2 Win Fulbright-PINA Awards

Ngauea Utiaoa of the Gilberts and Kuar Singh of Fiji are the 1979 Fulbright-PINA Fellows. The two were selected for the journalism study and internship program, and will enroll in Journalism at the University of Hawaii in January 1979.

The program, in its second year, is funded through the Fulbright program of the U.S. government, and is co-sponsored by the Pacific Islands News Association. The UH Journalism Department and the Honolulu Advertiser cooperate with the fellowship.

Utiaoa is editor of the Atoll Pioneer on Tarawa, and Singh is chief reporter for the Fiji Sun.

The two will study journalism for one semester at the UH, and then intern for six weeks on the Honolulu Advertiser.

The Fellowship is designed to help improve the quality of journalism in Pacific island nations and territories, other than in U.S. areas.

The first PINA Fellow, who attended journalism classes at the UH in spring 1978 and then interned at the Advertiser, was Robert Keith-Reid, chief reporter for the Fiji Times.

USP Gets ATS-6

The United States has signed over US$705,000 to the University of the South Pacific for use in their satellite communications. The grant should help USP for the next two years in extension programs to other Pacific islands.

The university has used satellite communications since 1974 when it obtained use of the ATS-1 from the American government. The new agreement gives USP the go-ahead for use of satellite ATS-6.

The ATS-6 satellite is the same one used in the India Site Experiment and in the United States and is capable of two-way television.

The ATS-1 is the same weather satellite that has been in use over the Pacific for a decade, and is used by PeaceSat and other systems mainly for audio communication.

Project Stresses Local Languages

By Ken Rehg
Dave Bird

An increasing number of island educators and parents are expressing alarm that Western educational systems, implemented for the most part in Western languages, do nothing to promote and nurture their communities but instead appear to be acting as catalysts in their destruction.

The use of non-indigenous languages has alienated the schools from the community and children from their parents. As a consequence, many Pacific islanders are seeking alternative types of schooling which utilize local languages to meet local needs.

At the same time, they view as necessary the acquisition of a metropolitan language. Thus, programs of bilingual/bicultural education are seen as logical frameworks within which educational systems better suited to the community can be developed.

WHAT'S INSIDE

Editor's Notes.............. 2
Ratu Mara on Press........ 3
Flow of News............... 4, 5
Bilingual Education........ 7
Book Reviews............... 10

One program at the University of Hawaii which is providing support for the development of a bilingual/bicultural program of instruction in the Pacific is the Bilingual Education Program for Micronesia (BEPM). Conducted under the auspices of the Social Science Research Institute, this program is providing training for 15 educators from the United States Trust Territory of the Pacific Islands and the Commonwealth of the Northern Mariana Islands.

This program has two broad goals:
1. To advance the Trust Territory's and the
   Continued on Page 6
This column is like a voice from beyond the grave. The newsletter, as reported in the April issue, was faced with ceasing publication due to financial problems. The Communication Institute ended its sponsorship with that issue, leaving a large postage bill to be covered, and neither of the other sponsors, the Pacific Islands News Association in Suva and the Social Science Research Institute at the University of Hawaii, Honolulu, could fill the gap. But, without any of the grants requested, we have been able to find the postage money for this issue (about $250). This still leaves the next issue problematic, and any help or ideas are welcome.

Write to the editor, PICN, Social Science Research Institute, Porteus Hall 704, University of Hawaii, Honolulu, Hawaii 96822, U.S.A. All other publication costs are borne by SSRI, and editorial duties are on an "own-time" basis.

Robert Curtis, First Secretary (Information), Australian High Commission in Suva, writes to confirm that the Australia-South Pacific Newsletter is published in Suva, by the high commission. This is clearly noted on the cover of the past few issues. We've picked up several items from the newsletter in this issue of PICN.

Floyd Takeuchi, former assistant editor of PICN and recently editor of Islander magazine of the Pacific Daily News on Guam, returned to Honolulu in November to work on Today, the Honolulu Star-Bulletin feature section. Both newspapers are owned by the Gannett Newspapers group. Floyd in 1976-77 traveled through much of the South Pacific and Micronesia for his master's degree study on the flow of cinema in the Pacific.

Susan Allen, another former assistant editor of PICN, is completing her doctoral dissertation at the University of Kansas, and hopes to be finished in early 1979. She, too, traveled widely in the Pacific in fall 1977, and did many articles for PICN.

Robert Keith-Reid, chief reporter for the Fiji Times, created a bit of a stir with his April PICN front page article on press freedom in Fiji and other countries in the Pacific.

First, the Fiji Times reprinted the article, and there were comments by Ratu Sir Kamisese Mara prime minister of Fiji, on the role of the press in developing countries (reprinted in this issue), and another set of comments from Len Usher, former editor of the Times and organizing chairman of the Pacific Islands News Association, on freedom of the press, in late August.

Then, after that flurry, the International Press Institute, a world organization with strong commitments to Western concepts of press freedom, reprinted almost word for word the PICN article. The IPI Report of October 1978 did not acknowledge the source of the article, and it somehow moved Keith-Reid from chief reporter of the Fiji Times to the chief reporter for the Fiji Sun. Then, to make the cycle complete, the Honolulu Advertiser in November re-ran the same article, giving as the source the IPI Report.

Many government officials from developing countries complain about how they are treated by the Western press. Now the Pacific Islands are seeing legal action over what one political leader said was untrue reporting. The President of Nauru, Hammer DeRoburt, took the legal action over reports appearing in the Pacific Daily News—see the separate story in this newsletter.

The August PICN contains some interesting developments on television in the Pacific, particularly in Papua New Guinea. The article, while noting television will not be introduced in PNG for at least five years, describes the growth of video cassette players, which were commercially introduced in December 1976.

The cassette players can be used for a wide variety of things, including training and entertainment, with a growing supply of programs. PIM also gives some tips on long-distance pickups of television signals from as far as 2,500 kilometers away, depending on weather conditions and skill.

Adishwar (Spike) Padarath, former chief reporter for the Fiji Times, is now serving as information officer for the U.S. Embassy in Suva. Padarath was a 1977 Jefferson Fellow at the East-West Communication Institute.

Le Tagaloa Pita Alalimata of the South Sea Star in Western Samoa, visited Honolulu in late December enroute to faculty recruiting and fund-raising in North America. He served as chairman of the Pacific Islands News Association during its first few years. He met Wilbur Schramm and others in Honolulu.

Lasaru H. Vusonawalala of Fiji, a former student affiliated with the East-West Communication Institute and contributor to PICN, began his doctoral studies in fall 1978 at the University of Washington in Seattle.

Wilbur Schramm of the Communication Institute and Lyle Nelson of Stanford University are in the final stages of manuscript preparation for their book on the first 12 years of educational television in American Samoa.
Ratu Mara Stresses Sensitivity, Constructive Criticism for Press in Developing Countries

(Read the following article by the prime minister of Fiji was written for the Fiji Times in response to the lead article in the April 1978 issue of the Pacific Islands Communication Newsletter, by Robert Keith-Reid, then in Hawaii on a Fulbright-Pacific Islands News Association fellowship. The Fiji Times also reprinted Keith-Reid's article at the same time.)

It's sometimes said that news about development is dull; my point is that the journalist should be professional and skilled enough to make such news interesting enough to persuade people to read it.

We in Fiji have long been accustomed to the concept of a free press and the free and independent voicing of the people through the columns of the press.

The press can be a major agent of change--but it is the way in which it presents its news or comments that can result in these changes occurring in an orderly and progressive way. Irresponsible or sensational reporting could, equally well, cause change and disruption in a far less orderly manner.

It is essential that any newspaper journalist writing in this part of the world understands, respects and sympathises with local custom and tradition.

A Pacific Island leader, in a fairly new independent country, and not too experienced in the western style democratic process, is another kind of person altogether and the press should know and understand this.

It's sometimes said that news about development is dull; my point is that the journalist should be professional and skilled enough to make such news interesting enough to persuade people to read it.

I would say that all this amounts to a considerable amount of responsibility and requires an equal amount of maturity in the minds of writers and editors.

But they should also be accountable to their own conscience.

If criticism is not based on constructive comment then we perhaps should begin to question its place in a developing society. I believe that the media has a significant role to play in the development of a country. At the most general level there seems agreement that a major "function" of the press is to increase integration and consensus in society, to bridge social gaps, to provide people with views and factual commentary on current events.

It has also been suggested that a major effect of the mass media is to structure people's views, direct attention, create ideas of what is important and what is not. A further, obviously less noticeable, but equally effective way, of creating such climate can be achieved by omission of news or views--and this from our point of view is a common fault in newspapers seeking the sensational rather than the constructive and balanced news items.

It is a dictum which I suggest should be framed and hung in every newsroom.
Diverse Staff Produces Guam’s Daily News

By Floyd Takeuchi

The Islander Pacific Daily News (Guam)

There is a stereotype in the community that the Pacific Daily News is staffed entirely by Caucasians fresh from the mainland. The "fact" of a predominantly white newsroom reporting the affairs of a predominantly brown island has always irked some people to no end.

But what are the "facts?" A survey of the editorial staff of the Daily News (the editors, reporters, and photographers) shows that while there are still a large number of "naoles" on the staff, almost half of the newsroom is made up of non-Caucasians.

Thirteen of the 30 editorial staffers would be considered minority. This number includes four Asian-Americans, two Filipina-Americans, a Micronesian, a Puerto Rican, a staff member who is part Japanese, and four Chamorros.

Unlike most American newspapers, the Daily News has a large number of women on its staff. Of the 30 editorial positions, 13 are filled by women. This includes six of the 12 editing jobs, six of the 13 reporting slots, and one of the five photographer positions (this includes a summer intern photographer).

The newsroom staff is young, and for most of the reporters and editors, the Pacific Daily News is the first paper they've worked on. The median age of editors is 25, while the median age of reporters is 24.

For editors, the median length of time spent on Guam (not necessarily working for the newspaper) is one and one-half years, while the median length of time spent on island for reporters is six months. Within these medians, of course, there is considerable variation.

Editors range from 10 years to one month for their time spent on Guam, while reporters vary from 21 years to one month.

EWCI Completes Study Of Pacific News Flow

The Communication Institute at the East-West Center concluded a two-year Flow of the News study in September 1978, and several reports on the study have been prepared.

The Flow study was basically a content analysis of the international news content of 32 newspapers in the Pacific Basin, including 9 Pacific Island dailies and 11 non-dailies. The study period was the week of November 1-7, 1976, during which the U.S. presidential election was held. Almost 5,000 news articles were coded for source of the news, dateline, location of the event, countries involved, length of article, and several other categories.

A Flow of Communication Workshop was held in May, with Fa'alogo Pito Fa'alogo, chairman of the Pacific Islands News Association (PINNA); Michel Anglade, editor of La Depeche de Tahiti; Robert Keith-Reid, chief reporter of the Fiji Times; Ikini Holloway of the National Broadcasting Service of Papua New Guinea, and Dr. Thomas Brislin, a former editor and cable television manager on Guam, attended from the Pacific Islands with others from Asia and the United States.

Three overall papers were presented on the Flow study results, and another paper was presented at the International Association of Mass Communication Research Congress in Warsaw September 4-9.

The staff of the Pacific Daily News is well educated. Of the 30 staffers, 23 have a bachelor's degree, five hold master's degrees, and two are still continuing their college education. One staffer holds two master's degrees in addition to a graduate degree from a French university.

Most of the journalists at the Daily News were born off-island; only four can call Guam their place of birth. One staffer is English and drinks tea instead of coffee.

Of the 30 full time staffers, 12 are editors. They include the editor, a managing editor, a city editor, two assistant city editors, and editors for lifestyle, business, international news, sports, and the Islander magazine. There are also two full-time copy editors who are responsible for insuring that all stories published in the newspaper conform to the Daily News style.

The 13 reporters cover beats (or areas they are assigned to report about) ranging from the police, the courts, education, the utility agencies, the military, politics, the legislature, to general assignment reporting. There is also a reporter on Saipan who covers Micronesian and Northern Marianas news.

The paper also has four full-time photographers, a summer intern photographer, and a photographer-stringer who works out of Saipan.

The profile of the Pacific Daily News staff isn't as simple as most think. The diversity of the newsroom staff reflects, in part, the diversity of the community it serves.
Three Papers on News Flow Reviewed

By Ruth Runeborg

News Flow in the Pacific Islands: Selected Cases ——Jim Richstäd

Flow of News—A Pacific Perspective ——Susan Allen


These three papers examine the flow of international news in the Pacific Islands. Richstäd considers the influence of the center (industrialized) and the periphery (non-industrialized) countries on the flow of news. Allen's brief commentary focuses on the role of the individual in the flow of news. Nnaemeka examines the flow of news in three island press systems, pre- and post-independence.

Richstäd examines communication, as one component of Galtung's theory of "structural imperialism." First, center countries, highly industrialized and usually former colonial powers, are differentiated from periphery or non-industrialized countries; Richstäd further distinguishes the three types of center cases: those of current economic and political importance to the periphery. Galtung makes three salient points: (1) there is a lack of horizontal communication among periphery countries, especially across bloc (ex-colonial) borders; (2) there is more news of the center country in the periphery media than vice versa; and, (3) each periphery country places more emphasis on news from "their" center. Also, since limited news sources are available, most sources are agencies headquartered in center countries, and the news flow pattern is usually one-way, from center to periphery.

These points were supported using Papua New Guinea, the Cook Islands, Fiji and Western Samoa as periphery countries and Australia, New Zealand as (intermediate) center nations. A content analysis of newspapers revealed that different countries emphasize different subjects, though interesting, this finding is not further developed. Coverage of international news subjects was examined; similarities among countries were observed, but the differences were unresolved.

Supporting Galtung's concepts, new coverage of events was minimal in periphery countries, and even less was observed between "British/American" and "British/French" blocs. An imbalance between the large amount of center news and a smaller amount of periphery news in center newspapers was noted, confirming the one-way news flow pattern. By examining the quantity of the various centers in the periphery media, it is clear which center is of most concern to the periphery; thus the data affirms Galtung's concept of own-center emphasis.

Four principal agencies for international news dissemination exist in the Pacific, all in center countries. Yet, an examination of both center and periphery countries shows that more than half of the news sources are either "unstated" (presumably taken from other publications or radio) or "own correspondent" (often locally "re-written" stories). The Regional News Exchange, which uses PEACESAT and ATS-1, was extensively utilized only by the Cook Islands newspaper.

Allen presents her observations on news flow in the Pacific, gained through interviews in October 1977 with communication personnel in Tahiti, Cook Islands, American Samoa, Western Samoa, Tonga and Fiji. She confirms the existence of the usual problems of "newspaper development," i.e. low budgets, small untrained staff, inadequate facilities and notes four characteristics of international news flow: the limited availability of international news; out-of-date news, circulated long after the event; and, the dependence of the media on a few individuals, e.g., only one person knows how to fix Tonga's photo equipment. Her fourth point concerns the center country's filtering effect on international news reaching the islands. This last observation confirms Galtung's own-center emphasis, thus supporting Richstäd's analytic conclusions with first-hand impressionistic data.

Nnaemeka discusses the effect of political independence on foreign news content in national media. Two hypotheses are proposed: with independence, (1) the volume of foreign news will increase, and (2) attention to foreign news events will broaden beyond the center country. Nnaemeka examined data from Western Samoa, Fiji, and Papua New Guinea which support both hypotheses. Also, the quantity of foreign news events is found to increase the longer the period of independence.

Nnaemeka conceptualizes media as operating within a task environment, limited by legal and political constraints. The task environment of the pre-independent media differs from that of the post-independent media; this is reflected in international news coverage. Three stages of political development are suggested, in relation to international news coverage: (1) as a colony, much attention is given to center news, as opposed to international news; (2) in the pre-independence period, there is increased attention to foreign news, as the nation seeks an international identity; and (3) in the post-independence stage, the nation becomes identified with a world philosophy, i.e., democracy, and selects that foreign news which reinforces that philosophy.

There are three such philosophies: (1) Western democracy, (2) socialism, and (3) Third World or non-affiliated. Nnaemeka examines the quantity of foreign news representing each of these philosophies, in post-independent Western Samoa, Fiji and Papua New Guinea media. In Fiji and Papua New Guinea there has been an increase in news coverage of democratic nations, a decrease in Third World coverage, and no change in the coverage of socialist countries. Western Samoa, however, exhibits a large increase in Third World coverage, a sharp decrease in representation of Western countries, and an increase in coverage of socialists countries. Western Samoa is in the process of developing a world philosophy, Fiji and Papua New Guinea are still searching for an international identity.

The significance of this study is in no way limited to Pacific Island countries, but has worldwide applicability, which the authors or other researchers should pursue.
Project Stresses Local Languages

Continued from Page 1

the children of Micronesia of the opportunity to learn about their own traditions. Subsequently, during this same year, the Trust Territory contracted the University of Hawaii to train a group of educators in linguistics and to have these individuals work with University staff to develop standard spelling systems, dictionaries, and reference grammars for all the major languages of Micronesia.

Concurrent with the creation of these literate documents was the establishment of a number of pilot bilingual/ multicultural education programs in Micronesian schools. Micronesian educators for the most part, however, had little experience in working with instructional materials in their languages, and further staff training was needed. In 1974, representatives from the Trust Territory and the University of Hawaii met to outline the basic components of a training program for bilingual educators from Micronesia. The result was the Bilingual Education Teacher Training (BETT) Program which accepted its first participants in Spring of 1975 and served as the prototype for the present BEPM program.

The training program designed by Trust Territory educators as indicated by the previously stated goals of the BEPM included an emphasis on improving abilities and modifying attitudes.

The notion that a Micronesian educator might lack confidence that his or her own language could serve as a medium of instruction will come as no surprise to those who have worked in the Pacific.

For many years in Micronesia, English language instruction and education were nearly synonymous. In the vernacular writing course, for example, many Micronesian educators find great difficulty in expressing themselves in their own language. All of their training in writing has been in English; and when required to write in their own language, they find the temptation to first write in English and then to translate almost irresistible.

Another attitude has to do with using Micronesian languages to discuss scientific concepts. One often hears both Micronesian and American educators lament that many of the technical terms of mathematics and science have no direct equivalents in these languages. They apparently overlook that new terminology may be coined or borrowed into the language, as often is done in English and other languages.

The Bilingual Education Program for Micronesia, by putting Micronesian languages into the classroom by producing Micronesian educators with essential skills and attitudes, is seen by its designers as a possible model for other Pacific Island communities seeking education models better suited to post-colonial futures.

Film for Gilberts Independence

Canberra--Two Australian film makers were in the Gilbert Islands for a month in October to execute preliminary research on the official film to mark the independence of the Gilbert Islands next year.

They are the film's producer, Don Murray, and the director John Shaw, who work for Film Australia, the production branch of the Australian Film Commission. They arrived in the Gilbert Islands in mid-September to look for locations and discuss plans for the film.

The Gilbert Islands film will be the fourth that Film Australia has made to mark the Independence of countries in the South Pacific region.

Alfred Aihunu from the Solomon Islands Office of Information was to visit the Film Australia studios in Sydney to help the editor, Graham Chase. Aihunu worked closely with the Film Australia crew during the four months shooting in the Solomon Islands before Independence on July 7. He will do the film commentary. The film should be completed early next year.

From the material obtained in the Solomon Islands, Film Australia also will make a film for the Australian Development Assistance Bureau on aid to the Solomon Islands; another on changing trade patterns, and one for the Solomon Islands co-operative organisations.
PALM Reading Program Produces

Texts in Micronesian Languages

by Robert E. Gibson

For a very long time, educators in the Pacific have agreed that an effective education requires that students be able to use a world language and their own mother tongues as media of instruction. In spite of such general agreement about the need to educate through both languages, this goal has been an elusive one.

What has often taken place has been vigorous efforts to teach English as a second language (ESL), complemented by efforts to teach content through English, and supported by instructional materials developed for those purposes. In the territories administered by the United States, the same vigorous effort has often excluded programs designed to teach through students' vernaculars.

The resulting systems were those in which students studied English, often learning to read and write it sooner and better than their own languages, while attempting to become educated through that language. This situation was frustrating especially to primary grade students as the amount of English they controlled severely limited their ability to use English-medium materials. While some were able to achieve in the system, many were handicapped because they were not able to study in their mother tongues.

Over the years, several conditions have contributed to this problem. High turnover rates in the teaching staffs, and governmental policies that encouraged an immersion approach to ESL are examples. One critical condition, however, which has prevented educators from utilizing students' own languages has been the lack of instructional materials in those languages.

Before any concerted effort could be made to develop materials in these indigenous languages, three major problems had to be faced: (1) developing standard orthographies in these languages; (2) developing people's skills in writing these languages; and (3) writing and printing the materials for classroom use.

The PALM Development Center was organized to assist Micronesian educators to develop instructional materials in eight of Micronesia's languages: Carolinian, Chamorro, Kosraean, Marshallese, Palaun, Ponapean, Trukese and Yapese. In addition, PALM staff members are developing materials in liloano and Samoan for bilingual education programs in the United States.

The curriculum writers from each of the Micronesian language groups spend three months each year writing materials at the Center, and the rest of the year working in Micronesia on pilot testing materials, revising materials, or developing new materials to be further edited and revised at the Center.

The kind of materials under development varies with each language group, depending on the priorities established by the respective departments of education in Micronesia. Some districts have set first priority on producing language arts materials for primary grades, while others feel the need for social studies units for middle grades, science materials for upper grades, etc.

The second program, the Bilingual Education Program for Micronesia (BEMP), grew out of the first, and was designed to train Micronesian educators to utilize the orthographies and dictionaries for the development of instructional materials for use in bilingual education. The third problem—that of classroom materials— is being addressed by the Pacific Area Languages Materials (PALM) Development Center, also at the University of Hawaii's Social Science Research Institute.

The PALM Development Center produces a sizeable amount of material which is now undergoing pilot testing in the islands' schools.

Before any book is printed for wide distribution, it has to undergo two field reviews. The first occurs when the camera-ready pages of the books are sent to the districts. Review boards check them for cultural appropriateness and for orthographic conventions.

The second review takes place after the books have been revised and printed in limited numbers. The materials are tested in bilingual education schools for readability and effectiveness. If the books pass this stage, they are printed in larger numbers and widely distributed.

At the end of one year of operation, the Center has produced a sizeable amount of material which is now undergoing pilot testing in the islands' schools.
SATELLITE ROUND UP

Excerpt is from Center for South Pacific Studies, Newsletter, Santa Cruz, September, 1978.

As the Solomon Islands became the 150th member of the United Nations, welcoming speeches by delegates from the African group of nations, the Asian states, the United States, the United Kingdom, Western Samoa, New Zealand, Australia, and Papua New Guinea, as well as Prime Minister Peter Kenilorea's speech were transmitted via PEACESAT -- the Pan-Pacific Education and Communications Experiment Satellite to Islanders back in Honiara.

Speaking in a resonant voice, the Prime Minister told other UN members, "We are a small nation of 200,000 people, simple and unpretentious, deeply in love with our culture and way of life. Our smallness, diversity, and culture were the greatest source of strength to us in the attainment of Independence."

A mid-September PEACESAT session chaired in Santa Cruz dealt with the development of solar energy and wind energy and its applicability to the South Pacific where many remote and isolated islands now have no power source and where it would be possible, using solar energy, to develop Citizen Band radios for less than $200, according to Dr. Clark Richardson, who reported from Tonga.

Education in the Pacific, a series that began in mid-August and was to continue until mid-

Fiji Writer Wins Award

A University of the South Pacific lecturer has won an award for a short story depicting the domestic and professional problems of a schoolteacher in Fiji, Australia-South Pacific Newsletter reported in May 1978.

Mr. Subramani, a lecturer in education, won a contest sponsored by the South Pacific Association for Commonwealth Literature and Language Studies. There were 150 entries from Australia, New Zealand, Papua New Guinea and Fiji. The fictional story is titled "Mari-golds."

COMSAT GOES SAMOAN

In Satellite Communications September 1978

In Washington, D.C., Dr. Joseph V. Charyk, president of Communication Satellite Corporation (Comsat), and Governor Peter T. Coleman of American Samoa signed an agreement under which Comsat will establish an earth station at Tutuila, American Samoa and provide communications satellite services to the Government of American Samoa (GAS).

When the new earth station begins operation, American Samoa will have modern, high-quality overseas telephone, telex, data and television services via satellite.

The earth station will be located at Tafuna near the Tafuna International Airport at Tutuila, American Samoa.

SOLOMON PIJIN DICTIONARY

The first Solomon Pijin dictionary and grammar, which includes 1400 words and replaces list of 400 words, has been published by the Solomon Islands Christian Association.

Linda Simons, a linguist, and Hugh Young, a journalist with the Solomon Islands Information Service, compiled the publication.

There are 60 recognized languages in the Solomons, and Pijin is the lingua franca.

The media in the country asked for a standard work to help with communication. --From Action, September 1978.

Ratu Aca Vunakeke, senior information officer with the Fiji Agriculture Department, was attending a three-month course on media management in Sydney, under the Australian South Pacific Aid Program, it was reported in the October Australia South Pacific Newsletter.

TONGA GETS TELE SERVICE

Telex service between Tonga and Australia was established by the Overseas Telecommunications Commission of Australia, the October Australia South Pacific Newsletter reported.

PNG OPENS LIBRARY

Australian Information Service

Port Moresby -- The Prime Minister of Australia, Malcolm Fraser, presented Australia's independence gift to Papua New Guinea -- the National Library of Papua New Guinea -- at the official opening of the library in Port Moresby on October 30.

Fraser presented the library to Prime Minister Michael Somare, who then opened the library.

The $A2,000,000 library is a steel-framed building which provides about 2900 m² (31,320 square feet) of mostly air-conditioned accommodation.

A key feature of the design of the library is a steeply pitched roof modelled on the traditional Papua New Guinea Haus Tambaran.

The library has space for 180,000 volumes, more than 10,000 films, audio and video cassettes and other library material.

JUDGE TURNS OFF REPORTER

When is a television reporter prevented from having his face, voice or name used on television or radio? Apparently when he has signed a "non-compete" clause in a contract.

A judge in Honolulu ruled in early November that Matt Levi, veteran radio and television reporter, could not appear on KGMB radio or television until February because of a "non-compete" clause in his contract with another television station, KITV, Levi's employer until September.

MEDIA COURSE IN AUSTRALIA

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SHORT TAKES: PRESS

Honolulu Advertiser
October 3, 1978

The president of Nauru, a small island republic in the central Pacific, filed a $7.5 million federal lawsuit against Gannett Co. Inc. and Guam Publications Inc. The lawsuit was filed by Hammer DeRoburt, president of the Republic of Nauru, over a story published May 30 on the front page of the Pacific Daily News on Guam.

The suit said Gannett and Guam Publications do business as the Pacific Daily News.

The newspaper story said the Republic of Nauru lent money to finance a campaign by a group supporting the separation of the Marshalls from Micronesia. The lawsuit charged that the story was not true.

According to the lawsuit, the reports in the story, if true, charge criminal violations under Nauru law.

The story said DeRoburt made one of those loans earlier this year.

A spokesman for Gannett declined to comment about the lawsuit.

DeRoburt was elected Nauru's first president in 1968 when it gained independence. He served until 1976 and was elected again in May 1978.

Nauru, an eight-square-mile island, has a population of about 6,000.

NEW PAPER IN MARIANAS

Excerpts from Marianas Variety
October 27, 1978

SAIPAN--House speaker Oscar C. Rasa, expressing concern over KSAL radio and what he considers poor reporting, said there is a need for another medium of operation, and that he and some others will start a newspaper in December.

Rasa specifically attacked an unsigned column in the Variety by Dan Danzig of KSAL. The column was on a tax relief bill introduced by Rasa. KSAL is owned by Far East Broadcasting Company, which offers religious-oriented programming and operates 24 transmitters that broadcast all over the world.

Rasa said the new newspaper "will be independent and governed by the editor."

TASMANIAN WINS AWARD

SCAN
Nov. 27, 1978

Tasmanian journalist Nina Fudala (24) of News in Hobart has been awarded a $12,000 International Study Award by the Rotary Foundation Committee of District 983.

The annual award by Rotary will allow Nina to live on campus for a year as a Graduate School of Journalism, Columbia University, in New York.

News Editor Jim Guinane and the University of Tasmania jointly supported Nina's nomination for the award.

Nina has a BA with majors in Political Science and Geography, and is keen to extend her academic career.

She will check in at Columbia University for the start of the academic year with Professor Fred Friendly in September.

In her spare time she intends to haunt the ABC's New York office.

--Wes Phillips

WANTOK SELECTS POET AS EDITOR

From Action
October/November 1978

Papua New Guinea's best-known poet and writer, Kumalau Tawali, is the new associate editor of Wantok, the country's national weekly in Melanesian Pidgin. He joined Wantok from the University of Papua New Guinea where he was a teaching fellow in the literature department. His poems, plays and short stories have been published in several countries and have been broadcast over PNG's national radio service.

He was one of the first graduates of the University of Papua New Guinea in 1971 and worked as a freelance writer and guest lecturer at Guadim Teacher's College in East Britain, PNG, before joining the university faculty.

Wantok, an ecumenical news magazine, has a circulation of 12,000 and an estimated readership of 70,000.

TRUMBULL RETURNS TO PACIFIC

Robert Trumbull was in Honolulu in October to set up a Pacific bureau for the New York Times, the Honolulu Star-Bulletin reported. Trumbull previously covered the Pacific from Sydney, before he was transferred to Canada a few years ago. Trumbull will cover the Pacific Islands out of Honolulu.

PRESS WOE:

There may be satellites bouncing high speed telecommunications around the world, but the problems of grinding out the weekly newspapers in the Pacific Islands are still faced with the kinds of problems they have faced for 100 years. Take Editor Abed Younis and the Marianas Variety. Here's his editor's note that appeared in the June 23 issue:

"Two issues of the Variety were not published this month because of delays in the shipment of news print and the departure of staff writers Eve Lowe and Beverley Lund.

"The Variety is back on the right publication schedule again with new staff reporter Tom Bauer. The green paper will be used for a while until the arrival of the news print in late July. Your understanding and patience are appreciated."

FIJI, PNG NEWSPAPER PROFITS

The Herald and Weekly Times earned $A223,000 in Fiji and $A206,000 in Papua New Guinea in 1977, a report by a Sydney firm of stockbrokers notes.

The October 1978 report by William Tilley, Hudson, Evans and Company, reported by the Australian Information Service lists the profit and loss of Australian companies operating off-shore.

Several examples are given for the Pacific Islands, including the earnings of the Herald and Weekly Times in Fiji (the Fiji Times and related papers) and in Papua New Guinea (Post-Courier).

The report said "it is not expected that the South Pacific will attract much additional investment from Australian companies" until the prospects of profits are better.
The critical questions over the power and influence and impact of the American global news agencies as part of the broad U.S. industrial and military dominance is not adequately dealt with. Herbert Schiller, a leading critic of U.S. global communication, is not even mentioned in the index. "Free flow of information" -- a key concept for U.S. global agencies in the post-1945 era, is not listed either. The authors could have done a great service by examining how "free flow" is intertwined with U.S. media policy.

Pacific Islanders wondering why the U.S. news media show little or no interest in Island affairs or people will not find the answer in this book.

Perhaps more critically, the book fails to examine the dynamic interaction of the American press and the rest of the world, and in particular how the U.S. press system helped shape the systems in other parts of the world, and to an extent was shaped by the other systems. An analysis of the social interaction between society and the press—domestically and internationally—is missing. Such an analysis would do much to inform the American readers of how the U.S. press is viewed by much of the world, and help prepare Americans to better understand many of the critical issues in international communication that are now on the global agenda.

While the argument could be made the book is about the American press, and some attention is paid to international reports (mainly with the global dominant position of the American communication systems in post-1945 is not captured in this book, and is a serious shortcoming.

Americans learn little enough about the world through their news media, and U.S. international news reporting and distribution is under severe attack. A description of this situation and analysis of its causes would add an important dimension to the book, and make it of much more value to both Americans and others.

—Jim Richstad

A Book Review From PILS, Vol. 2, no. 3


Social and technical developments in Oceania since 1945 have made quantum leaps and enabled to fall in the area of communication. This work, by two researchers for the East-West Communication Institute, is a first published bibliography on mass communication and journalism in the Pacific Islands. The compilers undertook the project when it became apparent that they could not continue in their own research efforts without a comprehensive bibliographical study of what had been written on the subject. To ferret out the often fugitive materials was a long and tedious process.

The scope of the work includes twenty-five countries and territories that represent Polynesia, Micronesia and Melanesia. The main arrangement is alphabetical by island government, beginning with American Samoa and ending with Western Samoa. Under each country or territory there are subdivisions of subjects which include: indexes, guides, reference works, newspapers, periodicals, cinema, education and training of communicators, freedom of the press, legal issues, printing, radio broadcasting, satellite communication and television. There are more than 3,000 items listed.

A very important function of a work of this kind is to help identify gaps in the research. As a result, at least four areas have been identified needing research: first, although there is an emerging body of communication research dealing with Oceania, there is a serious need for more in-depth research, both quantitative and qualitative; second, there is a serious gap in studies of the social impact of movies; third, there have been only a few studies of the use of television in those countries that have television; fourth, more research, both quantitative and qualitative, is needed on the use of the press. This would be especially crucial in those polycultural countries such as Fiji and Papua New Guinea.

Wherein the bibliography is long on journalistic accounts of mass communication and journalism activities and short on research reports, it is thoroughly executed. As a guide to the literature it is a significant work because it opens up a vast body of information sources that otherwise would not be accessible.

The bibliography is a very useful tool. —Miles Jackson