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PACIFIC ISLANDS

Communication Newsletter

Pacific Islands News Association Suva, Fiji
East-West Communication Institute Honolulu, Hawaii

February 1975

Vol. 5 No. 1

PINA Gains Members, Expands Activities

The Pacific Islands News Association (PINA) has a temporary home in the Media Centre of the University of the South Pacific, Suva.

The association's postal address is Private Bag, Raiwaqa Post Office, Suva, Fiji. The cable address is PACINA, Suva.

Membership applications came in slowly for a while but have now built up to an encouraging number. A list of members at the beginning of 1975 is published below in this bulletin.

The PEACESAT satellite network has been used for discussion by members of the organising committee who are within reach of PEACESAT terminals.

The chairman of the committee, Leota Pita Alailima, visited Suva in July 1974, before going to Bucharest as a Western Samoa representative at the United Nations conference on world population.

He prolonged his journey home to visit centres in Europe, Great Britain, the United States and Canada and the West Indies to talk to potential donors of funds for PINA and to tell them about the new organisation.

(See page 2 for details of the trip)

He was much heartened by the response in practically every case. As a result of his tour, an application for assistance has gone to the Lilly Foundation in the United States.

While Leota Pita was on tour, the organising director, Len Usher, was in contact by letter, and in some cases through visitors to



PINA Organizing Committee members held one of their first meetings in the Association's first office at the University of the South Pacific in Suva. From the left, Falenaoti Malietao, L. G. Usher, Leota Pita Alailima and Geraldine Truscott, secretary.

Suva, with other possible sources of help.

Formal requests, for contributions to an endowment fund, for help with specific projects, will be made in the next few months.

Contributions of manuals and style books by newspapers and associations, and of reports and surveys by UNESCO have made possible a start on establishing a PINA library.

Mr. Usher visited Apia in December to see Leota Pita on association matters and to see members and potential members.

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EDITOR'S NOTES....

This is the second issue of the Pacific Islands Communication Newsletter published jointly by the Pacific Islands New Association in Suva and the East-West Communication Institute in Honolulu. And the many articles and items submitted by members of PINA make it truly a mutual effort.

PINA itself, six months after the founding meeting, is still heavily into the organizational stage. Leota Pita Alailima's long trip on behalf of PINA is bearing some fruit, and many more developments are expected. Len Usher's efforts in Suva are building the base for a vital organization.

This issue contains a list of PINA members, and it should remind all readers that more members are needed. Those interested in joining should write directly to PINA, Private Bag, Raiwaqa, Suva, Fiji.

At the Communication Institute, we are planning a "double conference" for late April and early May, detailed in other articles. One deals with what the Peacesat experience means to the Pacific Islands, and what satellites could do to meet communication needs. The other meeting is to explore the need for a comprehensive survey of Communication and Change in the Pacific Islands.

Editorial assistance for this issue came from Sandi Carney Rowan and Michael Anderson. Kay Garrett did the final layout and pasteup and Susan Yoshioka the typing. Hideo Kon is the printer.

What really is most impressive with the publication of this issue is the wide representation from various parts of the Pacific Islands--the response to my request for news items has been tremendous. Thank you.

Several major articles came in, and should be of interest to most readers--the two PINA articles, one on the general organization and the other on Leota Pita's trip; the review of the satellite news exchange experiment; and the account of the National Broadcasting Commission's first year in Papua New Guinea. And there are many other useful and interesting items about communication in the Pacific.

This issue also carries an article describing a controversy

over an American television networks program on American Samoa. In December, the National News Council agreed to take up a complaint on the matter by former Governor John Hayden. Hayden charged that a segment of the NBC show was inaccurate and unfair.

A strike at the Fiji Times occurred late last year, but we weren't able to get enough details for a story. We'll try next issue for a full account.--Jim Richstad

CHAIRMAN OUTLINES PINA NEEDS IN EUROPE AND NORTH AMERICA

The word about the formation and needs of the Pacific Islands News Association was carried half-way around the world by Leota Pita Alailima, chairman of the organizing committee, from August to October last year.

Opportunity for the trip came with an invitation from Unesco to attend the World Population Conference in Bucharest, Romania in August. Leota Pita took full advantage of the opportunity, and visited on his way back to Western Samoa many places in Europe and North America.

Just a listing of the people and organizations he visited on behalf of PINA would more than fill this space, so instead highlights will be featured.

Leota Pita's main mission was to let international and national organizations know of the formation of PINA, which took place last summer, and to see if cooperative arrangements could be worked out for training assistance and other support. Although it is still too early to see many concrete results, the response to his visits was overwhelming, and PINA is busy following up.

Many people in the Pacific Islands and outside helped with the trip, and Leota Pita extended his thanks to them upon his return.

Briefly, here's an account of the trip highlights.

In Bucharest, Leota Pita spoke with Rafael Salas, director of the U.N. Population Fund, and some of his associates. There seemed to be a possibility of cooperative programs between the Fund and PINA, in the training field. Contact was also made with a Canadian official, which proved most helpful later in the trip.

In Zurich, Leota Pita had a five-hour talk with Ernest Meyer, director of the International Press Institute. Meyer offered his support to PINA in securing funding, and suggested PINA draw up its program and send it to him. He noted IPI had an interest in the Pacific Islands press, and had proposed an Editors Meeting in 1972, but was unable to get funding for it.

In Geneva, contacts were made with the YWCA and the World Council of Churches.

In Paris, Leota Pita discussed PINA needs with Unesco officials, including Lloyd Sommerlad and Frank Goodship. They explained how Unesco operates in the training of journalists, and offered guidance on how an application might be made. Unesco offered books for the PINA library, and some are on the way to Suva. It was noted that Unesco recently helped with broadcast training facilities in Western Samoa, as an indication of its interest in Pacific Islands journalism.

Unesco provided means for Leota Pita to visit Kingston, Jamaica, where a news association was just beginning. Leota Pita noted the news association couldn't agree whether to include government information units.

In England, talks were held with the overseas development agencies, and again some suggestions on how to obtain training assistance were made, and will be followed up by PINA.

In the United States, Leota Pita visited New York, Washington, Minneapolis, Indianapolis and several other cities. He spoke with foundation and government officials and mass media executives. An application has already been submitted to one foundation on the basis of the visit. The U.S. State Department provided the means for Leota Pita to extend his trip to the Middle West of the United States. The Foundation for Peoples of the South Pacific provided a headquarters for the visit.

In Canada, Leota Pita received encouragement and advice from the Canadian International Development Agency on training and on equipment for the PINA library. He was also hopeful that there might be some support from the private media.

In Honolulu, a visit was made to a leading corporation.

The trip in all took 77 days and covered half of the world.

Satellite News Exchange Report

One of the more imaginative and productive uses for the ATS-1 radio system is the exchange of news among the countries of the Pacific Islands. Under the direction of Ian Johnstone, Education Broadcast Officer of the South Pacific Commission, a three-month experiment was conducted in 1974 on what such exchanges could do. He also is proposing an experiment in early 1975, of longer duration.

As the report by Johnstone, carried below, indicates there was a good deal of searching for the right ways at the beginning, but gradually a good system developed, and there was wide and useful participation from many areas.

The entire report by Johnstone, dated December 31, 1974, is reprinted below because of the importance of such a use of the ATS-1 system and because of need among the Pacific Islands, expressed over and over again, for news of other areas in the Pacific.

The Pacific Islands News Association is examining ways it can provide a regional news/feature exchange based primarily on the printed media, and the SPC initiative has shown how the broadcast media, particularly can be served by the satellite system. Of course, the broadcast exchange and the printed media exchange can each be utilized by the other medium. Here is Johnstone's full interim report:

AIMS OF EXPERIMENT

The experiment was mounted to allow countries in and around the South Pacific Commission area to try to exchange news and information on a co-operative basis, using one hour a week of ATS-1 time allocated by the University of the South Pacific as part of its normal schedule. It was hoped that the experiment would help to:

- a. Identify present and probable future patterns of need for news and information exchange in the region;
- b. Provide data on the

capabilities of various communication media, and the ways in which they may complement each other;

- c. Provide training opportunities for media personnel.

Because some information is still to be received from participants, it is not yet clear how fully these aims were achieved, but the present position is summarized in the remainder of this report.

DURATION

It was originally intended that the experiment should be for the three months July 24 to September 18, but in the event the Experiment did not fully begin until August 7, as it took a couple of weeks for some participants to organize their offices for participation by detailing journalists, gathering copy, preparing tapes, etc. The experiment also continued somewhat longer than anticipated, principally because participants found the news they received very useful for national newspapers and broadcasting stations, and were anxious to extend the experimental period. This meant that the weekly exchanges continued until late November, when the 'official' USP/SPC experiment was terminated. However, I understand that some Terminal Managers are continuing exchanges on an informal basis - which may be taken as an indication that the need for news exchanges still exists.

FORM AND SYSTEM OF EXCHANGE

Because many participants in the experiment were small Departments of Information or Broadcasting with limited staff numbers, the form of exchange contributions was kept as simple as possible. Participants were asked to provide a weekly three to four minute voice bulletin of local news of regional interest; each participant could record all contributions, and thus had

a number of bulletins of news about South Pacific countries for use in national newspapers, newscasts, and school publications. Content of bulletins was governed by the 'Suggestions for content of Programming on PEACESAT' drawn up by Dr. John Bystrom; these suggestions were found completely satisfactory, and were never questioned by any participant throughout the experiment.

Here are some informal observations about the experience gained in bulletin compilation and presentation:

- a. Some of the smaller countries participating found some difficulty in classifying material of regional interest'. In the first few exchanges, bulletin content tended towards the parochial on occasions, but it was noticeable that stories gained a more regional character as the experiment progressed, and news editors and reporters were able to learn from the exchanges the news areas which were of interest to their neighbors. This whole editorial area is worthy of further study, and is proposed for inclusion by discussion sessions in the Experiment contemplated during 1975.
- b. Voiced inserts were tried on occasions. These added to the interest of the bulletins, but were sometimes difficult to replay or transcribe clearly. However, much was learned about the clarity, pace and content needed to make inserts suitable for inclusion.

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Satellite Report
(cont from page 3)

- c. Some contributors had difficulty sub-editing or re-writing their bulletins so that references, proper names and so on which were perfectly understandable to their home audience were also made clear to the regional audience. Ideally, all bulletins should have been re-written for regional use before the exchange, but this was not always possible, given small and relatively inexperienced staffs in some places. This is another area of expertise which should be further explored during 1975.
- d. Most contributors found it best to use professional broadcaster readers when possible. Although there is no final information on the question, it is suspected that 'live' reading of the bulletins was more satisfactory than pre-recorded material. This may change as facilities at Satellite terminals become more sophisticated.

RECEPTION AND PARTICIPANTS

The experiment was, of course, subject to normal reception conditions affecting ATS-1, details of which will have been supplied by Terminal Managers and the USP Project Managers. From information received so far from participants, it appears that bulletins--or parts of them--were only rarely (e.g. to evidence the start of the experiment) used for re-broadcast by participating broadcast stations. Most participants preferred to transcribe and voice or print material as necessary.

Regular participants in the experiment were:

Suva -Fiji Broadcasting Commission;

Honolulu -S. Cheifetz;
Lae -National Broadcasting Commission of Papua New Guinea;
Niue -Information Officer, Government of Niue.
Nuku'alofa-Tonga Broadcasting Commission;
Rarotonga -Curriculum Development Unit, Department of Education;
Saipan -Micronesia Broadcasting Service;
Wellington-NZBC and Terminal Manager, PEACESAT Project.

Occasional participants were:

Noumea -S.P.C. Headquarters.
Suva -Fiji Times.
Vila -Information Service, British Residency.
Honiara -S.I. Information and Broadcasting Service.

Note: Vila, and, for the greater part of the experiment, Honiara, did not have direct access to the Satellite network, but participated by contributing occasional taped voice bulletins, and receiving transcripts of the other contributions from this office.

USES FOR NEWS RECEIVED VIA THE EXCHANGE

There is still no comprehensive data available on this (indeed, it is probable that there never will be) but the statements received can be summarized thus -

Rarotonga -Almost every exchange fully transcribed and printed in 'Pacific Roundup' a weekly publication for schools and the general public (See sample enclosed).
Lae -Occasional items used in NBC Papua New Guinea newscasts (See copy of report enclosed).
Fiji -Very occasional items used in Radio Fiji and Fiji Times news.
Wellington-Occasional items used in NZBC news. Items used more frequently as background for research and so on.

Information supplied verbally during a Satellite discussion amongst other participants can be summarized thus -

Hawaii -Considerable use made of bulletins. Keen interest in a further experiment.
Saipan -Regular use made of items. Keen interest in a further experiment.
Tonga -Regular use made of items.
S.P.C., Noumea -Some items found somewhat parochial. Little contact with local news media.
Niue -Regular use made of items received, but preparation of Niue bulletins a considerable strain on local resources.

Two further points should be made -

- a. Some two-thirds of the way through the experiment, the Exchange had to be shifted from a Fiji Wednesday to a Fiji Monday time slot. This disrupted arrangements already made, and meant that countries East of the IDL had to operate the exchange on a Sunday, so causing roster and assembly problems.
- b. All participants commented that they found the Exchange valuable in other ways than simply making news items available for local publication. The exchange offered opportunities for -
 - Checking local news content against that being published in other countries;
 - Developing themes for local investigation and comment;
 - Checking the accuracy of items received from other sources;
 - Familiarizing new staff with overseas approaches;
 - Suggesting topics and stories for local follow up;
 - Training staff in preparation of news for other audiences.

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SPECIAL APPLICATIONS

As had been originally intended, the Experiment also explored other news applications on four occasions. During the Rarotonga meetings of the South Pacific Forum and the South Pacific Conference, the time allocated (plus periods made specially available) were used for transmission of news and comment on the proceedings of these meetings of vital regional significance. These exchanges were extremely well received by most participants, since they offered 'closer' and more immediate reports than were available by any other system. Of particular interest were reports made in vernacular languages for home audiences. Also, the Exchange was used on two occasions to explore question and answer sessions with regional personalities. Sir Albert Henry, Premier of the Cook Islands, answered questions from journalists on his return from the UN Law of the Sea Conference in Caracas, while the retiring Resident Commissioner in Niue answered questions about the country's self-government immediately following the celebrations of that event on Niue. Applications such as those are well worth further exploration.

CONCLUSION

Although final reports on this first Regional News and Information Exchange experiment by satellite are not yet possible, it is apparent from participants' reactions thus far that the satellite offers an incomparable system for regional news exchange, and that even the limited exchanges possible through the first experiment went a considerable way towards reducing the prevailing ignorance about events in neighbor countries within the region. I hope shortly to discuss with the U.S.P. Satellite Project Manager a proposal for an extended (four to five month) experiment to begin in February 1975, in which the areas opened up by the 1974 experiment will be further explored.

Niue Information Office Covers a Referendum

By Sandra Carney Rowan
E-W Communication Institute

Covering political change is a challenge to any journalism operation, and an item of increasing importance to local news-gathering staffs in the Pacific, as island nation after island nation ventures out from under the colonial wing.

The Niue Island Information Office, formed in 1972, was the major source of political education and information for that island during the months preceding Niue's constitutional referendum on

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internal self-government in September 1974, when voters endorsed the decision of "pule fakamotu" or self-determination.

The stance of the Niue Information Office--which publishes the weekly newsletter Tohi Tala Niue and operates radio station 2Z-2ZN--was one of stated objectivity. The question of whether to go self-governing was a heated one on Niue, an island of 5,000 people with 74 years of close political, cultural and economic ties to New Zealand.

Operating with a news and programming staff of five, Director Hima Douglas initiated a political coverage plan that included: broadcasting and replaying tapes of island-wide village meetings held by members of the Niue Assembly Executive committee and the visiting New Zealand Parliamentary Select Committee; hand-delivery of the proposed Constitution to every household on the 100-square mile island; inclusion in the newspaper of every "letter to the editor" on the topic of self-

government; and a new radio "talk back" show featuring guest speakers such as the Niue Leader of Government.

The most intensive coverage was of the series of round-the-island meetings with villages held by Niue's executive committee, and later by the visiting New Zealand Parliamentary committee. The meetings were designed to give citizens an opportunity to air their views of the proposed Constitution and the issue of self-government in general, as well as reply to speeches given by the politicians. The Information Office provided live coverage of the meetings, and followed-up with selected excerpts during scheduled news programs. With an eye to future research and reference, the Information Office compiled copies of the tapes for the Niue Assembly archives.

The "letters to the editor" section of Tohi Tala Niue in recent years has provided a forum for public opinion, averaging about 20% of the newsletter space. In the months preceding the referendum, letters to the editor increased. In Tohi Tala Niue Vol. 9, No. 25, 28 June 1974, letters to the editor occupied 60% of the paper--in response to charges of a "secret deal" on self-government.

Since 1870, Niue has had one of the highest--if not the highest--rates of literacy in the Pacific: a factor which contributes significantly to the island's avid readership.

One of the most popular of the political education programs (and expanded to general interest programming as well) was the radio talk-back system. Each of the 14 villages maintains at least one public telephone at the village police station, with several private phones as well. During the talkback program debut, police stations in some villages reported lines of over 20 people waiting their turn to "talk back" on issues.

News from Micronesia

NEW MNS CHIEF NAMED;
ANDERSON JOINS 'VOICE'

STUDY TO EXAMINE TV'S EFFECTS ON MICRONESIAN CHILDREN

From 1973-74 Annual Report
Markle Foundation

In the past 25 years, television has become commonplace throughout the industrialized nations of the world. There has been a great deal of discussion during this first quarter century of television about the influence of this widespread medium. Lately, many have been studying whether aggression depicted on television actually results in aggressive behavior on the part of the viewers. If this happens, could television presentation of constructive social behavior bring about similar positive behavior on the part of the viewers?

Such an idea is very difficult to test in the United States or in other nations, for that matter, where television has been a part of daily life for many years. It would be next to impossible to separate the impact of television viewing on a child's behavior from other influences common to most nations. It would also be extremely difficult to control the television diet of any test group in such a country as ours. As a result, researchers interested in following this matter look for places where television is presently unavailable. Three such areas are South Africa, parts of Australia, and Micronesia (a group of small Pacific islands).

Micronesia is already planning for the installation of television. Officials there are most anxious to know as much as they can about potential long-term effects. A \$112,000 Foundation grant to the Department of Psychiatry at the University of California in San Francisco is financing research on the effects of television on the behavior of a group of Micronesian children.

This particular study will use television in a residential

high school in three different ways. Adolescent students will be exposed to one of three television diets: programs showing constructive social behavior, programs featuring aggressive behavior, or programs of neutral content. The students will view their particular television diet for three hours each day over a four-week stretch. During this period, behavior will be carefully observed. It is hoped that the effects of these different programs on behavior can be measured.

The study is being conducted with the cooperation of government and educational personnel. These three different television approaches will use material similar to either commercial or educational television programs in the United States.

The study should be helpful to Micronesian officials in their effort to determine the probable effects television may have on the islands' population. The study should also produce information for officials in South Africa and Australia to use before introducing the medium to their peoples. Finally, this study should shed some light on the effects of television on viewer behavior.

Given some concrete data on the relation between television viewing and viewer behavior, those interested in improving television may be able to offer sound recommendations.

MARSHALLESE EDITION PUBLISHED

Micronitor News & Printing is now publishing "Ennane," a completely Marshallese edition, according to Joe Murphy, editor of the Micronesian. The paper's co-editors are Ben Jorkan of Jalut Atoll and Bemry Bunglick of Ailuk. "We are planning to put the Ennane out daily in the near future, possibly as a small 16-pager," Murphy said. "We may change the name at that time to Micronesian Daily News."

Francisco S. Rosario of Saipan is the new Bureau Chief of the Micronesian News Service, replacing Jon Anderson. Anderson, a member of the organizing committee of the Pacific Islands News Association, has joined Voice of America in Washington, D. C., as a radio broadcaster and writer in the Africa section.

Derson Ramon of Ponape was selected assistant editor of the quarterly magazine, Micronesian Reporter. Rosario and Ramon took over December 2, 1974.

Rosario, 24, has been with MNS, a government service, as a reporter since June, 1972. Under the training and supervision of outgoing Bureau Chief Anderson, he has had increasing responsibility for the gathering and writing of news material for the five-day-a-week wire service, which is supplied to the six government operated radio stations in Micronesia as well as to a variety of other media outlets and government offices.

Ramon, 27, was formerly with the Ponape District Department of Education, where he was the District Social Studies Specialist. He received a bachelor's degree in education from the University of Guam in 1971. While in college, Ramon was editor of the Micronesian student newspaper at the University of Guam, and since then he has been a frequent contributor of the Majuro-based newspaper "Micronesian Independent," the "Pacific Daily News" on Guam, and to MNS.

Anderson, 32, has been with the Micronesian News Service for four years. He and his family left Saipan in mid-December.

COLUMNIST DROWNS IN MICRONESIA

Dick Tullis, the Micronesian Independent's "Peeking Thru the Palms" columnist, drowned recently at Majuro, Marshall Islands, Trust Territory of the Pacific.

MICRONESIAN MEDIA
PART II - NEWSPAPERS

Over the years, there have been a number of small, independent newspapers in Micronesia. But survival has always been difficult. Today, there are four such papers. Two of them, Marianas Variety News and Views and I Gaseta are published weekly in Saipan. Variety, 10-12 pages and tabloid style, is two years old. Current circulation is 2,000 copies per issue, of which 900 are sold in the Marianas and 500 sold or distributed in other districts. The paper relies heavily

This article 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, 1974, 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. Part I of the article, dealing with broadcast media in Micronesia, appeared in the last issue of PICN: September 1974.

on MNS and the Congress of Micronesia for releases, but also develops some of its own stories and reprints articles from other papers, including the Wall Street Journal ("Papau-New Guinea Has Its Share of Problems As Independence Nears") and Majuro's Micronesian Independent ("U.S. Gaining Ground in Micronesia"-- which concludes that "exactly where Washington's 'divide and conquer' tactics will lead Micronesia... is anybody's guess"). The Variety carries a goodly number of advertisements (air conditioners, Kirin Beer, Mazda and local businesses), a Letters to the Editor column and a column by MNS writer Jon Anderson. Recently, Variety ran a series on "Education in Our Schools" based on interviews with eight local school principals. One or two pages appear in Chamorro when a translator is available, according to editor Abed Younis who has a staff of three including several part-time high school students. Variety sells for ten cents, or fifty issues for \$15.00 by air. Recently the paper received a loan

from the T.T. Economic Development Loan Fund for a new printing press. The T.T. government assists Variety (and several other papers) with plate work, photos and dark-room facilities free of charge; the only other subsidy is MNS. Younis's biggest expense is paper (with news print in short supply, Younis now must buy better quality, but more expensive paper from Guam). He would like very much to obtain journalism training for his budding staff.

One year old and somewhat more outspoken editorially than Variety, I Gaseta is published by Victor Pangelinan, former editor of Variety. The first edition had a press run of 300 copies; total circulation is now 1,150 copies of which 850 are sold. The editor, who has one part-time assistant, plans to concentrate on Marianas circulation and publish articles in Chamorro as well as English (few such translations so far).

Both Saipan papers' most serious competition could come from outside Micronesia. The Guam Pacific Daily News and afternoon Dateline combined sell about 1,000 copies a day in Saipan. PDN has applied for permission to open an office there; and eventually, it would like to publish a Saipan edition. While the Marianas Economic Development Board initially turned down the application, the issue is apparently still undecided. Expansion of PDN in Saipan would certainly threaten the rather precarious existence of the two weekly papers.

Palau's Tia Belau is the brainchild of two Palauan brothers named Uludong who first published the paper as a hobby when studying at the East-West Center in Hawaii. The paper is now about two years old and sells about 600 of 1,500 copies printed. It now is published monthly, but will print more often when it can buy a press and print in Palau (instead of in Saipan). There are seventy subscribers outside of Palau in Micronesia. Among those within the district is the District Education Department (60 copies, for use in social studies courses). Tia Belau uses fewer MNS stories than its Saipan counterparts and publishes more feature material and local news. Its Letters column is quite lively: "You don't have experts enough to build your own roads so what the hell do you want independence for?" Once on uncertain ground with local Paluan political

powers, the paper seems to have made its peace; in fact, the only two-page advertisement in the February issue is from Palau Modekngai Ltd., a local General Store and financial outlet for Palau's powerful religious-political group of the same name. Somewhat nationalistic, Tia Belau prints some stories in Palauan, keeps an eye on the T.T. government and states its belief that "a free press, unconnected with the government or conflicting interests, is essential to the growth of Palau." Paper and mailing are chief costs (the editors are attempting to obtain Fourth Class mail rates). Ardently supported by local high school helpers, the paper may consider training other would-be journalists and photographers if the T.T. would pay their salaries. Another source of outside help could be environmental and other notices from the Federal Annals; "but they do not know we even exist," complained a staff member.

The only local newspaper which would like to be a Micronesia-wide journal is the Micronesian Independent, formerly known as the Micronitor. A weekly tabloid edited by two Americans, four full-time Marshallese and some part-time help, the paper prints 2,000 copies. Store and hotel newsstands account for most sales, but over 500 copies are sold through subscription (twenty-five cents per copy, \$15.00 by air per year in Micronesia). Between 40 and 150 copies are distributed weekly to each of the other districts. Unlike the other weeklies, the Independent uses stringers in some districts. While making good use of MNS copy, the Independent digs for its own news and reports frequently on controversial matters. For example:

- Some people in the district complain that the Iroij (traditional chiefs) of the district are disproportionately represented in the legislature.

- Some traditional leaders in the Marshalls...don't like it when they hear that the Constitutional Convention...will only accept traditional leaders as observers with no vote.

- The people of Bikini are threatening not to return to their now radiation-free island unless the U.S. makes an 'ex-gratia' payment for the years they were obliged to live elsewhere, as the U.S. paid to the people of Eniwetok in 1970.

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Newspapers
(cont from page 7)

The March 25, 1974 issue contains a well-written article on Micronesia's population explosion (3.5%); and an editorial on the recent opening of Micronesia to non-U.S., foreign investment which will only "bring foreign control through Micronesians who are willing to play ball with non-Micronesians." The Independent contains Letters to the Editor providing good feedback; and more material is in the vernacular than in the other papers. Editor Joe Murphy buys his paper from Hawaii and would print 5,000 copies if he could be sure of having enough paper on hand at all times. His problem is storage and Micronesia's irregular sea transportation. When sea mail is tied up, Murphy must ship by air at \$10 per ream. Murphy would like to see a comprehensive Trust Territory-wide newspaper develop, with one page of local news in each local language. He believes the Independent contributes to "keeping MNS honest," by obliging them to deal with sensitive stories once the Independent has surfaced them, thus substantially improving MNS's credibility. Murphy is now paying \$75 a week for his new press, payments made possible by job printing.

Small weekly news sheets once existed in Yap, Truk and Ponape. The Truk paper, called Metparous was at least partly financed by the district legislature. The Ponape paper called Senyavin Times was started by high school students (some of whom are now Ponape's leaders) and was later financed by the Community Action Agency, an OEO-financed operation. But when the CAA employee in charge was transferred, the paper folded. Yap, which once had a paper called Tamilang, may again soon have a weekly; a University of Hawaii journalism student from Yap reportedly has lined up a publisher and has figured out the format he will follow when he returns home.

A number of school papers exist in Micronesia, one called Scope, published by the Community College of Micronesia in Ponape; and another called simply The Paper, put out by the students of Ponape Islands Central School. While these papers provide good practice for future journalists, they do not handle non-school news as the Senyavin Times used to.

In its 1973 Report, the United

Nations Trusteeship Council Visiting Mission stated:

The fact that there is no territorial newspaper in Micronesia is an obstacle to the development of political awareness...There is a real need for better regular information and opinion-forming material in Micronesia, and the Administration would be well-advised to encourage the production of more newspapers..

Unquestionably, the current batch of local papers are playing a useful if limited role. In the three districts without papers, there is no place to write to, no place to debate, no medium for squelching rumors which thrive on the islands, no feedback and no way to vocalize complaints. The state of local newspapers on the islands obviously relates to education for self-government; and the T.T. government and central ESG Task Force should consider the following ideas:

1. A master newsprint contract for all local papers, enabling them to buy paper at a cheaper rate than possible when arranged individually.
2. Purchase in bulk by central T.T. and district government use, thus providing an encouragement to circulation and continued solvency.
3. An MNS round-up each week of selected "news from Micronesia's local papers," for reprinting by each paper, to promote news from the other districts.
4. Review by the T.T. government's Manpower Advisory Council of Micronesia's need for newspaper (and radio) journalists; and a re-ordering of priorities so that a few scholarships for both academic and on-job training can be made available each year from the Congress of Micronesia's \$500,000 scholarship program.
5. Review of shipping methods and costs for Micronesia's newspapers. Daily papers receive a special air freight rate; could this be arranged for weeklies too? Could they be considered fourth rather than first-class mail?

6. Use the T.T. government's inter-district teletype channel for transmission of MNS material to the local papers, instead of air-mailing MNS to each paper; this might encourage the papers to publish more frequently.
7. The Congress of Micronesia's Joint Committee on Future Status recommended that the Congress "...give...serious consideration to the establishment of an independent media in the Trust Territory, or to the take-over and ownership of the present government-owned facilities." Whether such a major step is feasible or not, in any case, consideration might be given to providing district papers and radio stations with an additional non-government-operated news service.
8. ESG Task Forces should make special efforts to involve local newspapers in ESG.
9. As the Community College of Micronesia expands its liberal arts curriculum, it could offer courses in journalism.
10. The T.T. government should help assure active participation by Micronesian newspaper staffs in the Pacific Islands Press Association and in its various training programs in Suva and elsewhere.
11. Local leaders in Truk, Yap and Ponape should cooperate in establishing local papers again in these districts.

MICRONESIAN "FIRST"
IN BOOK PUBLISHING

The University Press of Hawaii has published an East-West Center book written by Carl Heine of the Marshalls. It is the first book written entirely by a Micronesian of the Trust Territory and published by a professional publishing house.

The book is entitled, "Micronesia at the Crossroads: A Reappraisal of the Micronesian Political Dilemma." Heine is a Marshalllese by birth. He was educated at a California high school and received his undergraduate degree in political science at Pacific University in Oregon, and joined the government service in the Trust Territory in 1965.

THE PRESS AND BUREAUCRACY--
EDITORIAL FROM THE
MARIANAS VARIETY

Bureaucrats normally define themselves by their actions. In case you don't recognize them as bureaucrats, look at their actions. Take for example, last week our reporter went to interview Dr. Kumangai to have him comment on a subject which appears in this issue. As soon as he got to know the subject he felt uncomfortable and nervous, not because of the subject value, but what surprised him was where we got to know or be informed about the subject.

Is Dr. Kumangai still upset because of the reports on the "Dispensary" project (Marianas Variety, Dec. 6, 20)? It would be well for Dr. Kumangai to realize that the press is responsible for informing the public on a variety of subjects--some of which may not always reflect the good intentions of the people associated with the subject. However, it is the right of the public to have knowledge of these areas so they may add their input to improve the circumstances as they feel inclined.

Dr. Kumangai informed the reporter that "I have instructed all my staff to let Isamu Abrams, (Health Services P.R. Officer) talk to anyone from the press." The doctor continued "you must submit your list of written questions and we will research answers" he told the reporter. Well, how about that! Dr. Kumangai does not know that we have experienced this method before. In 1973, we submitted a list of questions to the TT Lands and Surveys Department; up to now, we have not received any answers! Also the (TT Director of Health Services) does not know that it took us two days to have an interview appointment with Mr. Thiessen (former TT Director of Transportation); at that interview, the only answer given to the reporter was "no comment."

We have plenty of examples of this type of secrecy. However, the Doctor continued to express his mood, when he told our reporter "if you ever come here again without calling first, I will refuse to see you." In addition he said, "you waste my staff's time". "If I have anything to announce to the public, I will call the Pacific Daily News because they have TT wide coverage." When does that happen and on what subject? The Doctor, for sure, knows?

Meanwhile, he continued to support what he meant. "The only way I see the news media as benefiting the public is to, for example, write stories about the best method of feeding young children--breast-feeding--and to keep their stories brief." Well, beautiful advice?

What about the public who wants to know what Dr. Kumangai is doing for them? Or is the Doctor not working for the benefit of the public? We hope that Dr. Kumangai has a "comment" on that! A.Y.

JAPANESE TV CREW TO MICRONESIA

A Japanese television company has been granted permission by the Trust Territory Government to do a television documentary depicting life styles in Micronesia.

The Tohoku Broadcasting Company (TBC) four-man crew to begin filming in January and is expected to complete its work in early February.

The group will film in Yap, Ponape, Truk, and Saipan--from MNS.

EASTER ISLAND TELEVISION

Easter Island, home for 1,200 resident Polynesians, scores of giant stone statues and 3,000 wild horses, now has television. The TV service debut featured the Lucille Ball show, the Pink Panther, and Kung Fu.

Gen. Augusto Pinochet, president of the military junta which toppled Allende in a 1973 coup, flew to the island on January 24 with a top-level delegation to open the station.

The station, Channel 54, is operated by Chile's state television company from new studios in Hanga Roa, the capital and only town on the island.

Two hours of programs are scheduled each day, all taped or filmed and transported by Lan-Chile, the state airline, on its twice-a-week stops at Easter Island on the flight to Tahiti. The air service, Easter Island's main link with the Pacific Region, has been in operation for six years.

The 15 by 7 mile island is famous for the mystery of its gigantic stone statues, carved by an ancient race of sculptors.

(from HONOLULU STAR-BULLETIN)

Gilbert & Ellice

LINKS INTO SATELLITE

The Gilbert and Ellice Islands became the latest link in the Pacific-wide satellite communications network of the University of the South Pacific. The satellite ground station was assembled at Tarawa in September by Alan Cutting, then Director of the Satellite Communication project at USP, Suva. Funds for the Tarawa transmitting and receiving station were provided by the Carnegie Foundation.

The Tarawa terminal is located at the King George V-Elaine Bernacchi School, with operators Pafini Nouata, a teacher at KGV-EBS, and Peter Fletcher from the Ministry of Education, Training and Culture--

From Atoll Pioneer

NEWSLETTERS APPEARS FOR EXECUTIVE OFFICERS

The first edition of Teitei, a newsletter for Island Executive Officers, has been issued by the district office at Tabiteuea North in the Gilbert & Ellice Islands.

The publication is intended to cover what is happening in the Southern Gilberts Islands District. Three or four issues of Teitei are planned each year.--

From Atoll Pioneer

ELLICE GROUP MAKES RECOMMENDATIONS

A committee on the Ellice separation has made a number of recommendations for an initial administrative framework.

Under T. H. Layng, the deputy governor, the committee recommended that an information and broadcasting division be established. Staff would consist of an information officer, a broadcasting officer, a technician, and two part-time program assistants.

The committee met four times in December and was comprised of all Ellice members of the House of Assembly.

TV Controversy in American Samoa

CENSORSHIP ISSUE

John M. Haydon's often-stormy term as governor of American Samoa ended in October several weeks after a controversy over television censorship in Pago Pago.

On September 24, Haydon stopped the showing of a television program showing sexual assault scenes after scaling a security fence to enter the studio.

He ordered "Born Innocent," a NBC film that had previously been shown to U.S. audiences, stopped but station manager Roy Clemans did not take action and Haydon stopped the show himself.

Viewers then saw 40 minutes of "Please Stand By" before programming continued with a different show.

Haydon argued that the film included material of sexual perversion and was "absolutely unfit for viewing here in American Samoa."

Press reports said that Clemans had not seen the film in advance but felt programming decisions should be made by him.

After the incident, the American Samoan Bar Association asked the attorney general to investigate the question of violation of civil rights and censorship.

Haydon's acting successor, Frank C. Mockler, met with the press October 17, and the session was the first press conference with all of the media at the Governor's Office in more than five years.

Acting Governor Mockler called the meeting a "get acquainted" session, according to the Office of Samoan Information, and he said, "I have no axes to grind--and no apologies."

"I believe in being honest with the press," he said, "and, in return, I expect the press to be honest."

He said he did not know how long he would be serving

in his present capacity because he had received no definite word from Washington on plans for a successor to Haydon.

In his October news conference, the acting governor said, "I don't intend to censor anything." However, he said he felt the Fono should pass some type of obscenity legislation because Samoans are going through "a formative period and are susceptible to suggestion."

Mockler said he would hold regular news conference to keep the media and the people of American Samoa informed about the government.

Represented at the news conference were the Samoa News, Samoa Sun, Underground Press, KVZK-TV, Radio Station WVUV and the News Bulletin.

CRITICAL REACTION TO NETWORK SAMOA REPORT

The Office of Samoan Information has reported that it has received nearly a dozen copies of a column carried in TV Guide, one of the most widely distributed magazines in the United States. It concerns the controversial NBC "Weekend" premier show, which featured a critical look at American Samoa.

The article is the "News Watch" column, written by Patrick Buchanan, formerly a special consultant to President Nixon. In part, it said:

"Consider, for example, the premiere of the NBC News Show Weekend, which ran Saturday, October 19.

"Aired at 11:30 p.m., the news series made a bid for attention and ratings with what purported to be a hairy-chested expose of how the U.S. had colonized, exploited and misgoverned American Samoa, ravaging its culture, treating the Samoans as children and using their young men as 'cannon fodder' for America's wars.

"The 20-minute segment resulted from a weeks-long visit by the NBC team led by producer Robert Rogers. The techniques employed are familiar to students of the art form known as the 'network hatchet job'.

"Early on, the villain is selected and tarred with the old McCarthyite brush of 'guilt by association.' Here is how Lloyd Dobyns introduced the retiring governor: 'Until last Tuesday, the governor was John M. Haydon, former Seattle PR man and a magazine publisher and friend of John Ehrlichman.'

"The cheap shot is calculated to leave the impression that either Haydon got his job through Ehrlichman's influence, or Haydon is somehow connected to Watergate. Both suggestions are false. As the ex-governor contends, he never even met Ehrlichman until long after his appointment, and he was 8,000 miles away when Watergate broke.

"Continuing with the introduction: 'Haydon ran Samoa for five years. During that time he was accused of interfering with the courts and using his control over radio and television to convince the Samoans that they should not elect their own governor.'

Buchanan continued: "As a parting shot, Mr. Rogers related this little tale: 'While watching a TV movie, the governor decided it wasn't suitable for his island...so Haydon marched down to the TV station, burst in a back door and ordered the Samoan technicians to throw the switch. All over American Samoa TV screens went black for 25 minutes.

"Sounds bizarre until one learns that half of Samoa's population is children under 16, that the movie cut off was NBC's own 'Born Innocent', which features among other niceties the fairly graphic gang rape of a teen-age girl by female companions."

ZAP PREPARES FOR 2ND CHANNEL

A missing "bridge" was causing concern in Western Samoa at the beginning of the year. The "bridge" is an apparatus to link the broadcasting station (ZAP) with its transmitter. The apparatus is necessary for the starting of the station's second channel.

At present, programs in Samoan and English are given over the same channel. Jim Moore, director of broadcasting, was hopeful before Christmas to have the second channel in operation soon after the first of the year.

During meetings of the House of Representatives, only Samoan is broadcast even though the debates are simultaneously translated for these in the House. The Samoa Times protested against this policy, arguing that it was a deliberate deprivation of English users right to be informed.

SAMOA NEWS HIRES EDITOR

John Northrup is the new editor of the Samoa News in Pago Pago, according to J. P. (Jake) King of Samoa News, Ltd. King said Northrup is from Birmingham, Alabama, on the U. S. Mainland, where he worked for the Birmingham News. He joined the Pago paper in January.

King said the Times is "enjoying unlimited and unparallel business growth," and that the newspaper has moved into their new building. The print shop remains in the old building. The publishing firm has ordered two new machines, a Solna 25 and a Hamada, making a total of four for the company.

King also reports that he has a staff of 12 on the newspaper, and that they are going to have color for the advertisements.

Another veteran newsman from Birmingham is due to join the staff in February, King said. He also said the firm is considering publication of a beach press.

On a personal note, King was hospitalized for most of December.

He said he received "hundreds of fan-mail letters" after the October showing of a program by the American television network, NBC (see separate story in this newsletter on the reaction

to the television show).

King said his relations with the government of American Samoa, often stormy in the past are "excellent now that (former Governor John) Haydon's gone. Seems strange after five turbulent years."

SUN SUSPENDED

The Samoan Sun has been temporarily suspended for one month, until February 14, to allow "time for reorganization" for the newspaper, according to the Editor, Jack Gallien. The Samoan Sun is one of the two weekly newspapers in American Samoa.

ALL ABOUT PAGO PAGO'S EVE

American Samoa's Department of Education observed its tenth anniversary of educational television September 27 but someone who played a major part in its development was not in Pago Pago for the celebration.

According to the News Bulletin, Eve Edmonds retired in mid-September and left for the U.S. after serving KVZK as an English teacher for more than nine years.

Ms. Edmonds arrived in Pago Pago at an age when any average person would be thinking about retirement and was put to work as a television teacher required to turn out 10 telecasts a week.

Director of Education Mere Betham described Ms. Edmonds. "In her first two years alone, Eve made more than 800 telecasts. Probably more than 8,000 students in American Samoa have been instructed in Texas English. Although some of Eve's tapes are simply wearing out because they've been played too many times, there are still four series of tapes made by Eve that will continue playing even after her retirement."

SAMOANA-HERALD APPEARS, TIMES READY FOR NEW EDITION

A new weekly, the Samoana-Herald, appeared November 1 in

Western Samoa. The paper was started in part by former members of the staff of the South Sea Star.

In other newspaper activity, the Samoa Times is preparing for a second issue, probably on Tuesdays, each week. It was uncertain at Newsletter press time how soon this could be put into operation. Equipment has been ordered from Honolulu, and the new schedule will depend on when it arrives.

Tonga

Siosiva Fonua is on six months' leave as editor of Ko e Kalonikali Tonga and the Tonga Chronicle in Nufu'alofa and since November has been getting experience on the New Zealand Herald.

Neville Peat is on a year's VSA assignment as editorial adviser with the papers. He was formerly news editor with the daily Evening Star, Dunedin, New Zealand.

Hopoate Moengangongo, one of the Chronicle's three editorial staff members, begins an agricultural scholarship in Queensland in February after three years on the paper. The Chronicle was considering Ani Fotu, who has returned from a year's study with the Wellington Polytechnic School of Journalism.

British expatriate David Porter has become manager of radio station A3Z. Formerly with the BBC and Radio Singapore, Porter has been commissioned to set A3Z on an independent, commercial basis.

WORK BEGINS ON FIJI EARTH STATION

Work has begun on the new Satellite Communication Station at Wailoku near Suva. The first stage of the project is expected to be completed early this year. When operational, the station will be linked to the Cable and Wireless COMPAC Telephone Switching Centre at the Coaxial Cable Terminal in Suva and will signal a new dimension in international communications for Fiji.

GOVERNMENT BACKS
BROADCASTING LOAN

News from Fiji

MELBOURNE HERALD PUBLISHERS
BUYS FIJI TIMES,
ASSOCIATED PAPERS

The publishers of the Melbourne Herald have bought the Fiji Times and associated newspapers published by the Fiji Times & Herald Ltd.

A controlling interest in the Fiji company was sold to the Herald and Weekly Times Ltd. by the Wilke group, also of Melbourne, in October 1974.

The sale included Pacific Publications Pty Ltd, which was formed by Mr. R. W. Robson in 1930 to publish the Pacific Islands Monthly.

Following the Melbourne Herald purchase, Mr. Robson, now 89, has resigned from the Fiji Times board and has ended a long and eventful association with Pacific journalism.

The new chairman of the Fiji Times and Herald Ltd. is Mr. E. J. Lyle Turnbull. Mr. Richard H. Sampson has also joined the board from the Melbourne Herald.

Mr. Len Usher, Suva, and Mr. Stuart Inder, Sydney, remain directors, and they have been joined by two new board members from Fiji, Senator Ratu Livai Volavola and Mr. Mahendra Patel.

Mr. Jim Murrant, head of the Melbourne Herald's book and magazine division, is to be general manager of the Fiji Times & Herald Ltd.

Mr. John Moses, who has been managing editor, will concentrate on the editorial side of the company's activities.

A representative of the Melbourne Herald has confirmed an earlier announcement by the Wilke group that shares in the Fiji company are to be offered to Fiji residents.

In addition to the Fiji Times and an impressive range of Australian newspapers and other publications, the Herald and Weekly Times Ltd. owns the only daily newspaper in Papua New Guinea, the Papua New Guinea Post-Courier.

The company is also a partner in publishing the New Nation in Singapore.

FIJI DAILY, SUNDAY, WEEKLY
PAPERS START:
PACIFIC REVIEW SUSPENDED

Fiji has a new daily and a new Sunday newspaper, and a new weekly.

On the other side of the ledger, the weekly Pacific Review, which speaks for some of the more prominent supporters of the Opposition National Federation Party, has suspended publication.

The new daily is the Fiji Sun, an afternoon tabloid produced in Suva by Newspapers of Fiji Ltd, a company headed by Miss Sally Aw Sian, of Hong Kong, and Philip Harkness, who was long associated with the Waikato Times and other newspapers in New Zealand.

U.S. television personality Raymond Burr is also a director of the company.

The Sunday Sun is from the same stable. It has the same editor, Gordon Chesterman, formerly of the New Zealand Sunday News, and the same journalistic staff.

Like Fiji's other daily, the 105-year old Fiji Times, the two Suns are photo set and offset printed.

The new weekly, the Western Herald, is the latest member of the Fiji Times group.

It is a give-away, with a guaranteed circulation of 10,000 in north-western Viti Levu - an area that includes Nadi Airport and the towns of Lautoka, Ba, Nadi and Tavua.

Information about the three new papers, to add to the Pacific Island Press directory, is given below:

Fiji Times & Herald Ltd.
P. O. Box 1167, Suva, Fiji.
1974

Weekly
Guaranteed 10,000 free circulation in Western Viti Levu.
Casual Charge: 5 cents

six 10 em x 16 cols. Average 12 pp.
Offset (Goss Community web offset 1969)
Photoset. Vidikey keyboards
Compstar 191 and 190 typesetters.
Headliner Compugraphic 7200

Publisher: Fiji Times & Herald Ltd.
Editor: Vijendra Kumar
Sub-editor: Lesley May
Advertising Manager: Kanchan Lal

The Fiji Government has guaranteed a \$50,000 loan to be raised by the Fiji Broadcasting Commission. The Prime Minister, Ratu Sir Kamisese Mara, told the House of Representatives that the commission would spend \$33,000 of the money on a new transmitting station at Drasa, Lautoka. The rest of the money would go toward replacing essential equipment.

In another FBC matter, the Minister without Portfolio, Ratu David Toganivalu, said that despite the reorganization of its programmes there was still a lot more it could do. He was speaking in Suva at the opening of a course, which was attended by broadcasters from Fiji, the British Solomons and the Gilbert and Ellice Islands. Ratu David said the FBC's main problem was not a shortage of money but a lack of good broadcasting talent. But the FBC should be praised for outside broadcasts, such as those during the recent Royal visit.

FIJI POLICE USE TV

Sony (South Pacific) Ltd. has presented a \$3,000 video-tape recorder, camera, and monitor to the Royal Fiji Police Force. Tom Handford, the police commissioner, said the force would use the equipment for training recruits and police already on the job.

"It will be a tremendous help in allowing policemen to evaluate their performance during their training," he said.

WESTERN HERALD

FIJI SUN

Newspapers of Fiji Ltd.
P. O. Box 354, Suva, Fiji
Telephone 311944
1974

Daily (p.m.) ex Sunday
Circ. 20,608 (Spot audit during one week in November 1974)
English: 7 cents. Three months - \$4.90

six 9 1/2 em x 40 cm cols; average 16 pp.
Offset (Goss Community web offset 1974)
Photoset. 3 Compugraphic Universal typesetters.
1 Headliner 7200 Compugraphic.

89 cents p.s.c. cm:

Editor: Gordon Chesterman
Assistant Editor: Mark Ebrey
Chief Reporter: Stan Ritova
Sports Editor: Peter Lomas
Features Editor: Kim Gravelle

Reporters: Vimal Sharma, Jack Naidu, Usha Sundar,
Alfred Pandaram, Hari Gaunder, Dinesh Verma,
Alison Fong, Colin Caldwell.

Columnist: Lindsay Verrier

Advertising Manager: Matt Patterson
Production Manager: Ken Lucas

AAP-REUTER

SUNDAY SUN

Newspaper of Fiji Ltd.
P. O. Box 354, Suva, Fiji
Telephone 311944
1974

Weekly. Sunday.
Circ. 18,000 (publisher's claim)
English: 15 cents. Three months - \$1.76

six 9 1/2 em x 40 cm cols; average 16 pp.
Offset (Goss Community web offset 1974)
Photoset. 3 Compugraphic Universal typesetters.
1 Headliner 7200 Compugraphic.

89 cents p.s.c. cm:

Editor: Gordon Chesterman
Assistant Editor: Mark Ebrey
Chief Reporter: Stan Ritova
Sports Editor: Peter Lomas
Features Editor: Kim Gravelle

Reporters: Vimal Sharma, Jack Naidu, Usha Sundar,
Alfred Pandaram, Hari Gaunder, Dinesh Verma,
Alison Fong, Colin Caldwell.

Columnist: Lindsay Verrier

Advertising Manager: Matt Patterson
Production Manager: Ken Lucas

AAP-REUTER

LAND TRUST POLICIES ATTRACT ATTENTION

The policies of the Native Land Trust Bora Board in Fiji are attracting attention elsewhere in the Pacific, partly through the use of the Board's newsletter "VANUA."

S. T. Railoa, public relations officer for the board, also reports that Steve La Rocque of California has joined the public relations and information staff as a volunteer under the Peace Corps program. La Rocque holds a four-year degree in journalism from Northwestern University. He writes the NLBT regular column in the Fiji Times titled "Down to Earth" and is also the editor of the monthly VANUA.

The Native Land Trust Board is a statutory body established in 1940 to administer in trust all native land for the benefit of the Fijian owners. It controls about 83 percent of all lands in Fiji and acts as a leasing and development agency of Fijian lands. There are 10 categories of leases that the Board administers (Agriculture, Residential, Commercial, and Industrial, Grazing, Garden, Dairying, Tramway, Quarry, Special and Agricultural-Class J).

Special Lease includes Tourist Leases of which conditions are based on the Truk formula. The formula emanated from the United States Trust Territory of Micronesia where similar land ownership prevails and in turn had grown out of the old agreement formulated for the leasing of American Indian tribal lands in the United States.

The Truk Formula has been gradually refined by the NLTB over the past five years and is designed to give the Fijian landowners a meaningful interest in resort development and operation on their land.

The NLTB has been adopting land administration system from other territories and in return the NLTB has been enlightening other territories in the Pacific region with its land legislation--a typical example of this is for the New Hebrides as reported in a recent VANUA.

GOVERNMENT, MEDIA DISPUTE FLARES

A hint that the Fiji government might establish its own radio service has become the subject of a political controversy in Suva.

The prime minister, Ratu Sir Kamisese Mara, is quoted in The Fiji Times as saying last October that Radio Fiji's service is a "prostitution" of service to the people.

Another leading government official, then Minister without Portfolio Ratu David Toganivalu (now Minister of Information), has complained that the Fiji government has found it difficult to get its message across to the public.

Fiji Broadcasting Commission (FBC) programs were monotonous, Ratu David said, and did not do enough to improve race relations or inform the public about political events and development plans. FBC is an autonomous radio service.

FBC general manager, Hugh Leonard said Ratu David's remarks implied "that the FBC does not provide the Government with ample opportunity" to address listeners.

He said that Government got daily FBC time free and without restriction.

An October 17, 1974, editorial in The Fiji Times commented on the problems between the Fiji government and the media. In part, it said:

"What is alarming, in the present context, is that a senior Government minister is suggesting there should be a commercial radio station set up so that 'the Government can ensure its message gets across' and that the Prime Minister himself says the present broadcasting situation in Fiji is 'a prostitution of services to the people.'

"If those words and their implications mean anything at all (and the use of the word 'prostitution' could easily provoke a defamation action used outside Parliament) they suggest that the Government wants to run its own totally controlled broadcasting service."

The editorial argued that the newspaper would be "absolutely opposed" to such a move because "any encroachment on an independent and detachedly professional attitude to news and its presentation is the beginning of the slow death of democracy."

Leonard said the FBC was as eager as the Government to improve national awareness and he said FBC's new weekly trilingual "Crossroads Programme" was making a significant contribution to improved interracial understanding.

The Government's concern over the mass media is not new. In 1971, for example, the prime minister was quoted in the Fiji Times that the greatest failure of the Government in the preceding years had been its failure to explain its programs, policies and activities to the people.

"And it is for this reason," he told the House of Representatives, "I think that the Government should seriously consider having its own broadcasting station and its own newspaper, like most of the developing countries have done, to explain Government policies and activities."

RATU DAVID TOGANIVALU TO INFORMATION MINISTRY

The Government of Fiji is re-organizing its information services.

The public relations department which was established in 1945, in succession to the information office created during the war, is being replaced by a full-scale ministry.

The Prime Minister, Ratu Sir Kamisese Mara, has named Ratu David Toganivalu the first Minister of Information. Delegates to the Fiji conference at which the Pacific Islands News Association was formed will remember the stimulating keynote address by Ratu David.

The post of Secretary for Information was advertised in Fiji, but no permanent appointment resulted. Mr. John Manikiam is being seconded from the Foreign Affairs Department to act as secretary while the post is advertised overseas and re-advertised in Fiji.

All Government Ministries and divisions of the Prime Minister's office have nominated information officers to arrange news services which will be co-ordinated by the new Ministry.

In July last year the selected officers attended a training seminar conducted in Suva by Robert McClelland, formerly of the Tonga Chronicle and a fellow of the East-West Communication Institute, and now with the public relations division of Air New Zealand.

PRESS OWNERSHIP CONCENTRATION INCREASES IN NEW ZEALAND

The concentration of press ownership in New Zealand has "increased considerably" since a 1967 survey.

This is the conclusion reached by Pat O'Malley, a former sociology lecturer at the Victoria University in Wellington, New Zealand, and reported in the Summer 1974 issue of Journalism Quarterly.

O'Malley wrote that a 1967 survey of press ownership in 32 countries showed that New Zealand ranked fourth among the developed nations with respect to press concentration. At that time, the four largest ownership units in the country controlled about 59% of the total national daily paper circulation.

Since that survey, O'Malley said, the concentration of press ownership in New Zealand has increased, "especially as a result of the merger in 1972 of the two of the four major press companies (Blundell Brothers Ltd. and The Wellington Publishing Company Ltd.) to form a new amalgam called Independent Newspapers Ltd."

According to O'Malley, the three ownership units also own, or have controlling interest in, companies which produce "24 non-daily newspapers with a total circulation of over 900,000 (the population of New Zealand is three million persons), 13 periodicals and magazines with a total circulation of 557,229, and 25 free suburban papers with a total circulation of 418,150."

By 1972, the three largest press ownership units controlled about 68% of the daily newspaper circulation, and the four largest controlled about 75%.

In part, O'Malley wrote: "If the 1967 figures are constant with respect to press ownership in other developed nations, New Zealand would currently rank as the developed nation with the second highest concentration of press ownership."

He concluded "Insofar as growing concentration of press ownership constitutes a threat to the freedom of the press and implies restraints on the flow of news, then the high degree of such concentration of ownership, and the fact that the rate of concentration appears to be accelerating in New Zealand, is cause for considerable alarm in a country which ardently espouses democratic principles."

New Hebrides

TRAVEL MAGAZINE
KOUSURATA, FOLDS

Kousurata, the New Hebrides travel and art magazine, has folded after three issues. The magazine's husband-and-wife editing team, Jean and Penny Barbier, have returned to France.

Before flying out from Vila, Jean Barbier said: "It's been very disappointing. But we just couldn't carry on. Production costs were enormous, and we could not attract the advertising and readership figures to justify continued publication."

In a thumbnail analysis of the publishing scene in the Western Pacific, Barbier added:

"There is almost no room for a glossy magazine. Pacific Islands Monthly is the exception--its strength is in providing a background news service, especially in territories where there is no independent newspaper.

"Our operation was struggling from the start. We did not have the resources to provide a good news/feature service and not enough people were interested in buying a magazine filled with travel and custom articles."

The Barbiers are former editors of the weekly newspaper Nakamal, published in the New Hebrides by a consortium of local business houses. Though it was losing money, several attempts have been made to revive the newspaper--so far, without success.

RADIO VILA TO EXPLAIN POLITICAL SOCIAL CHANGES

Radio Vila, the New Hebrides Broadcasting Service, is about to launch a new series of political programmes aimed at familiarising listeners with the constitutional and social changes agreed between the French and British Governments in London last November.

Much of the effort is to be channeled into the Pidgin-English section of programming, and Radio Vila staff are preparing scripts and lining

up interviews for the "information job" ahead. British Resident Commissioner, Mr. Roger du Boulay, regards the Radio Vila role as vital:

"We must use radio effectively to explain, in easy-to-understand terms, the meaning of the changes and reforms which will, after all, affect every person living in the New Hebrides," he commented.

Major tasks will involve explaining the procedures for elections for the new municipal and community councils, defining their areas of operations, and helping lay ground-work for elections to the islands' new Representative Assembly which is scheduled to replace the Advisory Council at the end of 1975.

British Residency Senior Information Officer Jim Hastie said:

"There is a lot to be done. In 1974 we concentrated on training local staff to be able to cope with the production of radio features and documentaries, and we hope this will pay off in 1975."

It's a significant year, in fact, for Radio Vila. New studios are due to be completed about May, providing up-to-date broadcasting and production facilities, and as soon as the department moves a large increase in broadcasting hours is planned.

BRIEFS FROM HAWAII

Matt Levi, news director of Hilo Station KHLO and a news correspondent for three Honolulu outlets, has been elected 1975 president of the Big Island Press Club.

The new director of the University of Hawaii Manoa campus journalism program is John Luter, former coordinator of Columbia University's program for foreign correspondents. A former Time-Life Magazine staff member, Luter said he hopes for a closer liaison between the University's journalism program and the East-West Center Communication Institute and the media in Hawaii and elsewhere.

Norris E. Archer has been named publisher of the Sun Press and chief executive officer for

Community Publications, Inc. operations in Hawaii. According to the company, the expansion of CPI-Hawaii and the continual increase in readership and acceptance of the Sun Press newspapers resulted in the need for a fulltime, on-the-scene publisher.

KPOI-AM and FM radio stations in Honolulu have been sold to a Hartford Connecticut-based firm. Communico, Incorporated reportedly paid about \$600,000 for the two stations.

The format and call letters of the FM station were also changed with the purchase. The new KHSS (pronounced "kiss") now broadcasts "good music" instead of the rock music programmed by KPOI-FM.

PNG/ Solomons

Training a broadcaster is one need, but training him to teach others his broadcasting skills is quite another. This "training of trainers" was the focus of a four-week course in Papua New Guinea, held in Port Moresby under the auspices of the UNESCO/ABU regional project.

The highlighted need for "trained trainers" was also brought out at a four-week radio production course offered by UNESCO/ABU in the Solomon Islands.

The training needs vary from country to country, but assumes high priority everywhere. In Papua New Guinea, all 22 of those who took part in the Port Moresby course were chosen from 17 stations at the Assistant Station Manager level to become future local trainers. The main part of their training efforts will be directed to setting an example in quality and standards for their subordinates.

For smaller groups, such as the Solomon Islands, it would appear more feasible to share a full-time training officer among several organizations. The officer would be able to provide periodic formal training and on-the-job supervision.

Conducting both the trainer's course in Papua New Guinea and the radio production course in the Solomon Islands were: Norman McBain, UNESCO; Ian Johnstone, SPC; Robert Beaumont, British Council; and Dick Hosking, PNG/BC.

Year of Change for PNG Broadcasting

By Ian Mackay
In the Post-Courier

On Sunday, December 1, 1974, the National Broadcasting Commission completed its first year of operation.

The role of the NBC is to provide programs for people, to entertain, to stir and to stimulate a large cross-section of the audience.

This calls for an acknowledgement of the rights of dissenters, acceptance of conflicting view-points, cool judgment in Broadcasting House and political maturity in the House of Assembly.

Over the years Papua New Guineans have been probed and investigated by sociologists and anthropologists, but no studies have been made on the impact of broadcasting on their lives. The inherent problems are effective use of languages and who listens to what.

Broadcasters in the past believed their program achieved a reasonably high degree of acceptance. They got through in a general sort of a way but were they always related to the needs of the people? The NBC Research Unit has made a start on finding out.

First came a table listing all the vernacular languages spoken in the 20 districts, those of more than 10,000 speakers and their percentage of each district's population.

Next, a detailed study of the languages used by the NBC stations in the Highlands and their range.

Some interesting facts emerged. One of the problems to be faced centers around the fact that some 450,000 people in the Highlands communicate only in the vernacular. There are some 59 of these, ranging from 149,000 Enga to 120 Binumarien speakers.

The research unit examined existing data especially the 1971 census, and, although statistics did not reveal the stations people tuned to, there is evidence that 340,000 nationals aged 10 and over claim to listen to the radio each day.

This is a significant 22% of the available audience.

The research unit has an impressive record in its first year. It became a conscience in Broadcasting House and encouraged people to think.

It has not come up with all the answers but, as a result of its efforts, NBC is better informed than previously.

The NBC is in the process of dismantling the Australian-created regional program structure, which has been in existence for more than 20 years, and replacing it with a program image more in tune with the needs of the Papua New Guinea people.

The district stations have no Australian program inheritance. The stated purpose on their inception in 1961 was to cater for area requirements and today some 250 broadcast officers throughout the country are currently producing these programs.

It is more difficult to replace material in the national program, which was previously produced in Australia. This requires added writers, producers and artists.

There is also the question of resources. Each 15 minutes of locally produced material require 60 minutes of studio time for rehearsal and producing.

With only two production studios available, saturation point is soon reached. To expand facilities requires a heavy financial undertaking and construction can take years.

Meanwhile, an overall program format is being developed to make the best use of available facilities. For instance, in the Program Division there are separate specialized sections, active in producing programs for schools broadcasts, rural and religious sessions.

The ultimate balance between imported and local programs is governed by available facilities and trained staff. Both take time and money to create.

NBC started with 17 hours of air time devoted

to news, of which 9 1/2 hours originated in Australia. A self-governing country requires a greater localisation of this product, full editorial control of all bulletins and internal selection of incoming copy.

The first step in the upgrading process was to contract with an international news agency for a 24 hour-a-day teleprinter service, thus giving NBC direct access to the sources of world news.

In addition to international and Australian news, this gives added emphasis to South Pacific activities.

Already two of the main daytime bulletins, previously rebroadcast from Australia, are compiled in the NBC newsroom; others are in the pipeline.

Shortly, all bulletins will originate from the NBC newsroom.

NBC is currently linking each district station to the central newsroom with a nationwide teleprinter service. This ensures a straight flow of international, national and regional news.

NBC was dependent on the Department of the Postmaster-General, the Posts and Telegraphs Department and its own staff for the maintenance of its technical equipment. This was unsatisfactory and expensive.

The first job of the newly-formed technical services division was to examine its potential and reorganize its activities.

This resulted in the phasing out of the Department of the Postmaster-General, the upgrading of technical services in the districts, the gradual replacement of P & T personnel on the stations and their replacement with NBC manpower.

NBC has stations in 17 districts. These are being grouped into four regions.

Each region will have a control centre where technical expertise will be readily available to stations

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PNG Radio
(cont from page 16)

in the regional grouping. It sounds simple but it is a first-class job of technical planning and implementation.

The new structure will increase efficiency, reduce breakdowns, give job satisfaction to the staff and provide additional career opportunities.

External relations have been established. NBC is a member of the European Broadcasting Union (EBU), Asian Broadcasting Union (ABU), Commonwealth Broadcasting Association (CBA) and the International Telecommunications Union (ITU).

When it is necessary for broadcasters to speak with one voice, as in copyright problems, the NBC receives advice from legal experts of world standing.

There is access to documents, bulletins and monographs prepared by international experts in their respective fields. There is also machinery for program exchanges and for technical assistance.

The emphasis is on international co-operation, but it is a two-way street with all members participating. Already an NBC voice has been heard in Singapore and Tokyo (ABU), Malta (CBA) and in Geneva (ITU).

Material dealing with Papua New Guinea broadcasting has appeared in international journals published in Great Britain, Switzerland, Holland and Australia, and in the Post-Courier in Papua New Guinea.

International co-operation assumes various forms. There are cadet journalists attending the Wellington polytechnic in New Zealand and senior staff are participating in UNESCO/ABU courses in Kuala Lumpur.

It is on the home front, however, that the NBC will be judged. The NBC is neither a continuation of the Australian Broadcasting Commission nor of the Government Broadcasting Service. It is more than a merger of these two disparate organizations.

The NBC is restructuring the country's broadcasting service and is creating a Papua New Guinea image in all its activities.

It is a total commitment and only the surface has been scratched to date.

MEDIA MAGAZINE

The December issue (1974) of MEDIA magazine featured a story by PINA Organizing Director, Len Usher, about PINA and Pacific Islands newspapers. MEDIA magazine, aimed at "Asia's communications industry," covers countries in Asia, Southeast Asia, as well as Australia.

The 30-page glossy focuses on latest developments in advertising, public relations, and new gathering. Published monthly, MEDIA magazine is available from Media Publishing Ltd., 603, 6th Floor, Kayamally Building, 22 Queen's Road Central, Hong Kong. Subscription rates: \$US12 surface mail; \$US24 airmail.

ASIA RESEARCH GUIDE

The Asian Mass Communication Research and Information Centre (AMIC) of Singapore has published a 200-page guide to Asian institutions engaged in activities related to mass communication.

The publication, titled Asian Mass Communication Institutions, is designed to identify those institutions engaged in mass communication research, training, and teaching; the persons associated with the institutions; the studies undertaken since 1965; and the research facilities available at each institution.

The directory is based on information compiled in mid-1973 and is issued in a loose-leaf volume to facilitate updating, which AMIC plans to undertake at least annually.

Included in the directory are institutions in Hong Kong, India, Indonesia, Iran, Israel, Japan, Korea, Lebanon, Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, and Vietnam.

Entries include addresses of more than 135 institutions and organizations, statements of their objectives, sketches of their activities, and listings of their staffs and research facilities. The volume is arranged alphabetically by country and includes indexes to the names of the institutions and to the individuals associated with them.

The directory may be purchased for S\$30 per copy (postpaid) from the Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 10.

AUSTRALIAN TV GETS COLOR IN MARCH

Sydney -- After viewing the video world in delicate shades of black and white for 18 years, Australia will enter the era of living color on March 1 -- an event that many predict will transform the national pastime into the national addiction, the Los Angeles Times Service reports.

On that day -- C-day as it is enthusiastically known -- the nation's 63 government television stations and 49 commercial outlets will complete their \$70 million conversion from black and white and begin 100 per cent color transmission.

All indicators point to a bonanza for the industry, just as occurred when TV began here in 1956, two years after NBC introduced color transmission in the United States. Australians rushed out and purchased receivers at a world-record rate, and their devotion to the tube was never dimmed.

Today the nation's 3.7 million sets are turned on for an average of 31 hours and 22 minutes a week, according to the Federation of Australian Commercial Television Stations. Nearly 96 per cent of adult Australians own a set, and they are watching more television than ever -- almost three hours a day on the average.

Despite the downturn in the Australian economy and the cost of a 22-inch color set (about \$1,170), industry analysts believe 400,000 sets could be sold next year and expect Australians to shell out \$1.8 billion by 1980 with color penetrating 60 per cent of the TV market.

The introduction of color will come at a time when local television is taking a decidedly nationalistic turn leading to more, if not better, Australian-produced programs.

Nudged by the government, which in August introduced a point system to ensure a higher percentage of locally produced shows, the private production industry has managed to place seven Australian-made programs on the Top 10 list.

PNG RADIO DEVELOPS ACTIVE FEEDBACK

Active audience feedback is the best way of measuring the effectiveness of radio in the villages of Papua New Guinea, according to a paper prepared by Martin Hadlow for the East-West Communication Institute.

According to Hadlow, many of the stations in Papua New Guinea's 19 districts receive more than 30,000 individual letters a year from listeners.

"Radio stations in Papua New Guinea owe a great deal of their success in communicating at the village level to their constant monitoring of public opinion and listener reaction," Hadlow said.

In addition to listener correspondence, programming guidelines are formed by local advisory groups, basic audience surveys, and reports from officers in the field. Letters to the station are read over the air with answers or comments.

At the time of Hadlow's research, 15 of the 19 administrative districts in Papua New Guinea had broadcasting capacity, with the remainder in the planning stages. The emphasis on district broadcasting is to provide the greatest relevance to the local audience, in most cases village audiences, Hadlow said. Currently 80% of Papua New Guinea's 2 million people live in rural villages, fragmented into over 700 linguistic and cultural groups.

Each of the district stations of the Papua New Guinea Broadcasting Commission tries to identify with its local audience by recruiting its announcing and production

staff from the region, and maintaining frequencies and transmitter powers adequate for clear district-wide reception.

Each station broadcasts in the major language--or languages--of the region, ranging from the pidgin format of Radio Bougainville and Radio Morobe to the six-language format of Radio Kerema in the Gulf District of Papua.

Broadcast material is gauged to the interest of the village listener, with music forming the bulk of programming. District stations attempt to occupy 60% of total music programming with traditional music, which must be gathered and taped by the district staff. Twenty-five minutes of news is broadcast daily (5 minutes local, 10 minutes national, 10 minutes international), with newswriting innovations designed to simplify and clarify complex international stories.

Other programs include current affairs, human interest stories, interviews, extension broadcasts in health, education, and political information, student sessions, quiz programs, and traditional folk tales.

Titled "A Brief Review of Broadcasting at the Village Level in Papua New Guinea," Hadlow's paper is available from the Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822, U.S.A.

NZ GIVES AID TO TRAIN JOURNALISTS

The New Zealand Commissioner, Mr. Brian Poananga, has presented \$NZ60,000 from the New Zealand Government to the University of Papua New Guinea.

The grant is part of the New Zealand Government's bilateral aid to Papua New Guinea.

The money will enable the University to establish a one-year Diploma in Journalism course for the next two years and will meet the costs of teaching staff and equipment, such as typewriters and library books.

The course, the first of its kind to be held at the University, will be attended by 30 journalists from the Office of Information and the National Broadcasting Commission.

The course will begin on January 6, 1975.

He said the New Zealand Government agreed with the Papua New Guinea Government that it was appropriate and more meaningful that journalist training be held here.

The Vice-Chancellor of the University, Dr. Ken Inglis, said the Diploma in Journalism course would be held at the University following an approach by the Office of Information more than 12 months ago.

Dr. Inglis said the University had recruited a lecturer in journalism from New Zealand to co-ordinate the journalism course.

He said it was the right aid at the right time to meet the needs of Papua New Guinea.

The New Zealand Government had already trained 10 Papua New Guinean journalists at the Wellington Polytechnic this year.

PNG OPENS OVERSEAS INFORMATION OFFICE

Luke Sela has been appointed to head the first Papua New Guinea overseas information office, which is being established in Sydney. Sela, a Manus Islander, was Government Principal Information Officer and before that news editor of the government broadcasting network.

"EXPAT" JOURNALISTS RESTRICTED IN PAPUA NEW GUINEA

The Papua New Guinea government has tightened its laws on migrants, including expatriate journalists and other people who produce newspapers and radio programs.

The new list, which was scheduled to become law early in the new year, affects the Post-Courier and the National Broadcasting Commission. It totally prohibits jobs such as hand and machine bookbinders, book embossers and related workers. Restricted categories include reporters and radio journalists, hand and machine compositors, printing maker-up and imposer.

In the case of journalists,

reporters, etc., the employer has to provide on-the-job training to one Papua New Guinean for every migrant and allow a local to fill the migrant's position in three years. For compositors, etc. the period of training is four years.

Under the new law, no new migrants will be able to work in prohibited jobs. Migrants in the restricted category need an entry permit from the Government.

Employers who breach the conditions can be jailed for 12 months and/or fined \$1,000, plus \$50 a day penalty for each day the breach continues.

PINA
(cont from page 1)

He was impressed by the facilities offered for PINA courses and seminars at the Multi-Purpose Training Centre at Malifa, part of which is to house broadcasting training equipment provided by UNESCO.

Meanwhile, in Suva in November the University of the South Pacific held the first of a planned series of short extension courses on aspects of news reporting.

The course was organised by Falenaoti Tiersa Malietoa, one of the members of the PINA organising committee, and lecturers included another committee member, Ian Johnstone, and the organising director, Len Usher.

News of the foundation of PINA has been warmly received by established sister organisations such as the Press Foundation of Asia, the International Press Institute and the Asian Broadcasting Union, and indications of approval and support have come from the South Pacific Commission and from individual members of the South Pacific Forum.

All in all there are good reasons to hope that foundations laid in the first formative months will be a practical bases for realisation of the hopes and needs which led to the launching of PINA six months ago.

THE EAST-WEST CENTER

The East-West Center--known formally as the Center for Cultural and Technical Interchange Between East and West--was established by the U.S. Congress in 1960. Its goal is the promotion of better understanding and relations among the peoples of Asia, the Pacific area and the United States.

Operated in cooperation with the University of Hawaii, the Center each year brings about 1,500 students, Senior Fellows, Fellows and professional study and training program participants from more than 40 countries to Hawaii to study under federal grants and scholarships.

The East-West Communication Institute is one of five problem-oriented institutes within the Center. The Communication Institute concentrates on the use of communication in economic and social development and in sharing knowledge across cultural barriers.

List of Members current to November 1, 1974

FIJI

Category A: Fiji Times & Herald Ltd.
Fiji Broadcasting Commission
Newspapers of Fiji Ltd.
News South Pacific Ltd.

Category B: Indian High Commission
Matt Wilson Ltd.

Category D: Ian Johnstone
Len Usher

PAPUA NEW GUINEA

Category A: South Pacific Post Pty Ltd.
National Broadcasting Commission of Papua
New Guinea

MICRONESIA

Category A: Micronesia News Service
Micronitor News & Printing Co.
Micronesian Broadcasting Service
Congress of Micronesia

Category D: Ron Ronck, Pacific Daily News, Guam

NORFOLK ISLAND

Category A: Greenways Press

AMERICAN SAMOA

Category A: The Samoan Sun

TAHITI

Category A: Tahiti Bulletin

HAWAII

Category D: Jim Richstad, East-West Communication Institute
Michael Anderson, East-West Center
Richard L. Rider, University of Hawaii
David J. Smollar, Honolulu Advertiser
Robert P. Worrall, East-West Communication
Institute
John L. Hulteng, East-West Communication
Institute
Margaret White, East-West Communication
Institute

TONGA

Category A: Dick Cook, Freelance journalist, Hawaii
Tonga Broadcasting Commission

NAURU

Category D: Lisle R. Newby, Secretary for Health & Education

NEW ZEALAND

Category B: Air New Zealand

Category D: Allan Cole, New Zealand Herald
Dr. Nancy J. Pollock, Dept. of Anthropology,
Victoria University, Wellington
Mr. R. Wilkinson, Regional Editor, N.Z.B.C.(Central)

U.S.A.

Category D: Paul M. Grimes, New York Times
David I. Hitchcock Jr., Director, Office of
East Asian and Pacific Programs, Bureau of
Educational and Cultural Affairs, Dept. of State
Dr. Joel Shechter, Marine Transportation Consultant
Max Hollingsworth, News Editor, The Australian
Brian G. Osborne, c/- Australian Newspaper Council

AUSTRALIA

Category D: Max Hollingsworth, News Editor, The Australian
Brian G. Osborne, c/- Australian Newspaper Council

WESTERN SAMOA

Category A: The South Sea Star

The Samoa Times

UNITED KINGDOM

Category D: A.G.M. Slatter



The 1974 Jefferson Fellows at the East-West Center included journalists from New Zealand and Australia. Maxwell Hollingsworth, third from left, is news editor of the Australian, and Bruce Crossan, fifth from left, is chief reporter, for Northern Region, NZBC. Other Fellows, who completed a 17-week program in December are from left Edward Wu, Baltimore Sun correspondent in Hong Kong; Sumitr Hemasathol, reporter, Bangkok Post; Kim Young-hee, television producer, Korean Broadcasting System; Yasuo Hanazaki, news editor, Ashahi Shimibun, Osaka, Japan; Bur Rasuanto, editor, Tempo magazine, Jakarta, Indonesia; Partha Chatterjee, senior staff reporter, Ananda Bazar Patrika. The next Fellowship will begin in January 1976. Pacific Islands journalists are eligible, and can get more information from the East-West Communication Institute or through PINA.

PLANNING MEETING SET FOR COMMUNICATION SURVEY

A planning meeting for a Pacific Islands communication study project will be held May 1 to 6 at the East-West Center in Honolulu.

Purpose of the meeting is to see if there is sufficient interest and need for a broad communication survey of the Pacific Islands, and, if so, how the survey could best be conducted.

Participants will be invited from the Pacific Islands, Japan, Australia, New Zealand and the United States.

Some of the questions that will concern the planning meeting and, if the project gets into the next phase, the actual researchers themselves, are: What are the traditional "media" of the Pacific culture? What is the impact of modern communication technology on the traditional cultures? What is the effect of remoteness on the state of knowledge and on perceptions of need for more communication?

What patterns of development are foreseen in the islands, and what part does communication play in plans to realize them? What uses of modern communication have

been made for extending educational opportunities, and for political participation, and what might be done along that line? How is art used for communication in the Pacific?

These and many other questions will be addressed in the planning meeting.

Project Director is Dr. Daniel Lerner, noted American scholar on communication and change. The project is a joint endeavor with the Board of Foreign Scholarship (Fulbright) and the East-West Communication Institute.

EWC CONFERENCE TO DISCUSS USES OF SATELLITE COMMUNICATION

Uses of the Peacesat communication system in the Pacific Islands will be the subject of a week-long conference at the East-West Center in Honolulu, April 28 to May 2.

Participants will be drawn from Peacesat terminals and operations throughout the Pacific, including Papua New Guinea, New Zealand, Fiji and Micronesia. Others with related experience will join them.

The conference, sponsored jointly by the Peacesat organization and the East-West Communication Institute, will examine

the four-year history of the educational experiment utilizing the ATS-1 radio satellite, hovering 22,300 miles over the Pacific.

The conference will cover such subjects as the uses of communication satellites for agricultural exchanges, public health and medicine, news and public affairs and education. There will also be a look at the future uses of the Peacesat system in the Pacific, as well as the potential uses of other satellites.

For two days, the participants will join a planning meeting on a communication survey of the Pacific Islands (see adjoining story).

Persons interested in the Peacesat conference can write to Jim Richstad, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822, U.S.A.

The next issue of the Newsletter is scheduled for April, so please send on in any items of interest, or suggestions for stories.
