor Place, New York, N.Y. 10036 and at 7 Carnaby St. London W1V 1PG, England. Paper, 528 pages. Price U.S. \$10 (£5 in U.K.). The handbook is a source of information on stations and broadcasting organizations all over the world including frequency listings for short and medium wave stations.

(continued from page 3)

and friends, sometimes up to 20, crowd into his living room at night. His family has had to skip dinner because of the crowds, and he once woke up to find most of his television guests sleeping in the living room the next day.

Because the system is not tied to a cable, it will be possible for Ponapean families in otherwise isolated villages to receive television.

Helgenberger also sells portable, battery-operated televisions. All a villager has to do, Helgenberger said, is to bring in the television's battery to work in Kolonia, plug it in during the day, and take it home at night.

Central Micronesia Communications officials hope that their \$100,000 investment in Ponapean television will reach as many as 400 subscribers within two years. The small operation might serve as a good model for Truk, Yap and Kosrae.

The home-grown nature of the station is exemplified in its 68-foot tower. Helgenberger found three pieces of pipe and had them welded together. With homemade steps and some paint, Television Ponape began broadcasting.

## APPOINTMENTS

Recent public service appointments in Nauru included G.J. Peterken as Director of Telecommunications and David Agir as Administrative Assistant, Information and Broadcasting Services in the Chief Secretary's Department.

Kaburoro Tanielu has been appointed Chief Publicity Officer of the Office of Information in the Gilbert Islands.

The Information Division and the Broadcasting Division of the Chief Minister's Office were combined last year to form a new Broadcasting & Publications Division.

Timai Tekaa left the Office of Information during a ministerial change.

NUTIBEBAN ABAN KIRIBATI AE E BWERETI AKI NI KATOANAMAKA INA

# TE UEKERA

No. 1

Mei 1977



# WESTERN SAMOA BROADCASTING TRAINEES CONDUCT MULTI-MEDIA HEALTH PROJECTS

A full-scale mass media campaign to familiarize Western Samoan citizens with the 1977 World Health Day theme, "Immunize and Protect Your Child," resulted in a significant increase in inquiries to the Health Department about immunizations over previous years, Graham Thomas, Unesco Broadcasting Training Project official said.

The Broadcasting Training Centre trainees composed songs, dramatized radio spots and conducted interviews. A banner was painted and hung outside the market in Apia; special publicity photographs and articles were published, and the government newspaper *Savali* and a church newspaper *Tautai* each printed a full-page poster which teachers used in classrooms.

The comprehensive, coordinated multi-media approach was considered a success.

A Public Works Department Water Conservation campaign using the theme, "Ola I le Vai--Life Depends on Water," was conducted by the Centre trainees in July using a similar integrated, multi-media approach.



*"Immunize" (Tui Puipui) is the message painted on this Samoan mat. The Broadcasting Training Center, Apia, used it in the 1977 World Health campaign project.*

In other Centre activities, trainees took a share in outside broadcast commentaries and prepared daily review programs for the Independence celebrations in June, and two trainees have been working in

Wellington with Radio New Zealand on fellowships.

*(continued from page 5)*

In my personal view, the new initiatives can function positively to sharpen issues and attract necessary attention to needs. However, I believe there will be no real progress until the telecommunication requirements of the U.S. Pacific are examined on a regional basis with full community participation and involvement of local leadership. Such planning should be carried out cooperatively with the other Pacific peoples, if highest benefits are to be achieved at lowest cost. The national interest of the United States will be served to the degree the social needs of Pacific people are served.

In the national interest those with imperialistic impulses should be carefully held in check. There is no question that television motion pictures can be enormously effective in promoting and directing cultural change. Over the long pull, however, everyone will be most satisfied--and this includes the U.S. taxpayer--with a telecommunication system that provides social benefits wherever needed at low cost and is responsive to local needs and community leadership. This is why, despite the bureaucratic momentum behind direct TV broadcast by satellite, the low-cost, flexible, narrow band satellite system is more promising.

## Broadcast training program to be expanded

An extension of the Western Samoa Broadcasting Training Project is being planned for 1978-1979 in which trainees will be integrated into the present programming staff of the Samoa Broadcasting Service.

A new Program production unit with responsibility for long term planning and program production for development is also being established by the UNDP-Unesco office.

"Under the extension of the project additional equipment will allow us to do field recording and broadcast live from villages via VHF link," Graham Thomas, Training Director, said. "We want to experiment with listening groups and collaborate with the Education Department, the Agriculture Department and the University of the South Pacific in Adult Education programming."

In addition to the multi-media "OLA ILE VAI" Project, Broadcasting trainees have been supervising an out-of-school education band in the afternoons which is designed to support English language teaching at

the secondary level, Graham said. BBC English by Radio tapes supplemented with local programs such as a school's quiz, and a series on creative writing in English from secondary students called "The Way I See" are used.

"We would like to expand local programming and are having discussions with the Teachers of English Association about a series dealing with Samoan difficulties specifically," he said.

"We are interested in developing a programme series for junior high school teachers about ways to teach better and are discussing this with the Education Department."

"We would also like to develop discussion material on cassette to teacher re-training cells in district schools."

Project directors hope by keeping the trainees together and integrating them with the present producers they will have a large enough pool to start a new range of on-going programs to re-invigorate the

*(continued on page 8)*

## NATIONALIZATION OF PNG PAPER REJECTED FOREIGN OWNERSHIP TERMED 'UNBEARABLE'

(continued from page 7)

The role of the media in PNG was the topic of a speech given by Julius Chan, Papua New Guinea Minister for Finance, at the recent opening of the new Wantok headquarters in Port Moresby.

PIM reported in June 1977 several of Chan's remarks, including the following:

On television: "We are well aware that bad television is far worse than no television," he said. So, although television could be a useful addition to the range of educational instruments which exist, care must be taken to obtain suitable and relevant programming, he said. He said PNG was proposing a study of television.

"To do less would be too cautious, to offer more would be irresponsible," he said.

On radio advertising: "We have our doubts about it, mainly because we are afraid that the main effect will be to whip up appetites for consumer goods ..."

On government communication with the public: The task of government information services is "to inform the public about the government's aims, activities and policies" with a skilled staff which has the right attitudes as well as the right education and training.

On the role of information media not under government control: In a developing country like Papua New Guinea, "it seems to me that irresponsible media ... are a luxury we can't afford ..." In some affluent countries with a wide variety of information media, he said, it may be possible for some of them to behave in an irresponsible manner, by which I mean printing or broadcasting just

what they like with a view to nothing more than their own circulation or profit, although even in those countries I doubt whether it is ever desirable that many important media of news and information should be conducted without regard to the public interest.

The media have the obligation to behave responsibly, not because of limits set by law but because of the nature of the society and the role of the media within it, he said.

## North-South Communication Gap

By Michael Traber  
Editor, WACC Journal

'The free and balanced flow of information between developed and developing countries' was once again the subject of a Unesco meeting in April this year.

Tunisia's Information Minister, who is chairman of the Non-Aligned Countries' Mass Media Coordinating Council, said that analyses had shown that only a quarter of the news put out by the media of the developed world concerned developing countries--which constitute two-thirds of humanity.

He said that a substantial output of the international news agencies (AP, UPI, Reuter and AFP) 'speaks almost exclusively of strikes, demonstrations and other problems which we consider to be relatively unimportant and epiphenomenal to the process of development.'

Third World representatives in Florence saw the problem of "infor-

present program schedule and at the same time prepare teaching or educational units to support national development goals, Graham said.

After the current water conservation campaign is complete, preparation will be made for an agricultural show and an Agricultural campaign. At the same time plans will be made for the Broadcasting Trainees to help prepare the country for the changeover to an automatic telephone system in October.

mation imperialism" as part of a far larger question, namely the economic and political dominance of the West and the Soviet Union.

"Decolonization must be carried to its conclusion in the minds of men," said Jacques Rigaud, the assistant director-general of Unesco. "It is uncomfortable to have to admit that supposedly universal values sometimes conceal a hard core of self-interest."

The time had come, he said, to confess that the values, that had 'for so long given a certain part of the world a clear conscience, look different and are different if one is oppressed or well-endowed, developed or developing, or in danger of never developing.'

The conflict between the Western tradition of the press and the needs of journalists in developing countries is partly due to their different approaches to government. Media men in the West regard it their duty to be critical of, if not hostile to, governments whose weaknesses they think they have to expose. Media men in developing countries have other priorities. They and their countries and governments struggle for survival--economically and politically.

It would be wrong, however, to assume that journalists in developing countries are nothing but loyal servants of their governments. Many of them have taken enormous risks in upholding press freedom. Neither would it be right to assume that the sun of freedom shines only on Western media. The press is under pressure in several countries of the West, including South Africa. Here lies the common fate of media people North and South.--2/77, Vol. 24.

## PNG Minister Discusses Role of Media

Papua New Guinea's Minister for Information and Broadcasting, Dr. Ruben Taureka, has rejected a call for nationalisation of the country's English-language daily newspaper, the Post-Courier, which is owned by the Australian-based newspaper group, the Herald and Weekly Times, Graphics Arts Market Place reported in its July 1977 issues.

The call was from the Port Moresby City Council.

"It is becoming unbearable ... that a foreign-owned newspaper company should be given the room to master the destiny of our Government

and our people," the council said.

Dr. Taureka said the Government had given the matter serious consideration for a long time.

"The Government does not want to take over the Press," he said. "If this happened, people might think the freedom of the Press would be jeopardised."

"It is not too late for Papua New Guineans to establish an independent newspaper without Government involvement. The Government would encourage such a project as much as it was able."