

PACIFIC ISLANDS

Communication Newsletter



Pacific Islands News Association
East-West Communication Institute

Suva, Fiji
Honolulu, Hawaii

September 1974

Vol. 4 No. 4

PINA Gets Under Way, Names Usher Director



Len Usher presided over an organizational meeting of the Pacific Islands News Association in Suva. Others at the meeting (some partially obscured) included Falenaoti T. Malietoa, Seona Martin, Tom Lloyd, Leota Pita Alailima, Henry Rarak, Austin Sapias, Michael Drollet, Stuart Inder, I.S. Chauhan, Joe Murphy, Kalati Mose, Robert McClelland, Douglas Lockwood, James Boyack, Jim Richstad, John Moses, Siosua Fonua.

A new professional journalism and communication organization--the Pacific Islands News Association--was formed after a week-long conference of about 50 delegates in late June in Suva.

L.G. Usher, former executive director of the Fiji Times, was unanimously named Organizing Director of the Association. An Organizing Committee of nine members also was named.

The aims of the Association are to promote and protect press freedom and to foster high professional standards. In carrying out this program, the Association will emphasize basic news training programs for Island journalists, broadcasters and public information officer. Other functions will be to exchange professional information and advice, and to develop an exchange of regional news summaries.

Director Usher has established an office for PINA at the University

of the South Pacific, Extension Services, and the mailing address is Private Bag, Raiwaqa Post Office, Suva, Fiji. The cable address is PACINA, Suva, Fiji.

Memberships in the new organization are coming in, Usher noted in a recent satellite meeting, but he is looking for more. Initial funding for the group came with \$1,000 (Fiji currency) grants from the Fiji Times and the Papua New Guinea Post-Courier.

The Organizing Committee is composed of Leota Pita Alailima (Chairman) general manager of the South Sea Star, Apia, Western Samoa; Henry Raraka, editor-publisher, Kakamora Reporter, British Solomon Islands; Siosius Fonus, editor, Tonga Chronicle; Falenaoti Malietoa, director, Extension Services, University of the South Pacific; Ian Johnstone, educational broadcasts officer, South Pacific Commission; Douglas Lockwood, editor, Papua New Guinea Post Courier; Jon Anderson, bureau chief, Micronesian News Service, Saipan; James Boyack, editor, Tahiti Bulletin, and Jim

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PINA's Organizing Guidelines; Training Focus

1. That an organisation embracing newspapers, broadcasting organisations and Government information offices in the Pacific area be formed.
2. That "Pacific area" be defined as the area covered by the South Pacific Commission.
3. That the name be Pacific Islands News Association.
4. That the aims of the P.I.N.A. be:
 - (I) To promote and protect freedom of expression in the association area.
 - (II) To foster responsible journalism and professional standards in Pacific news media.
5. That the functions of the P.I.N.A. be:
 - (A) TRAINING
 - (i) To organise and co-ordinate journalism training at all levels, for print, broadcast and information people.
 - (ii) To provide such training.



Ratu David

- (iii) To maintain a library of training manuals and other materials and keep members advised of its contents.
 - (iv) To prepare training manuals and style books especially applicable to the Pacific.
 - (v) To organise the exchange of journalists and broadcasters within the P.I.N.A. area, and between the area and other countries.
- (B) INFORMATION EXCHANGE
- (i) To maintain a file of Pacific publications to be provided by members.
 - (ii) To prepare and circulate Pacific news summaries and background material. (Main source would be the member publications, but supplementary material could come from the PEACESAT news exchange and commissioned articles).
 - (iii) To prepare and issue a newsletter dealing with news matters. (The new body could take over the East-West Communication Institute's present Pacific Islands Communication Newsletter).
 - (iv) To record and circulate details of legal actions in which members are professionally involved.
 - (v) To record for appropriate action Government or other restraints involving members professionally.
- (C) CLEARING HOUSE SERVICES
- (i) To collect technical information and record sources of such information.
 - (ii) To develop the present Pacific Islands Press Directory to include broadcasting and official information services, and to keep it up-to-date (possibly in loose-leaf form).
 - (iii) To record, and advise members of, scholarship opportunities for Pacific islands journalists.
 - (iv) To survey and record sources of newsprint and other supplies
- and to explore the possibility of bulk ordering for members.
- (v) To record, and circulate to members, details of new and used equipment available for sale or gift.
- (D) ADVISORY SERVICES
- (i) To give advice and assistance in technical matters.
 - (ii) To give advice on libel, parliamentary privilege, contempt of court and other legal matters of professional concern.
 - (iii) To give advice on management.
- (E) GENERAL
- (i) To organise and sponsor professional seminars and conferences.
 - (ii) To seek to enrol all eligible groups and individuals in the association.
 - (iii) To raise the funds needed to carry out the association's functions.
6. That membership be in four categories:
 - (a) Media units that provide news for general circulation, e.g. newspapers, periodicals and broadcasting services (including private, statutory or government). In cases of publishing and broadcasting organisations consisting of more than one media unit or where common editorial responsibility is exercised over separate publications or broadcasting stations, only the parent or common body is eligible to join.

Any media unit which falls formally in this category may choose to join another category.
 - (b) Specialised publishers, or sources of information for news media or for limited circulation, e.g. Government departments, statutory bodies, or public relations or other firms which issue press releases within specialised area.
 - (c) Newspapers or other organisations, including news services, located outside the association area but interested in it. e.g., Newspapers, magazines and

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broadcasting bodies in New Zealand, Australia and the U.S.A. This category also including foundations and parallel international organisations.

(d) Free-lance journalists and others who would join as individual members.

7. That news exchange and similar services be made available to non-members on terms to be fixed.

8. That only members in category 6(a) above would have voting rights, but that all members would have the right to speak on association matters. Each member in category 6(a) would have one vote.

9. That fees for members in category 6(a) above be based on the number of the member's employees:

Proposed classes of minimum annual subscription:

- (a) 1 - 5 employees \$50 (Fiji)
- (b) 6 - 10 " \$100 Cur-
- (c) 11 - 20 " \$500 rency)
- (d) 21 - 50 " \$1000
- (e) Over 50 " \$2000

All full-time staff involved in editorial aspects of newspaper production and broadcasting would be counted, but not part-time collators or stringers.

10. That annual subscriptions for other members to be:

- 6 (b) - \$50
- 6 (c) - \$1000 (to include news service)
- 6 (d) - \$10 (including news-letter and directory).

11. That subscriptions in 9 and 10 above come into operation on a date to be decided by the Organising Committee.

In the period before such time, that the following fees be payable:

Category 6(a) Members

- (a) 1 - 5 employees \$20 (Fiji)
- (b) 6 -10 " \$40 Cur-
- (c) 11 -20 " \$100 rency)
- (d) 21 -50 " \$200
- (e) Over-50 " \$400

Other Categories

- 6(b) \$10 (Fiji Currency)
- 6(c) \$200
- 6(d) \$2

12. That the headquarters of the association be in Suva.

13. That the initial staff should be:

- (a) Director
- (b) Journalist, who would prepare news summaries and could be involved in

organising training programmes.

- (c) Librarian-archivist.
- (d) Secretary-book-keeper.

Any of the first three should be able to relieve if one of the others should be absent. One of the three should be bilingual in English and French, and be responsible for facilitating French language media participation for the association's activities.

14. That a decision on whether the training staff be permanent staff members or recruited for short terms for specific purposes, be left for later decision.

15. That the association be managed by a five-member board (including a Chairman) elected by association members in category 6(a). The board should, as far as possible, provide representation of the areas listed below:

- (a) Samoa, Tonga, Cook Islands, Niue, Tokelaus, Pitcairn and Fiji.
- (b) Papua New Guinea, Solomon Islands, New Hebrides, Norfolk Island.
- (c) Guam, Micronesia, Gilbert & Ellice Islands, Nauru.
- (d) Tahiti, New Caledonia, Wallis and Futuna.

The chairman to be elected by all members in Category 6(a).

The board have the power to co-opt.

Board members to be elected every two years.

Board members to serve no more than two consecutive terms.

16. That two trustees be elected at the same time as the first board is elected.

17. That the Organising Committee have discretionary power in the implementation of these recommendations.

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Adopted by the Conference on Friday, June 28, 1974

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EDITOR'S NOTES....

This issue of the Pacific Islands Communication Newsletter is noted for at least two things.

First, it is the first jointly published newsletter, with the new Pacific Islands News Association and the Communication Institute serving as co-publishers. As readers will note, PINA was formed in late June, and one of its functions will be to provide a newsletter for

THE EAST-WEST CENTER is a national education institution established in Hawaii by the United States Congress in 1960. Formally known as "The Center for Cultural and Technical Interchange Between East and West," the federally funded Center is administered in cooperation with the University of Hawaii. Its mandated goal is "to promote better relations between the United States and the nations of Asia and the Pacific through cooperative study, training, and research.

Each year about 1,500 men and women from the United States and some 40 countries in the Asian/Pacific area exchange ideas and cultural insights in East-West programs. Working and studying with a multinational Center staff on problems of mutual East-West concern, participants include students, mainly at the postgraduate level; Senior Fellows and Fellows with research expertise or practical experience in such fields as government, business administration or communication; mid-career professionals in non-degree study and training programs at the teaching and management levels; and authorities invited for international conferences and seminars. These participants are supported by federal scholarships and grants, supplemented in some fields by contributions from Asian/Pacific governments and private foundations.

A fundamental aim of all East-West Center programs is to foster understanding and mutual respect among people from differing cultures working together in seeking solutions to common problems. The Center draws on the resources of U.S. mainland universities, Asian-Pacific educational and governmental institutions, and organizations in the multi-cultural State of Hawaii.

Center programs are conducted by the East-West Communication, Culture Learning, Food, Population, and Technology and Development Institutes; Open Grants are awarded to provide scope for educational and research innovation, including emphasis on the humanities and the arts.

the Association members. It was agreed at Suva that PINA could eventually take over completely the Pacific Islands Communication Newsletter, but for the present it will be a joint effort. Most of the copy for this issue originated from those eligible for PINA membership, and the next issue should be largely prepared through the PINA office in Suva. (Continued on page 14)

Training Guidelines Set Up by PINA

PREAMBLE:

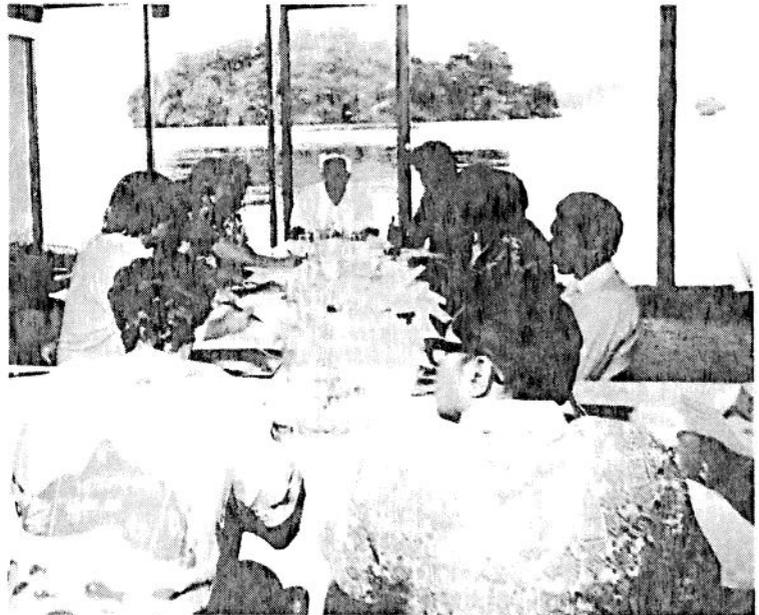
Knowing the urgency and serious need for training in all fields of press and broadcasting and information work at all levels, and knowing the need to be flexible because of the thrust of change in the Pacific and the world, the sub-committee recommends that the association use the following guidelines for its training programme:

GUIDELINES:

1. To identify local needs; such needs to come from the people themselves. Training is to be provided only on request from members. Requests must specify the type and period of training required. This is to determine the kind of tutor. The furnishing of a tutor is to come after the association has given consideration to the needs and priorities in the area. Availability of funds and personnel is to be a consideration.
2. To consider requests in the context of broadcasting, press, and information work simultaneously, wherever possible.
3. To determine priorities in the light of urgency, availability of tutors, funds transport, accommodation and immigration approval, etc.
4. To arrange for travelling tutor(s) to give training to broadcast, press and information people, working with the people on the job.



Western Samoan delegation at PINA included Fa'alogo Pita Fa'alogo of the Samoa Times and Kalati Mose of Savali.



A seaward view of the Organizing Committee at the Tradewinds Hotel, with Len Usher again presiding.

5. To supplement the travelling tutor programme with a system of specially devised kitset lessons and exercises relevant to the special needs of Pacific peoples.
6. To stress the importance of the language used in instruction. Simplicity to be a prime consideration when kitset lessons are prepared.
7. To prepare appropriate manuals and stylebooks.
8. To negotiate the use of existing training facilities and tertiary institutions within the association area.
9. To use seminars and workshops as important avenues of training.
10. To emphasise the use of the satellite communication network.
11. To encourage the establishment of scholarships for continuing training.
12. To encourage exchanges of personnel within and beyond the association area.

Decisions of the association are to be final on all training priorities. The above guidelines must be reviewed from time to time in the terms of the changing needs and developments in the area.

Adopted June 28, 1974.

NZBC NAMES TOP EXECUTIVES

The four top executives have been appointed to control broadcasting in New Zealand from sometime next year.

This follows a decision of the Labour Government to divide the present New Zealand Broadcasting Corporation into two television channels, one radio corporation and a Broadcasting Council.

Director-General of Radio New Zealand will be James L. Hartstonge, currently an NZBC Executive Director with responsibility for News and Current Affairs.

Television One will have a former NZBC radio Chief Producer, Alan Morris, as its Director-General. At present he heads "Entertainment" for Australian Broadcasting Commission Television.

Another expatriate New Zealander, Allan Martin, will be Director-

General of TV-2. He is head of the ABC's Department of Public Affairs Television.

The other major appointment in the re-constituted broadcasting set-up for New Zealand is that of Secretary to the new Broadcasting Council. He is Keith Hay, a present Executive Director for the NZBC.

CLOSED CIRCUIT TV From July PIM

Japanese industrialist Mr. Hukashi Momose, and his wife, made a special trip to Tonga in May to present a colour television set and a video-cassette-recorder to King Taufa'ahau. A camera to go with the outfit is also on the way. The King, who was reported to be enthusiastic about the gift, is now self-contained as far as TV services goes although there is no black and white or colour transmission in Tonga.

PACIFIC ISLANDS NEWS ASSOCIATION

APPLICATION FOR MEMBERSHIP

CATEGORY OF MEMBERSHIP
(See notes below)

NAME OF MEMBER

ADDRESS

ADDRESS FOR CORRESPONDENCE AND ACCOUNTS

PUBLICATIONS WHICH WILL BE SUPPLIED

Amount Enclosed

SIGNATURE

Position

Date

Notes

Membership Categories.

CATEGORY A. Media Units that provide news for general circulation. e.g. newspapers, periodicals and broadcasting services (including private, statutory or government). In cases of publishing and broadcasting organisations consisting of more than one media unit or where common editorial responsibility is exercised over separate publications or broadcasting stations, only the parent or common body is eligible to join.

<u>Annual Fees:</u>	<u>Formation Period</u> (Fiji Currency)	<u>After Formation</u> (Fiji Currency)
1 - 5 employees	\$20	\$50
6 - 10 "	\$40	\$100
11 - 20 "	\$100	\$500
21 - 50 "	\$200	\$1000
Over 50 "	\$400	\$2000

Full-time staff involved in editorial aspects of newspaper production and broadcasting to be counted, but not part-time collators or stringers.

CATEGORY B. Publishers of specialised publications, or sources of information for news media or for limited circulation, e.g., Government departments, statutory bodies, or public relations or other firms which issue press releases within specialised areas.

<u>Annual Fees:</u>	<u>Formation Period</u>	<u>After Formation</u>
	\$10	\$50

CATEGORY C. Newspaper or other organisations, including news services, located outside the association area but interested in it. e.g. Newspapers, magazines and broadcasting bodies in New Zealand, Australia and the U.S.A. This category also includes foundations and international organisations parallel to P.I.N.A.

<u>Annual Fees:</u>	<u>Formation Period</u>	<u>After Formation</u>
	\$200	\$1000

(to include news service)

CATEGORY D. Free-lance journalists and others who would join as individual members.

<u>Annual Fees:</u>	<u>Formation Period</u>	<u>After Formation</u>
	\$2	\$10

(including newsletter and directories)

NEWS EXCHANGE EXPERIMENT UTILIZES ATS-1 SATELLITE

An experimental news exchange program conducted by the South Pacific Commission is nearing the end of its first three-month test period. The first weekly exchange occurred June 11/12, with an earlier planning session on the ATS-1 satellite on May 15/16.

Ian Johnstone, SPC Educational Broadcasting Officer, organized the experiment in cooperation with the University of the South Pacific. Countries linked by the USP Education satellite system and the Peace-sat system were invited to participate.

The exchanges begin with short bulletins from each of the participating terminals, with time for discussion of the items from other terminals.

The exchanges are taped, and can be used by the news media in the various countries--both print and broadcast. In the Cooks, the school system is using the transcripts as a kind of current textbook for certain classes.

Johnstone said that during the experiment those taking part would compare satellite exchanges with other methods of news and information exchange, and also of ways of combining satellite and other communication media.

Johnstone noted the experiment is not intended to reduce in any way the existing use of various methods and channels for the circulation of regional news.

PACIFIC JOURNALISM TRAINEES GET PRACTICAL EXPERIENCE

Broadcast journalism students from Papua-New Guinea and the Solomon Islands are gaining practical experience by working vacations in small New Zealand Radio Newsrooms.

The eight students are part of a group of twelve attending the Wellington Polytechnic this year, under a New Zealand Government Foreign Aid Scheme.

Four of the whole group are attending a magazine journalism course, the others are full-time students in the news journalism section.

To give the new students practical experience, the New Zealand Broadcasting Corporation Training Section is working with the Polytechnic to provide a total of three weeks experience in small newsrooms.

In the May vacation each of the eight students joined a two or three man NZBC newsroom in provincial centres around the country. They were able to observe the more experienced journalists as they met deadlines for local, regional and nationwide network radio and television bulletins.

Where possible, the students were assigned stories and assisted journalists at meetings and other events.

The first term's work at the Polytechnic concentrated on the basis of journalism, common to print and electronic media. In addition, the Pacific students attended specialist broadcasting sessions weekly organised by the NZBC Head of Staff Training, Reg Russ.

This term, the students will participate in a special broadcasting option devoting double the normal amount of time available for this and continue with their weekly sessions which also involve close contact with the NZBC's News Training Officer, Ron Wilkinson.

In the August vacation, they will go back to the same newsrooms in which they worked in May and will build on their previous experience by putting in a further fortnight's work.

While out in newsrooms, the students have been accommodated in the homes of broadcasting staff.

The students have returned from the May vacation work excited about the practical experiences. In particular, they mention the conciseness of commercial radio bulletins and the wide use of telephones for "one air" and recorded interviews.

NZBC MAN TO CONDUCT NEWS COURSE

Ron Wilkinson of NZBC will conduct a News Presentation Course for UNESCO at the Broadcasting Training Center in Kuala Lumpur, Malaysia, in November.

Some 16 broadcast journalists from Asia and the Pacific will attend the four-week program.

Wilkinson is the News Training Officer at NZBC.

YOU NEVER CAN TELL WHO'S LISTENING

WVUV recently received what appeared to be a routine letter from Ekkehard Wande who had listened to about 30 minutes of a May 14 broadcast.

"I liked your program because the music was very, very good," Wande said. "I was very happy to pick you up, because you can't hear WVUV in GERMANY every day."

Wande lives in Wiesbaden, West Germany, almost half a globe apart from American Samoa. He is a member of the Budapest Shortwave Radio Club.

He must be looking for a Samoan dictionary to be better prepared for the next WVUV broadcast he hopes to listen to.

MAGAZINE COVERS ASIAN MEDIA

Media, a new publication covering Asia's communication industry, started operations early this year. It is published in Hong Kong, and the editor is Jack Glattbach. Subscriptions, at U.S. \$10.00 surface and \$24.00 airmail, can be obtained from Media Publishing Ltd., 603, 6th Floor, Kayamally Building, 22 Queen's Road Central, Hong Kong. The magazine covers journalism, broadcasting, public relations and advertising, and includes Australia in its coverage.

PNG BROADCAST TRAINING

A territorial Training Course on Broadcast Production and Presentation was scheduled for Port Moresby from August 19 to September 13. Ian Johnstone, Educational Broadcasts Officer for the South Pacific Commission, was to direct the course. Mr. R. Beaumont of the Centre for the Development of Education Overseas was listed as a consultant. Subject matter included programming, recording, scripting and editing techniques.

SAMOAN SUN DUE

The Samoan Sun in Pago Pago was due to begin publication in August after some mechanical problems with setting copy, John F. Gallien, managing editor, reported.

Pacific Daily News

A Gannett Newspaper

PUBLISHED ON GUAM. WHERE AMERICA'S DAY BEGINS

Government and Media in American Samoa

By Lawrence Bracken, Assistant Director, Office of Samoan Information

The Territory of American Samoa presents, as do most of the Pacific Islands, unique problems for both public and private news media. Government involvement in American Samoa is heavy. Over 55 per cent of the total work force of the territory is employed by the government. All essential public services are provided by the government, including, historically, news, both written and spoken.

The Office of Samoan Information, which is a branch of the Executive Department of the Government of American Samoa, operates WVUV radio station, which broadcasts music, announcements and local and world news to the 28,000 persons in the territory. OSI, as the office is commonly known, also publishes a daily News Bulletin, which carries local announcements and, via UPI wire service, national and world news and sports. OSI publishes a number of other items, including the bi-monthly magazine, Amerika Samoa, as well as government booklets, annual reports and other needed publications.

The Department of Education operates KVZK television, which is an instructional television station during the days and an entertainment station during the evenings. Locally produced public affairs programs and NBC programming are carried at night. KVZK also has a news department and wire service and broadcasts news in both Samoan and English nightly.

Of the four printing plants in American Samoa, the largest is the Government Print Shop, which is part of the Department of Material Management.

With this high amount of involvement in the dissemination of news, printing, radio and television, it is not surprising that there has been criticism of the government and a misunderstanding of the government news media.

Private news operations have not been wildly successful in American Samoa. Part of the reason could be the free public services provided by the local government. However, several new developments have taken place in the last year and the future of private news operations look, if not rosy, at least promising.

The Samoa News, which has been in operation for a number of years, has recently enlarged its staff and increased its size. Advertising has also increased considerably. Relations between publisher Jake King and the Government of American Samoa have not always been cordial. In the past year, however, there seems to have been an improved

attempt at cooperation, which has benefited all concerned.

The Samoan Sun, which will be published by Transpac Corporation, is, hopefully, about to begin publication. If successful, it will give Pago Pago two private newspapers. Both will be weeklies, but will hopefully expand to bi-weeklies.

A proposal to sell WVUV radio to a private firm, Radio Samoa, Inc., is currently pending before the FCC. Major changes in the operation of WVUV are soon to take place, regardless of the FCC ruling. For several years WVUV has operated with a minimum of staff and budget. Announcers have often been poorly trained and programming has been erratic. If Radio Samoa, Inc. takes over the operation, there will be basic changes as the station converts from a public operation to a private commercial operation. If the Government of American Samoa keeps WVUV, the entire operation will need to be up-graded and improved.

A number of individuals and firms have expressed interest in the WVUV operation, but the sale of the station has been opposed by members of the Legislature of American Samoa and by American Samoa's Delegate-at-Large, A. U. Fuimaono. The obvious fear is the high cost of paid announcements on a private commercial station. The radio is still the most important means of news dissemination in American Samoa, as much of WVUV's programming is in Samoan. English is the second language of most Samoans.

Three private printing firms--Transpac Printing, Island Printing Company and Samoa News Printing Company--currently operate in American Samoa, printing both private jobs and the over-flow from the government's print shop. At present, the printing needs of the community, both private and public, far outstrip the capabilities of these local firms. There is a complete lack of color printing facilities and many jobs must be sent off-island.

In recent months, several new publications have appeared in American Samoa. Writer Frank Pritchard has begun a rather scholarly magazine, the Samoan Islands Journal. The Community College of American Samoa has begun a quarterly publication called Fa'asamoa Pea, which is concerned with the Samoan culture. Almost all of the local high school journalism classes published "slick" student newspapers last year, complete with photos.

The policy of the Government of American Samoa and the Office of Samoan Information is to promote work in the field of communications, wherever possible. Attempts have been made, and are continuing to be made, to give full cooperation to local public and private newspapers and other news media, which operate under the laws of the territory.

However, there has been much misunderstanding of the purpose of the daily OSI News Bulletin. It is, for instance, not a newspaper, but rather an announcement sheet, which carries local government announcements and non-commercial items of public interest. Since there is no daily newspaper which carries world and national news and sports, the News Bulletin does carry this. However, the News Bulletin does not carry any announcements which could be carried on a commercial basis by local newspaper. If an announcement is being carried already by the local newspapers, OSI will put it in the News Bulletin, but only if it is assured that it is not taking money from the private sector. In fact, such announcements are referred to the local private newspapers.

Local newspapers, as well as KVZK television, are welcome to carry any stories from the News Bulletin. This is often done and OSI approves fully of the practice. The object is, as OSI sees it, is to reach as many people possible, by any means.

In a recent edition of this newsletter, writer Glen Wright stated that the government had a commitment to cease publishing the News Bulletin when the territory is served by a "competently and responsibly operated, financially stable newspaper." He also wrote that "Two different weeklies have failed to measure up in the government's eyes to this standard: the Samoa Times and the Samoa News, both under different ownerships."

The only criterion that the Office of Samoan Information uses--and it is hardly a standard of journalistic excellence--is simple: any newspaper which will meet the needs of the community by providing daily local, national and world news (five days a week) will put the News Bulletin out of business. In fact, OSI would welcome this.

Given the growing economy and the growing demand for news, both in newspapers and magazine and on radio and television, it is hoped that this will soon happen. Until such time as it does, however, the Office of Samoan Information will continue to provide news to the public and will continue to promote and assist all local public and private news organizations.

NEW QUARTERLY PROMOTES SAMOAN CULTURE

Students at the Community College of American Samoa recently began publication of a quarterly magazine, *Fa'Asamoa Pea*, to promote the preservation of Samoan culture so it may be passed on to future generations. *Fa'Asamoa Pea*--which means "continuation of the Samoan way"--is printed in both English and Samoan.

Mike Gabbard, the magazine's adviser, summed up the publication's goals in his introduction to the 72-page inaugural issue:

"We see this first efforts of ours as more than the birth of a magazine. It is the beginning of a new movement of young people becoming actively involved in discovering and maintaining their culture."

AUSTRALIAN, N.Z. JOURNALISTS AT EWC

Max Hollingsworth, news editor of the Australian, and Bruce Crossan, a chief reporter of the New Zealand Broadcasting Corporation, are among eight Asian/Pacific journalists selected for the 1974 Jefferson Fellowship program at the East-West Center in Honolulu.

The program is for mid-career journalists, and runs from August 4 to December 1. Fellows are attending seminars, doing individual study projects, and will travel on the U.S. Mainland for four weeks, starting October 18, and visit Japan for 10 days in late November.

Other countries represented include Korea, Japan, Hong Kong, Thailand, Indonesia and India.

Jefferson Fellowships are open to Pacific Island journalists. Austin Sapias, then with the Post Courier in Port Moresby, was a Fellow in 1972. Those interested in the 1975 program can write to Jim Richstad, Jefferson Fellow Coordinator, Communication Institute, East-West Center, Honolulu, Hawaii 96822, U.S.A.

BELL PRIZE WINNER

T. Gordon McBride, winner of the Bell Journalism Prize in New Zealand, is taking part of his study/travel program with the Communication Institute at the East-West Center. McBride is doing a survey of electronic editing and other new devices in newspapering while at the Center, and hopes to visit newspapers on the U.S. Mainland that have such systems in operation. He arrived at the Center in late July.

The content of each issue is researched and written by students who visit villages throughout American Samoa and record a variety of things typically Samoan. For example, the first issue included several articles describing the history, uses, significance, and the art of making Samoan fine mats. Other stories dealt with the origins and meanings of village names. Poems by local students were also featured.

Additional information and subscriptions may be obtained by writing *Fa'Asamoa Pea*, Community College of American Samoa, Pago Pago, American Samoa, 96799.

WVUV STONED OFF THE AIR

Radio WVUV in Pago Pago unexpectedly went off the air the evening of May 28 when angry residents protesting the noise of an electrical generator began stoning the broadcast facility.

Due to an electrical outage in the Western District that night, WVUV started up an emergency gasoline generator to continue the regularly scheduled programs. However, nearby residents apparently did not like the generator's noisy operation. They began stoning the station.

The lone announcer on duty summoned police who then escorted him home after the Samoan Office of Information--which operates WVUV--ordered the station shut down for the night.

Previous protests against the generator included unexpected station "blackouts" when the fuel was mysteriously turned off, the vandalism of staff vehicles as well as the stoning of station personnel.

The power shortage has also forced cancellation of Samoan television broadcasts at times, and even the publication of the daily *News Bulletin*, on at least one occasion.

CENSORSHIP CAUSES STIR

From June Pacific Islands Monthly
The deletion in early May of a contentious paragraph in a radio news item on the Solomons' Public Service Advisory Board (PSAB) annual report for 1973, and the order that any radio stories at present about political parties must be referred to the Chief Secretary and the five Chairmen of Governing Council for "approval", leaves open to speculation the future of freedom of comment in this country.

The order governing radio stories appears to have arisen out of the sensitivity of some Govco members to the reporting of moves among politicians to form or break the infant political parties now

READING PROGRAMS DEVELOPED

By Mrs. Mildred S. Council
Supervisor, Library Services

In 1972, the Office of Library Services initiated what is now known as the Reading Center program in order to motivate reading and study among the people of American Samoa.

The traditional life style and housing of Samoans allow neither place, light or privacy for individuals to read for pleasure or study in the evening. Since instruction has been entirely by television until the last few years, the introduction of books, AV materials, and periodicals has been an innovation.

The Community College, born in 1970, has created an additional group of readers and students. Children and adults are eager to read and excited about the new materials available to them. Books and materials purchased with ESEA Title II funds are now available during evening hours at four branch libraries, main library and in 19 of the outer village schools. Teachers or principals who operate the Centers assist patrons in use and selection of materials as well as providing tutorial assistance. During the past 12 months, 15,579 people attended a Reading Center.

The Reading Center personnel have been paid by Library Services and Construction Act Title II, but the amazing success of the project has stimulated local financial support for the 1976 fiscal year.

The Children's Summer Reading program operated at the Main Library in 1973 was so well attended that it is being expanded to Branch Libraries, and to villages via bookmobile. This helps children retain English over the summer, since many Samoan families do not use English in the home and the children were losing the language during summer vacation.

that the first Chief Minister and his government are close to being named.

The PSAB report hits out at an alleged desire by "some Governing Council members for political participation in the board's work." It also expressed concern over the presence of three Govco members on the committee established last year to review progress in localization, and said that the PSAB, which was doing its utmost towards localization, should be independent of politics.

The censoring of parts of the report raises the question of whether any statutory authority established by government should be free to defend itself as it sees fit, and to state its opinions. The PSAB was defending its status and independence...

Fiji

NEW FIJI DAILY PLANNED

In News From Fiji

Fiji is to have a second national daily newspaper, the managing director of Newspapers of Fiji Limited, Philip Harkness, announced in Auckland in late May.

The Suva-based tabloid newspaper will be called the Fiji Sun and will be published in the afternoon. Harkness is a major shareholder in the company with Aw Sian, a Hong Kong newspaper publisher, and Raymond Burr, the American film and television actor.

Twenty-five per cent of the shares will be offered to the public of Fiji.

Harkness said the company expected to start about October, depending on how soon a new four-unit off-set press can be shipped from Australia to Fiji.

20 FIJI CIVIL SERVANTS ATTEND PUBLIC RELATIONS 'CRASH' COURSE

By Luke Waqalevu
Information Officer

A five-day seminar about the role of government information services and their relationship with the news media was attended by twenty Fiji senior civil servants July 22 to 26 in Suva.

The course, officially opened by Fiji's Minister without Portfolio, Ratu David Toganivalu, was conducted by Robert McClelland, a New Zealand journalist and a former Fellow of the East-West Communication Institute of Hawaii.

The course covered public relations, basic journalism and other professional factors associated with news. Apart from the lectures, written press release assignments and discussions, an impressive feature of the course was a "shadow" press conference to which members of the local news media were invited.

Seminar recommendations which have been submitted for Government's consideration include:

- (i) review of the role of the Government's Public Relations Office to meet local conditions;
- (ii) appointment of an information officer for each

of the ten Government ministries; and

- (iii) training of information officers.

Ratu David, who also officially closed the seminar, summed up for everyone when he said, "the course, although a 'crash one, had been 'crashed on' very successfully."



Gilbert and Ellice Islands

HANKS TO G&E

From Radio Active
May 1974

The Supervisor of Education in South Australia Kelvin Hanks is on secondment to the Gilbert and Ellice Islands.

Hanks will stay a year in the Gilbert and Ellice Islands to help in the setting up of a school broadcasting service. He is working with the Department of Education there and giving guidance on script-writing and production, as well as visiting schools to assess their needs and the kind of help radio can give them.

NEW AIRSTRIPS PLANNED

Timai Tekaai of the information office on Tarawa wired that phase 1 of the airfield construction program entails establishment of three further airstrips on Maraki in northern Gilbert, Nonouti and Beru in southern Gilbert. Minister for Communication, Works and Utilities, Honbwetake Areita, said work on Marakei would begin early October 1974 and is expected to be completed in January. He said Nonouti airfield would be finished June 1974.

Guam

UNIVERSITY OF GUAM SEEKS TO ESTABLISH COMMUNICATION PROGRAM

The University of Guam Division of Language Arts has recently applied to the Gannett Foundation for a two year grant to help establish a curriculum for an interdisciplinary major and minor in Communication.

Both daily newspapers on Guam, the Pacific Dateline and the Pacific

Daily News, are owned by the Gannett newspaper group, and have expressed a willingness to the University of Guam to assist the school in developing a broad-based communication study program out of which potential island journalists might emerge.

The University of Guam has offered sporadic journalism courses in the past, but has never integrated communication offerings into an academic or professional emphasis.

Directing the program for the University would be Dr. James Reed, divisional chairman, with the assistance of Mrs. Delores Johnson and Mr. Frank Cunningham, both professors with a strong journalistic background.

Assisting in the coordination of the program from the professional media are Mr. Robert Udick, publisher, and Dr. T.J. Brislin, editor of the Pacific Dateline who earned his Ph.D. in Communication Studies from The Ohio State University.

The University program would include a strong professional practicum aspect in which students would be placed with various professional media outlets on the island for actual "hands on" experience.

JOURNALISTS STUDY CHAMORRO

The onset of political campaigning on Guam brought a very real and immediate problem: Although staff journalists of the two Guam newspapers (Pacific Daily News and Pacific Dateline) are well trained and exceptional in their profession, they are for the most part "imported" from the mainland United States, and unable to understand many of the island political speeches which are delivered in the local language of Chamorro.

To help alleviate this language barrier, the publisher of the two newspapers, Robert E. Udick, arranged for company-sponsored language lessons.

For the past several months, reporters, editors, and the publisher have been studying the Chamorro language in intensive two hour sessions held weekly.

The instructor for the class is Mrs. Bernadita Dungca, director of the bi-cultural education program of the University of Guam. Mrs. Dungca studied at the University of Hawaii with the East-West Center and the Pacific and Asian Linguistics Institute, where she assisted in the writing of "A Chamorro Reference Grammar" by Dr. Donald Topping, director of the Institute. Topping is also the author of "Spoken Chamorro," published by PALI, which is the text for the special language course.

MICRONESIAN MEDIA: A 1974 VIEW

The following article describing the news media in Micronesia is taken from a longer report on "Information and Education for Self-Government in Micronesia," a case study by David I. Hitchcock, Jr. Dr. Hitchcock visited Micronesia for 17 days in March, as part of an individual study while he was with the U.S. State Department's Senior Officer Seminar in Foreign Policy. The views in the paper are not necessarily those of the State Department. Dr. Hitchcock earlier did a comparative study of the Malaysian press and the Philippine press.

By David I. Hitchcock, Jr.

The success of any Micronesian plebiscite will hinge on the effectiveness of Education for Self-Government (ESG) efforts over the next year or more to reach--and explain the political issues to--a reasonably large majority of the Micronesian people.

In the remainder of this paper, we will examine the available channels of communication and consider what could be done to assure their most effective utilization. Some of the ideas are new; some come from Micronesians; and some probably could not be carried out soon enough to be helpful in a plebiscite, but may nevertheless be useful in the long run.

* Use of Radio *

While the subject of considerable criticism, Micronesian radio can nevertheless make an important contribution to ESG. In 1965, E.J. Kahn reported that some 5,000 Micronesians had radio sets. Today the number has vastly increased; the Deputy District Administrator for Truk estimates that on Trukese islands, in every village with about ten houses, probably 50% have radios. This average would obviously be much higher in and near the district centers. Congressman Luke Tman estimates that radio reaches 80% of his people. "People on the outer islands own the most radios." Slowly but surely, radio transmission from each district is being strengthened. But the task is time-consuming and delays could seriously hinder ESG. All six district centers have had one-kilowatt stations for some years now. A five-KW transmitter has been installed in Truk for 18 months, but lacks certain parts needed to replace the one-KW transmitter; and in the Marshalls' district capital of Majuro, construction of a new ten-KW transmitter started over three years ago is 90% complete, but is not yet operating

because certain parts are lacking. Only in Ponape is a ten-KW station in actual operation, and even there, the close to 4,000 people of Kusaie, over 300 hundred miles from the district center of Kolonia, can often only hear the radio at night (and then for about thirty minutes in their own language of Kusaiean). Five-KW transmitters in Yap and Saipan are planned over the next two years.

Staff and content of these stations varies slightly. But in general, they are manned by about eleven Micronesians, mostly technicians trained in Saipan. With the exception of from thirty minutes to several hours of U.S. Armed Forces Radio news and taped feature packets, Voice of America world news (usually taped for rebroadcast), one weekly MNS news round-up from Saipan, and MNS daily teletyped news, the stations are on their own. They rely mainly on a heavy dose of local and American-style recorded music, plus local news and announcements. Local public affairs programs consist mainly of verbatim tapes of occasionally inaudible District Legislature proceedings. In Ponape, a particularly enterprising station manager does obtain news actualities and has produced special political interviews (about thirty in two years); but in general, public affairs interviews, round-table discussions or news analysis--local or from Saipan--are rare.

Inter-district news exchange is infrequent; a radio station may possibly file a news story to MNS for relay to other stations once a week; and rarely is any substantive description of developments in the other districts exchanged. Equipment at some stations such as portable tape recorders, turntables, turntable-to-recorder hook-ups and island-wide remote control systems for live broadcasting is old or non-existent. Perhaps the biggest problem is the shortage of trained, broadcast journalists who know how to gather news and produce substantive public affairs programming. Also lacking--and a key impediment to effective political education--are good translators. MNS material is transmitted in English only, with each station and local public affairs office expected to handle translations--for radio as well as for publication. In Truk, local officials estimate that of the \$13,000 they have been allocated for ESG (from the original U.S. Congressional appropriation of \$100,000), \$4,000 must be used to hire two good translators, leaving \$9,000 for all other local ESG expenses!

In its 1973 Annual Report, the U.N. Trusteeship Council Visiting Mission concluded: ". . . we are not convinced that radio stations are being used as fully as they might be to foster the development

of political awareness among the people."

Few societies probably rely as much on radio as Micronesia does for knowledge of the world beyond the local reef; as a supplement to face-to-face discussion, radio can be enormously useful to ESG, especially if two-way interaction and feedback are fully developed.

* Use of Television *

According to Carl Heine, "Micronesia is a listening and seeing society; people don't bother to read; T.V. would be the best medium." The T.T. government was studying the possibilities for television in the islands as early as 1965. Nine years later, there is one T.V. station, in Saipan. It is commercial and operates eight hours daily. Other than CBS news, local MNS news, Sesame Street and the Electric Company, content is almost entirely devoted to re-runs. There is not local production and no attempt to develop local news. Twenty percent of its programming is supposed to be devoted to public affairs and education, local and otherwise; but the T.T. administration actually uses about one hour per week. The station can be viewed in Tinian (while nearby Rota--also in the Marianas--is able to catch Guam's T.V. stations). So far, the station has not been a vehicle for ESB programming. The station may eventually develop an ETV channel, with T.T. government assistance. The Micronesian Broadcasting Corporation of Guam (which runs the Saipan T.V. outlet) has requested permission to build and operate in Saipan a one-KW commercial A.M. radio station, a 250 watt F.M. station and a community cable T.V. system. Another Guam organization headed by Lee Holmes has submitted applications to operate cable T.V. in all six districts. In Saipan, the Holmes outfit reportedly will charge \$20 for installation and an \$18 monthly fee; in the Marshalls, a competing organization, Pacific Communications, has been granted a permit; in Truk both cable T.V. organizations were turned down, among other reasons for fear the kind of programming expected would adversely influence Truk's youth; and in Palau and Yap, applications are still pending.

It seems clear that it is only a matter of time before television will be launched in all six districts, but not, except possibly for Saipan, in time to be useful to the ESG program. In any case, commercial T.V. may not be all that helpful to political education. A recent study in the Marianas concluded that "...adequate provision must be made for well-

(Continued next page)

(Continued from page 11)

planned, local programming; otherwise you will see--as in the Marianas--a decrease...in political knowledge among people who shift their attention from radio to T.V."

And Ian Johnstone of the South Pacific Commission warned last year, a real danger exists that in Pacific island nations, television may develop more influenced by commercial than by public initiatives, "...forced to transmit, for the greater part, imported programme material thereby increasing cultural colonialism, and failing to meet the needs of Pacific people for programmes which help to develop a sense of island and regional identity."

Use of video tape may be possible however; and in a pre-plebiscite time/framework. Reel-to-reel video tape equipment is available at most District Public Affairs offices; and at least one school, the Community College of Micronesia in Ponape, has the production capability to serve other districts as well.

Johnstone describes in some detail the great contribution which video tape recorders could make in the developing areas of the Pacific. He sees the portable video tape recorder, plus camera, tripod, extension mikes, television monitor, tape and power/battery pack, as providing a simple, cheap and immediately available tool for development, one which is uniquely suited for non-verbal, rural populations:

Rurally oriented and directed television programmes, with battery sets for villages, viewing groups, a high proportion of vernacular programmes, and (eventually) high quality reception in the country areas, could do a great deal to improve the quality of village life, by opening to villagers a window on the world, allowing them to be part of the nation, giving them ideas and advice about their farms, their families and their values and, through organized response lines, allowing them to communicate with their leaders...

But Johnstone stresses this will only happen "...if local people have control of the medium, and access to it." Closed television, used in this fashion, "...will provide excellent preparation for later growth of locally managed 'open' television systems, transmitted from central points to T.V. sets in individual homes." Initial experiments with VTR in Tahiti and Tonga support Johnstone's opinion, demonstrating "the values of local production, of immediate playback capability, of language applicability, for direct involvement of performer-viewers in all levels of production... VTR isn't magic, but its effect is miraculous when it bridges an ocean which has hidden people from one another for centuries."

A word should be said about possible satellite communications. For the past several years, various experiments have been going on linking some of the campuses of the University of Hawaii and some of the University of the South Pacific in Fiji, using a NASA Applications Technology Satellite (ATS-1), with funding by the United Nations and private foundations. The project is called PEACESAT--Pan Pacific Education and Communications Experiments by Satellite--and involves both voice and telecopier communication. Use of the hook-up, which has terminals in Honolulu, Maui, American Samoa, Alaska, Wellington, Suva, Papua-New Guinea and, since April 1973, Saipan, is both educational and medical. The T.T. government hopes to establish terminals in other Micronesian districts; additional South Pacific stations are also planned. Open dissemination via radio is also envisaged. Another project has been discussed with the Congress of Micronesia and NASA: Guam's Micronesian Cable T.V. Company proposes to broadcast radio programs via a NASA ATS, from Guam through ground antennas to approximately 300 well-placed VHF receiver sets in Micronesia. The programs--about ESG or anything else--would be produced in Guam and the six Micronesian districts. While such an operational/commercial activity may be difficult to implement via this federal/experimental system--

even where Education for Self-Government (ESG) is given generous time--the idea is an interesting one which could further strengthen the concept of Micronesian unity. A major drawback to any centrally diffused programming in Micronesia--by radio or television--will, however, continue to be the language problem.

In time, television could be transmitted by satellite directly to schools and even to private homes in Micronesia. The first phase of such a project has already been implemented; it involves the use of a U.S. satellite as a relay from a central Indian ground station to 5,000 or more village receiver sets. The Japanese can now reportedly produce the T.V. attachment needed for direct satellite viewing for about \$150. But it seems most unlikely that satellite T.V. could be initiated in Micronesia in time to be useful to Education for Self-Government.

Video tape cassettes and cassette players will eventually be feasible for Micronesian schools, libraries and district legislatures, and would be the next logical step after reel-to-reel production. But any such effort first requires establishment of an adequate Micronesian maintenance capability.

(Part II next issue)

MS. KING ASSUMES DAILY NEWS POST

Ms. Joan H. King recently became the Trust Territory correspondent for Guam's Pacific Daily News. She assumes the post vacated by Ms. Diana Maddex, who returned to the United States.

Ms. King was most recently an assistant librarian at the Congress of Micronesia on Saipan. She and her husband, Edward, deputy director of the Micronesian Legal Services Corporation, have lived on Saipan since July 1972.

Ms. Maddex had worked for the Daily News since June 1973 as the Guam paper's chief correspondent in Micronesia, based on Saipan.

Norfolk

SERVICE CLUB EYES SATELLITE LINK

The Lions Club of Norfolk is interested, as a public service project, in establishing a satellite transmission and receiving station on the Island.

The interest of the Norfolk Island Lions Club was raised after one of their members, Tom Lloyd,

Editor of the local paper The Norfolk Islander, returned from the June meeting of the PINA held in Suva

With other delegates at the PINA Conference, Mr. Lloyd attended a working session at the University of the South Pacific and took part in a Pan-Pacific discussion via Peasesat.

On his return to the Island, Mr. Lloyd was asked to give a talk

on PINA and apart from mentioning all the advantages that were being offered in the way of journalism training he also mentioned the marvellous work that is being done in the field of education via satellite.

Enquiries have gone from the Norfolk Island Lions Club to investigate further the possibility of whether such a satellite link is possible for Norfolk Island.

BASILIUS NAMED INFORMATION CHIEF

Micronesian News Service

Bonifacio Basilius of Palau is the new Chief of the Public Information Division at Headquarters on Saipan. He was appointed in late July.

Basilius, 33, replaces James H. Manke, who completed just over four years of service with the Trust Territory Government. Manke and his family left Saipan to return to Hawaii. Basilius officially took over August 4. His division produces the quarterly Micronesian Reporter magazine, the High Commissioner's newsletter, Highlights, and the daily Micronesian News Service (MNS).

Born in Ngchesar Village, Babelthuap, Basilius was educated at Xavier High School in Truk and the College of Guam, and received his B.A. degree in journalism from the University of Hawaii in 1968. He has worked as a radio announcer and editor in Palau, and was the district public information officer from 1968 to 1971. From 1971 to 1973 he served as Administrative Officer for Palau District Administrator Thomas Q. Remengesau, before going to Saipan to assume the position of Assistant Chief of the Public Information Division in January 1973.

High Commissioner Edward E. Johnston presented Manke with an honor award for "making a significant contribution to the goal of a fully informed Micronesian public."

PRESS CLUB CONSIDERED

Journalists on Saipan are taking preliminary steps toward forming a Saipan Press Club, or possibly Saipan News Association. One meeting has been held, and it looks like the membership will be around a dozen people, including WSZE-TV, KJQR Radio, Marianas Variety, I Gaseta, Micronesian News Service, and the Saipan correspondent for Pacific Daily News.

Nauru

RADIO STATION HOURS LISTED

The June 21, 1974 issue of the Nauru Bulletin lists the hours of the Radio Station's service for Telegrams and Telephone. Normal hours are 8 a.m. to 5 p.m. daily including Sunday for telegrams, and 10 a.m. to 6 p.m. Monday to Saturday inclusive.

Provision for after-hours service is made.

The normal operating hours of the Radio Station are 8 a.m. to 8 p.m. daily, including Sunday, and "no traffic, either telegraphy or telephone, will be accepted between 8 p.m. and 8 a.m. except in cases of medical emergencies, death messages or the like."

The same issue also carried the program schedule for June 21 to July 4.

New Hebrides

NEW MAGAZINE APPEARS

A new monthly magazine called "kousurata" -- a local language word meaning "roam" or "travel" -- has been launched in the New Hebrides. Edited by the husband-and-wife team, Jean and Penny Barbier, former editors of Nakamal, the magazine is devoted to devoted to cultural and travel subjects.

When the first issue made its appearance in Vila and Santo shops, the 200 New Hebrides Franc selling price was quickly reduced to 120 francs because of slow sales. Even with a 40 per cent price reduction sales were not encouraging for the new magazine, despite readable content and attractive layout.

Assurances that the weekly newspaper Nakamal published by the local print shop Imprimerie Hebri-daise, would continue under new editorship were, at the end of July, still unfulfilled.

New Zealand

CIRCULATION--PAID & FREE--HIGH IN N.Z. By Glen Wright

Concomitant with New Zealand's high readership of paid circulation daily newspapers, 67 of the country's 127 weeklies are free distribution. And one, New Zealand Truth, Wellington, is the largest circulating paper in the country, with 226,700 ABC.

Some 373 New Zealanders out of every 1,000 read dailies, compared to 518 in Sweden, 463 in Britain, 363 in Australia and 337 in the U.S.A. A total of 332,945,000 daily papers was printed in 1970. That figure is sharply up now.

Magazine and weekly newspaper readership is up, too, being read by 200 people out of every thousand. Some 57,893,000 were printed in 1970. This figure also is higher now.

New Zealand's Press Research Bureau's Advertising and Publicity Planner lists 158 newspapers and 418 magazines for a total of 576 publications. The country's population is about 2,900,000.

The overwhelming majority of circulation, some 1,188,711, is owned by 14 metropolitan papers and their weekly supplements. The giant of these is the daily and Sunday New Zealand Herald of Auckland, with 291,000 circulation. Smallest is the 42,000 Otago Daily Times of Dunedin.

There are 34 dailies; 26 with circulations over 5,000, eight with fewer.

Of the 127 weeklies, five are Sundays. Of the 67 that are distributed free, 44 are published in the three largest cities.

For example, in Auckland there are two dailies with 364,000 paid circulation and three weeklies with 288,251; seven weeklies distribute 286,112 copies free.

Twenty-one of Wellington's 26 newspapers are giveaways! Their combined distribution is 210,850 copies. The capital's two dailies sell 173,359 and its three paid weeklies 416,160.

Christchurch's three dailies sell a total of 177,000 copies. Its six weeklies distributed 121,654 copies.

Dunedin has three dailies totalling 97,000 paid and no weeklies, paid or free.

The largest magazine, regardless of classification, is the consumer group's New Zealand Women's Weekly, with 230,000 ABC. Family Circle is next with 143,000 ABC. Time has 38,000 and Newsweek 9,092 ABC. Reader's Digest's entry lists no circulation figure.

Fastest growing classification in the magazine field is that of tourism. Combined circulation for 16 titles is 382,600. One, a motel directory, claims 200,000; Airline Review, 71,000.



(Continued from page 3)

Second, this issue marks the beginning of the fifth year of publication for PICN, which started in fall 1970 as the Pacific Islands Journalism Newsletter. The main reason the Communication Institute began PICN still remains--there are few sources of information about journalism and mass communication in the Pacific Islands, and much of the day-by-day developments will be lost without some regular recording of events.

Another striking development in the Pacific has been the increasing role of the Peacesat and USP satellite educational systems. The ATS-1 radio satellite has been used constantly both before and after PINA was formed, and is almost casually accepted now. This means the Organizing Committee can meet regularly over the satellite, greatly reducing what had been a serious hardship for regional organizations--the great distance and isolation and costs of travel and communication. The satellite is being used for news exchanges, too, as noted in this issue.

I have been the editor of PICN since its founding, and many people have helped over the years in keeping it going. At the East-West Center, three important people should be mentioned: Gwen Yamashiro, who has carefully typed the copy into camera ready form; Cindy Shklov, who has very professionally done the layout and pasteup, and Hideo Kon, who has been most understanding with our printing problems, and has turned out a sharp, attractive product for us.

Thanks again to all those who have sent in news items and newspapers for the newsletter.

And, finally, some thoughts on PINA. The organization of a professional journalism and communication association is always difficult, and considerable support will be needed both in the Pacific Islands and outside the Pacific. Len Usher has already put the association in high gear, and the vitality is obvious to all.

By joining together the journalist, the broadcaster and the government information officer into one organization, PINA is embarking on an unusual course. But, as the dominant feeling at the June meeting showed, it can work in the Pacific context. Another important principle was that the terms of membership in PINA should be such that the widest possible membership is obtained.

The desire and, certainly, the hopes for a strong professional organization are there. Now it is a matter of making it work.

-----Jim Richstad

Western Samoa

PAPER SHORTAGE HITS

Paper to print newspapers was in short supply in Western Samoa in the latter part of July. Kalati Mose, editor of Savali, the government paper, said in late July he wasn't sure where the newsprint for his next issue was coming from. He noted that press runs of the Samoa Times were reduced, and some copies of the South Sea Star were printed in American Samoa and flown to Western Samoa.

(Continued from page 1.)

Richstad, research associate, East-West Communication Institute.

The organizing Committee, which has the power to co-opt, has invited Sam Piniau, executive head of the National Broadcasting Commission in Papua New Guinea, to sit ex-officio on the board. Usher also sits ex-officio on the committee.

The Suva conference, the follow up to the Pacific Islands Editors Conference of 1972, reviewed the recommendations of the earlier organizing committee for three days, and then met in full session June 27 and 28. On the final day, the conference adopted the committee's recommendations (see Pages 2 and 3) and Training recommendations (see Page 4), as well as naming Usher and the new committee.

Ratu David Toganivalu, Minister without Portfolio, Fiji, asked the delegates to consider the nature of a Pacific Islands press, as compared to a Western-style press, in his keynote address. He urged the press to work with the governments of the developing countries, to explain the complexities as well as develop a sense of unity and nationhood.

The conference was co-sponsored by the PINA organizing committee and the East-West Communication Institute in Hawaii. Usher was conference chairman.

Leota Pita Alailima planned to make several stops in Europe and the United States during September, on his way home from a population conference in Europe, to advise international groups of PINA and its financial needs.

Usher also asked that editors start airmailing to him copies of their publications, so the news exchange can get under way.

Those attending the conference aside from those mentioned above, included:

Hugh Leonard, general manager, Fiji Broadcasting Commission, Suva; Timai Tekaa, acting chief information officer, Gilbert & Ellice Islands; Tom Lloyd, editor, the Norfolk Islander; Siosiu Fonusa, editor, Tonga Chronicle; Austin Sapias, press secretary, chief minister's office, Papua New Guinea.

COCONUT MEETING

Sauluma Kupa of the Western Samoan Agricultural Department, reports that the first meeting of the Asian Coconut Community outside of Asia opened July 22 at the new Tusitala Hotel. The week-long meeting discussed several reports and prepared recommendations, Miss Kupa, who participated in an April radio satellite demonstration, reported.

Robert McClelland, Auckland Star, and observer: Auckland Journalists' Association; Joseph Murphy, editor, Micronesian Independent, Majuro, Marshall Islands; A.A. Smyser, editor, Honolulu Star-Bulletin, and observer: American Newspaper Publishers Association; Stuart Inder, editor, Pacific Islands Monthly, Sydney; Phillip Harkness, Newspapers of Fiji Limited and observer: International Press Institute.

Michael Drollet, Cook Islands Radio and Newspaper Corporation; Allan Cole, editorial manager, New Zealand Herald, Auckland; Kalati Mose, press officer, government of Western Samoa, editor, Savali, Apia; Faalogo Pito Faalogo, managing editor, Samoa Times, Apia.

John K. Thompson, junior economist, South Pacific Bureau for Economic Cooperation, Suva; Stephen Yaqona, government public relations office, Suva; Walter Thomas, government public relations office, Suva; John Moses, managing editor, Fiji Times and Herald Limited and observer: Pacific Area News Production Association.

Martin Brady, third secretary, Australian High Commission, Suva; Brian F. Murray, second secretary, New Zealand High Commission, Suva; Bagwan Singh, Indian High Commissioner, Suva; Bernard J. Fennell, charge d'affaires, American Embassy, Suva.

K.P. Mishra, editor-publisher, Jai Fiji Publications, Lautoka, Fiji; Dr. I.S. Chauhan, director, Indian Cultural Centre, Suva; Matt Wilson, Matt Wilson Limited, Lami, Suva; Bertram Jones, Matt Wilson Limited, Lami, Suva.

George Rubine, Matt Wilson Limited, Lami, Suva; George Williams, news director, Fiji Broadcasting Commission, Suva; Victor Barker, News (South Pacific) Limited, Suva; Shirley Barker, News (South Pacific) Limited, Suva.

Savenaca T. Railoa, P.R.O., Native Land Trust Board, Suva; Vimal Sharma, chief reporter, Shanti Dut, Suva; Luke Vuidreketi, editor, Nai Lalakai, Suva; Uate Viti, Nai Lalakai, Suva.

Manoa Rasigatale, Nai Lalakai, Suva; Netava S. Vunivalu, Nai Lalakai, Suva; Dr. Lindsay Verrier, Pacific Daily (Fiji) Limited, Suva; G. Habi Dean, publisher, Volagauna, Suva.